

## Case Study: Made in America '22

### Campaign Overview:

We recruited creators in Philadelphia and surrounding markets to promote the Made In America 2022 festival, taking place in Philadelphia on September 3 & 4 with headliners Bad Bunny and Tyler The Creator.

Creators were required to post the tour admat or a “get ready with me” theme, including a ticket link in their bios for a minimum of 1 week, and tag the festival in their posts.

**All creators were activated 2 weeks before the festival began.**

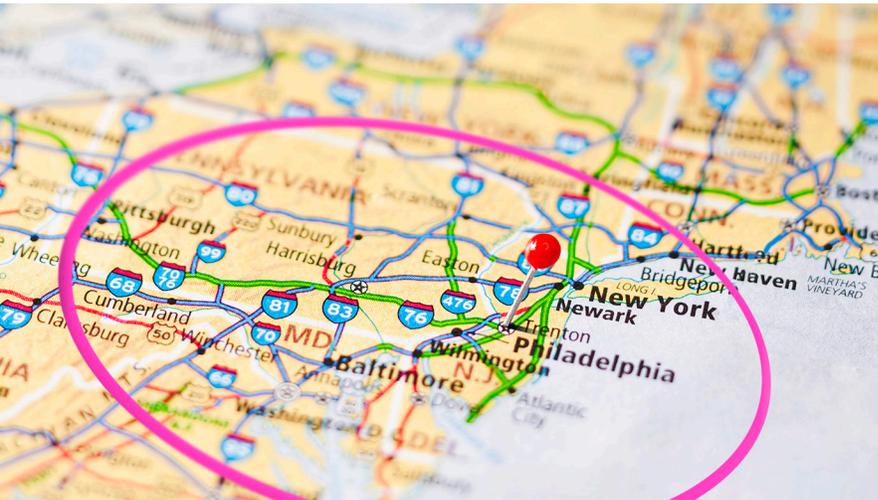
### Results:

**27**  
Posts

**39M+**  
followers

**900K**  
Views

**50K**  
Likes



### Campaign Strategy:

Genni Agency outlined a radius around the festival location in Philadelphia to target creators in nearby cities and states like Washington, D.C., Baltimore, Connecticut, New Jersey, and New York City.

### Posting Requirements:

Creators were required to include the following in their posts:

- Include a trackable ticket link in their bio for a minimum of 7 days to encourage ticket sales
- Include the date, location, and name of festival in the post caption or in text on video to encourage the spread of information
- Use audio from their favorite artists on the lineup for Made in America Festival to further motivate fans of the artists to attend the festival

## Creative Direction:

WE DEVELOPED AND LAUNCHED ALL THREE OF THESE CONCEPTS TO REACH MULTIPLE DEMOGRAPHICS OF FESTIVAL-GOERS



Greenscreen effect: Using the festival admat as a visual background, creators were encouraged to share their musical tastes and excitement for the lineup at the event.

Foodies and other non-music highlights: Creators shared the food and other festival extras they were looking forward to.

“Get ready with me”: Creators followed a content trend showing off favorite festival fashions & what they plan on wearing at the Made in America festival.

## Follower Reactions:



**Ana Rodriguez**

Omggg I want to go so bad 🥳



**lay | 1.8k** ❤️

TOTALLY GOING



**Hii <3**

SOUNDS LIKE FUN!



**MariaPBours**

IM GOING!!!!



**Dante Lugo**

Tyler the creator and Lil Uzi are best!



**615\_caro**

SOO EXCITEDDDD



**Bryan Alexander Abrego**

Bad bunny >>>