



**Genni Agency** has worked with Dolly Parton on various projects covering music releases and catalog tracks, her TikTok account launch, a holiday campaign, in-person events, driving vinyl subscription pre-orders, branded consumer goods, and more. Project Highlights Include:

- “World On Fire,” Dolly’s debut rock single
- Doggy Parton pet care brand campaign with Amazon.com
- Dolly! All-Access pop-up store
- Music from *Run, Rose, Run* and *Diamonds & Rhinestones: The Greatest Hits Collection*
- “A Smoky Mountain Christmas” holiday campaign
- “Bets On Us” collaboration with Cheat Codes
- Vinyl Me, Parton — Vinyl Me, Please’s first artist subscription



# “World On Fire”

Dolly Parton debuted “World On Fire” in May 2023 as the first single from her highly anticipated forthcoming rock album. **Genni Agency** invited creators to celebrate Dolly’s new song by rocking out to the track and letting their audiences know how much they love it (and Dolly)!

**Genni Agency** worked with creators in the makeup space, fashion space, and those with audiences in the rock music genre. Creators shared music reviews, makeup tutorials, their Dolly “rock era” fashion, and more.

Dolly’s TikTok highlight reel!



“Thank you to everyone showing ‘World On Fire’ some love 🍷”  
- @DollyParton

## Campaign Stats



**12**  
CREATORS



**19.2M**  
COMBINED  
FOLLOWERS



**2.1M**  
CAMPAIGN VIEWS



**93.4K**  
TOTAL ENGAGEMENTS  
LIKES/COMMENTS/SHARES

## Examples



@itsmoosmith



@popsamcam



@makeupbyruthie



@emmweel

# Doggy Parton



**Genni Agency** collaborated with Amazon and Dolly Parton’s pet brand, Doggy Parton, for Amazon Pet Day 2023! We collaborated with four creators for paid posts, and pitched to an additional 10 creators for gifting product. All paid creators posted content following guidelines from our partners at Amazon to promote their Pet Day campaign, alongside the Doggy Parton line on products.

## Content requirements and creative direction:

- :30-:60 length
- Use the track “Puppy Love” from Dolly Parton
- Feature a Doggy Parton merchandise item
- Follow specific messaging and copy guidelines from Amazon Pet Day (including #Ad disclosures, links, and link stickers in copy and text overlays)
- All posts had to go live May 2 or 3 to line up with Amazon Pet Day



# Examples



@daltonn.chandlerr



@olliepopmaltipoo



@kiwibugthepug



@smuckersthepitbull

## Campaign Stats



4

CREATORS



3M

COMBINED FOLLOWERS



80K

CAMPAIGN VIEWS



6.1K

TOTAL ENGAGEMENTS  
LIKES/COMMENTS/SHARES



107

9E8576  
USING OFFICIAL AUDIO



# Dolly! All Access Pop-Up Store



Dolly Parton opened an all-access pop-up shop in the week leading into the 58th ACM Awards, which she co-hosted. **Genni Agency** sourced 12 local macro and micro creators in the Dallas area to experience the opening day press conference and shop to share with their followers. Some even asked questions/ went on stage like [HERE!](#) Each creator was offered a free piece of merchandise of their choice in exchange for their attendance and content posts.

Creators were asked to create content based on the following prompts:

- *My day at the Dolly! All Access Pop-up store*
- *My favorite moments from the Dolly! All Access Pop-up store*
- *Some example items from the Dolly! All Access Pop-up store*
- *That time I went to the Dolly Parton Pop-up Store press conference...*

Optional Tags:

#DollyAllAccess (1.1 Million views to date) and @dollyparton

## Campaign Stats



12

CREATORS



20+

PIECES OF CONTENT

ACROSS TIKTOK, INSTAGRAM REELS,  
AND INSTAGRAM STORIES



3M

COMBINED  
FOLLOWERS



80K

CAMPAIGN VIEWS

# Examples



@mycurlyadventures  
TikTok



@delareilley  
TikTok



@kenziethetexan  
TikTok



@lukesorno  
TikTok



@katdunn  
TikTok



@delareilley  
Instagram



@kenziethetexan  
Instagram



@lukesorno  
Instagram

# Vinyl Me, Parton

Dolly Parton announced the launch of Vinyl Me, Parton – Vinyl Me, Please’s first artist subscription in February 2023, with *My Tennessee Mountain Home* as the first album to be released.

Creators shared a vinyl review for the album on TikTok using any of the 11 tracks on the album to bring awareness to the new artist subscription, and to reignite all of the tracks on this beloved record. The album is now sold out on Vinyl Me, Please’s Vinyl Me, Parton subscription.



