

# OUR PROJECTS : HOLIDAY SEASON

Projects below are listed from most recent to oldest.



Artist: **PENTATONIX**  
Song: **"GOD REST YE MERRY GENTLEMEN"**

▶ **CREATIVE: CREATORS WERE ENCOURAGED TO SHARE CONTENT FROM THEIR HOLIDAY CELEBRATIONS, OR TRY THEIR HAND AT THE TRENDING "SNAP" CHALLENGE.**

Examples of creative:

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Artist: **KELLY CLARKSON**  
Song: **"CHRISTMAS ISN'T CANCELLED (JUST YOU)"**

▶ **CREATIVE: CREATORS SHARED CHRISTMAS-THEMED CONTENT REFERRING TO THE SONG'S LYRICS IN A SONGFLUENCER CAMPAIGN AND PREFFY CONTEST.**

Examples of creative:

Post 1 [🔗](#) | Post 2 [🔗](#) | Post 3 [🔗](#)



Artist: **ED SHEERAN & ELTON JOHN**  
Song: **"MERRY CHRISTMAS"**

▶ **CREATIVE: CREATORS FOCUSED ON CHRISTMAS AND HOLIDAY CONTENT, WHILE INCORPORATING TRENDS, TRANSITIONS, AND TEXT.**

Examples of creative:

Post 1 [🔗](#) | Post 2 [🔗](#) | Post 3 [🔗](#)



Artist: **MARIAH CAREY, KHALID, & KIRK FRANKLIN**  
Song: **"FALL IN LOVE AT CHRISTMAS"**

▶ **CREATIVE: CREATORS HAD TO SHARE FAMILY OR NOSTALGIC MOMENTS RELATED TO CHRISTMAS.**

Examples of creative:

Post 1 [🔗](#) | Post 2 [🔗](#) | Post 3 [🔗](#)