

OUR PROJECTS : INDIE POP

Projects below are listed from most recent to oldest.



Artist: **ANDY GRAMMAR**
Song: **"LOVE IS THE NEW MONEY"**

Creators highlighted the song's lyrics by showing acts of positivity and kindness and the people (friends, family, etc) who make their lives better.

@kennilove03 | @bobbialthoff | @MatthewandRyan



Artist: **LIZZY MCALPINE**
Song: **"CEILINGS"**

Creators used text overlay to get creative with their feelings about this emotional track.

@emmwee | @dylantroesken | @mandiinmotion



Artist: **KESHI**
Song: **"LIMBO"**

Creators used the "main character" cartoon filter with a friend and the trend of "name __ that starts with the first letter of your crush".

@azramian | @liv.mitchell_x | @samdezz
@thatdollmo



Artist: **MACKLEMORE**
Song: **"NO BAD DAYS"**

Creators made a tribute to someone in their lives who deserve the best day ever by telling their story in the video caption, or with on-screen text.

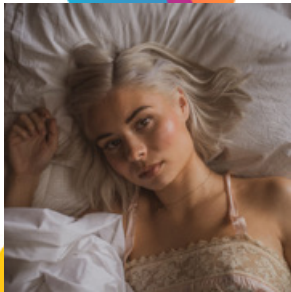
@alliahharmon | @skye hitchcock | @bryanthediamond



Artist: **DREW GREGORY**
Song: **"STUCK"**

▶ Creators used our "What farm truck are you?" filter game in their posts, driving 31k+ UGC of the track and contributing to the 71k+ Playlist Reach of the track on Spotify.

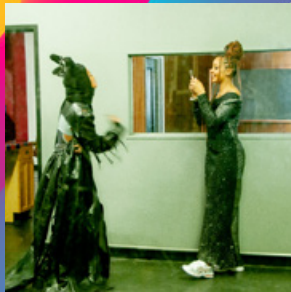
@themaggiwilliams 🌐 | @toomuchmariaaa 🌐 | @brookbrenn 🌐



Artist: **NINA NESBITT**
Song: **"PRESSURE MAKES DIAMONDS"**

▶ Highlighting the chorus, do a glow up transition from "not feeling your best" into your best selves.

@katemaries 🌐 | @s.h.a.r.a.n.n 🌐



Artist: **PINK PANTHERESS (FT. WILLOW)**
Song: **"WHERE YOU ARE"**

▶ Creators shared their interpretation of the lyrics by showing their hometowns, loved ones, and dances.

@sierra_zagarri 🌐 | @abby.ras 🌐



Artist: **CAFUNÉ**
Song: **"TEK IT"**

▶ Anime, gaming, and witch-tok creators posted videos expressing themselves to this track.

@yumekacake 🌐 | @o_straight 🌐



Artist: **BIG YAVO**
Song: **"HIM"**

▶ Creators followed the "You are not Him" trend, followed by montage footage showing themselves off for a confidence boost.

@curlyfuq 🌐 | @kennilove03 🌐 | @officialsmooth 🌐

Artist: **PHOEBE BRIDGERS**
Song: **"SIDELINES"**

The aim of this campaign was to identify and target influencers that align with Phoebe Bridgers' fanbase.

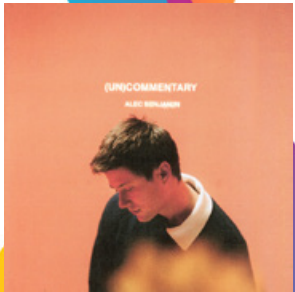
@skyehitchcock  | @foxy  | @devorelo 



Artist: **ALEC BENJAMIN**
Song: **"SHADOW OF MINE"**

Creators highlight the lyrics "Everywhere I go my shadow, it follows behind" and show us their shadow.
(eg: a child or a pet).

@wren.eleanor  | @heymynamesluna  | @aymieandfamily 



Artist: **NEON DREAMS**
Song: **"LITTLE DANCE"**

Art pages create content with the track.

@ninjagirl draws  | @anastasiakhoroshenko  | @sonn1c 

