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## CASE STUDY: AURORA "CURE FOR ME" (HALLOWEEN CAMPAIGN)

Data as of September 30, 2022

### CAMPAIGN OVERVIEW:

We worked with creators to post Halloween-themed content around AURORA's "Cure For Me" track at the end of September, leading into spooky season.

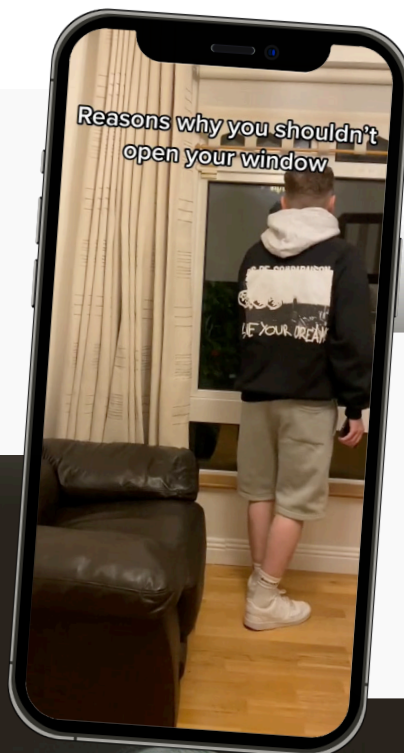
### RESULTS:

# 12

SF POSTS LIVE

# 12.25M

TOTAL SF VIEWS



## VIRAL POST!

# 10.8M+

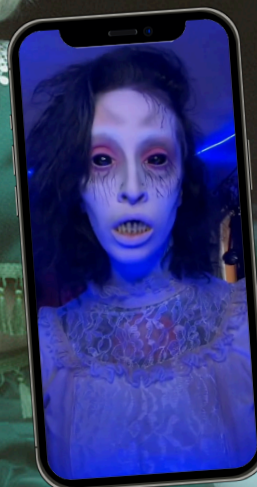
VIEWS

@CONORCREGAN

### EXAMPLE CONTENT:



@SATINPUPPETS



@ZOMBAE.UNDEAD