

DISNEY+ | HULU — TV & MOVIE SOUNDS

songfluencer

CASE STUDY



SONGFLUENCER — CASE STUDY

hulu **Disney+**
TV & Movie Sounds

SONGFLUENCER.COM — INFO@SONGFLUENCER.COM



Campaign Overview

Disney approached us to help raise awareness for various programs on Disney+ and Hulu. Using signature sounds and songs from select TV shows and movies, we collaborated with the Disney team to hire creators from various niches to promote the programs in branded content posts on TikTok.

TV Shows and Movies Included:



Campaign Strategy

Disney had one overall budget, and our campaign manager distributed the budget as-needed across the various TV/movie campaigns.

Creators were instructed to follow specific creative, developed from the client and campaign manager for each campaign:

- Include a call to action in the caption to urge their followers to tune into the specific show or movie
- Include a campaign-specific hashtag
- Use a specified audio/track, and focus content around the themes of this sound

Campaign Performance



60

SONGFLUENCERS



143.9 Million

COMBINED FOLLOWERS



30.1 Million

CAMPAIGN VIEWS



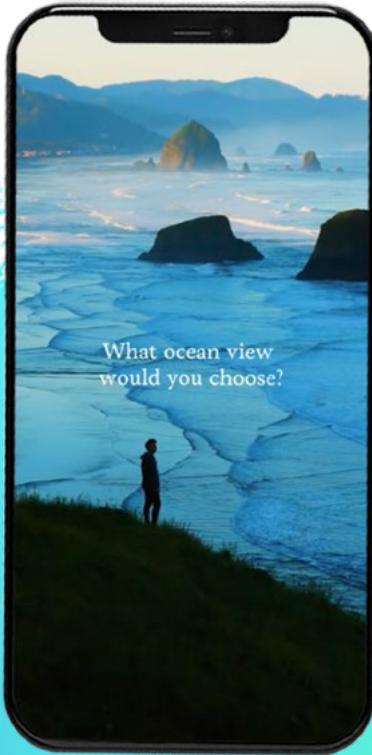
341,000

TOTAL CAMPAIGN ENGAGEMENTS
(LIKES, COMMENTS, AND SHARES)

Example Content

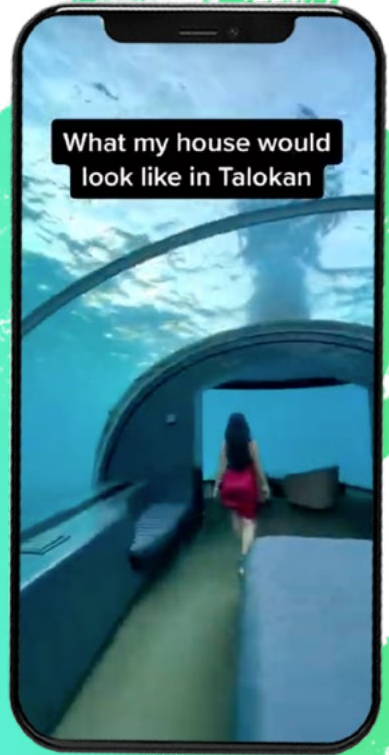


@fx_freak
Avatar



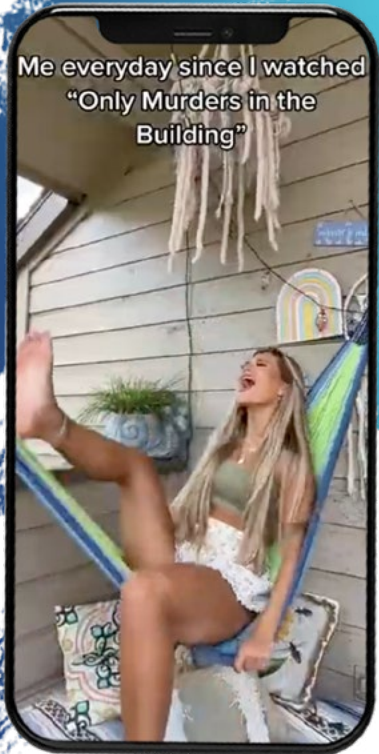
What ocean view
would you choose?

@nathanleeallen
Avatar



What my house would
look like in Talokan

@terplanet
Black Panther: Wakanda Forever

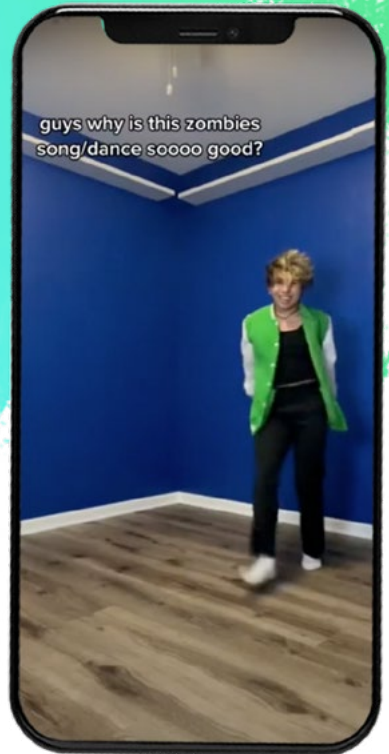


Me everyday since I watched
"Only Murders in the
Building"

@delareilley
Only Murders in the Building



@fauxchanel
Super / Natural



guys why is this zombies
song/dance soooo good?

@jadenbarba
Zombies 3