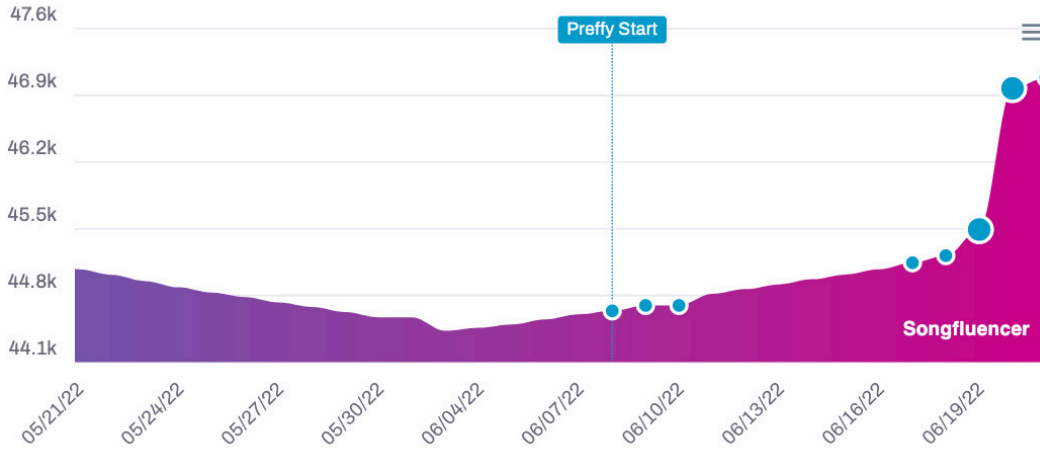


CASE STUDY: FATHER'S DAY PREFFY + SONGFLUENCER CAMPAIGN

In June 2022, we ran a **Preffy** competition + **Songfluencer** campaign featuring a catalog country track, originally released in 2006. Our client's goal was to increase use of the official sound leading into the Father's Day holiday.



As seen in this graph, TikTok posts using this track were declining through the month of May, and a natural increase began in June.

The launch of the Preffy contest and Songfluencer campaign on June 8th supported the song's rebirth and ignited additional use of the official sound leading into the dates around holiday, peaking with 47K posts using the audio on June 21st.

Consider using **Preffy** to lead up to holidays and off the back of events.

CREATOR CONTENT

