


OUR PROJECTS : R&B/SOUL

Projects below are listed from most recent to oldest.




Artist: **NE-YO**
Song: **"STAY DOWN (FT. YUNG BLEU)"**

- ▶ Creators partnered up with a sidekick to follow this transition trend.
Examples of creative: [Songfluencer.com](https://www.songfluencer.com) 



Artist: **SUMMER WALKER**
Song: **"KARMA"**

- ▶ Creators used a CapCut template to follow this velocity content trend.
Examples of creative: [Songfluencer.com](https://www.songfluencer.com) 



Artist: **BILLIE HOLIDAY**
Song: **"SOLITUDE"**

- ▶ Each video started with the lyrics "In my solitude..." to create familiarity.
Creators were encouraged to lean into their own personal brands to create content for this track.
Examples of creative: [Songfluencer.com](https://www.songfluencer.com) 