

## Case Study: What Do You Meme?

### Campaign Overview:

Genni Agency partnered with PushPlay to promote four different card games: **What Do You Meme?**, **Grounded**, **Buzzed**, and **Stir The Pot**.

Creators were encouraged to focus on original sounds, as their posting direction included talking in their video content.

Genni Agency provided the technology and ability for the client to approve drafts before creator content was posted to the public. The What Do You Meme? team was able to control the quality of posts representing their company through this process.



### Client Goals:

The client wanted to showcase creators from different categories:

- Couples
- Families
- People hanging out with their friends

The end goal was to increase exposure of the games, link clicks, and purchases leading into the holiday season.

### Campaign Strategy:

Creators were required to include a link in bio, as well as campaign specific hashtags. Each creator post had 3-4 people demonstrating their card game in each content post.

**Required Tags:** #whatdoyoumeme | #buzzed | #grounded | @whatdoyoumeme | @buzzed

Using Genni Agency, creators were required to upload a draft of their content for the client to approve before posting their content publicly.

### Results:

**79**

**TIKTOK CREATOR  
POSTS**

**317.9M**

**COMBINED  
FOLLOWERS**

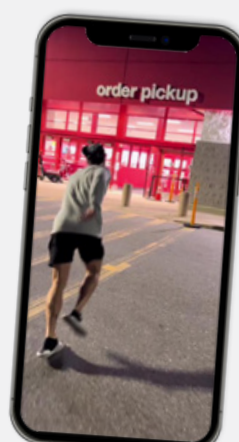
**3.7M**

**ENGAGEMENTS  
ACROSS ALL POSTS**

### Example Content:



@itsromebaby



@bhunchol2



@brittikitty



@keemokazi