## Campaign Stats



8

CREATORS



175.6K

COMBINED  
FOLLOWERS



94.8K

CAMPAIGN VIEWS



4.3K

TOTAL ENGAGEMENTS  
LIKES/COMMENTS/SHARES

## Examples



@aammbz\_onrecord



@melissabuysvinyl



@san.vinyl

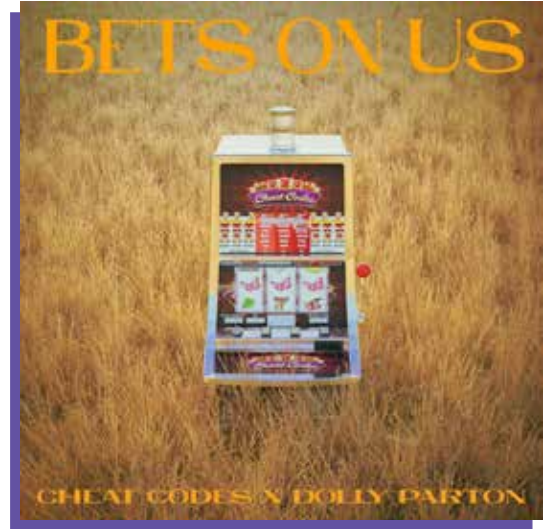


@vinylbymars

# "Bets On Us" (Cheat Codes ft. Dolly Parton)

For Dolly's collaboration with electronic music DJ trio Cheat Codes, creators shared how you "bet on" their partner or best friend, making the most out of life together in a **Preffy** contest leading into a **Genni Agency** campaign.

*Preffy is Songfluencer's creator contesting platform.*



## Campaign Stats



**181**

**CREATORS**

SONGFLUENCER / PREFFY



**4.3M**

**COMBINED FOLLOWERS**

SONGFLUENCER



**6.4M**

**CAMPAIGN VIEWS**

SONGFLUENCER / PREFFY



**60.1K**

**TOTAL ENGAGEMENTS**

**LIKES/COMMENTS/SHARES**

SONGFLUENCER

## Examples



@ileana.justine



@lexmcfarlane



@sierra\_zagarri



@the.harris.familyy



# "A Smoky Mountain Christmas"

We worked with Warner Music Group to bring Dolly's classic "A Smoky Mountain Christmas" music into the holidays on TikTok.

We ran a **Prefly** competition, and hired holiday creators to share their holiday traditions and activities to the soundtrack of this Dolly fan-favorite.

**The track streamed over 8.1 Million times** on Spotify, Pandora, and YouTube.

*Prefly is Songfluencer's creator contesting platform.*



## Campaign Stats



**142**

**CREATORS**

SONGFLUENCER / PREFLY



**11.6M**

**COMBINED FOLLOWERS**

SONGFLUENCER



**10.8M**

**CAMPAIGN VIEWS**

SONGFLUENCER / PREFLY



**56.2K**

**TOTAL ENGAGEMENTS**

**LIKES/COMMENTS/SHARES**

SONGFLUENCER

## Examples



@babyboybus



@domesticallyblissful



@leighanne.elizabeth

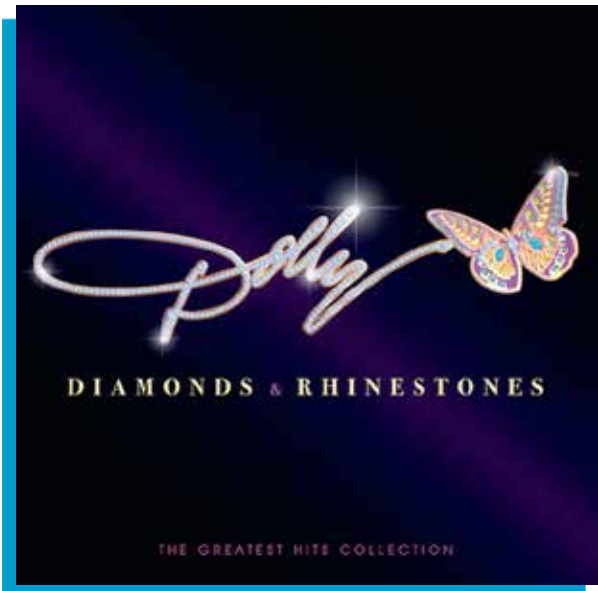


@lifewithlady

# Diamonds & Rhinestones: The Greatest Hits Collection

Dolly's TikTok debut launched with the release of the Sony Nashville *Diamonds & Rhinestones: The Greatest Hits Collection* album.

We hired creators to rank their favorite Dolly tracks or test their knowledge on her discography with a "know it (or not)" game. All creators used the source audio from hired creator @iamchxstopher's original post [HERE](#) that highlighted Dolly classics like "Jolene," "9 to 5," and "I Will Always Love You."



@iamchxstopher

We had drafts created pre-TikTok launch in collaboration with Dolly's management so as soon as Dolly went live creators were primed to go!

We worked market-specific campaigns for Sony US, Canada, and the UK, with Canada and the UK labels piggybacking the US-based launch with localized content and creators from those territories.

*Preffy is Songfluencer's creator contesting platform.*



## Campaign Stats



**114**

**CREATORS**

SONGFLUENCER / PREFFY



**67.5M**

**COMBINED FOLLOWERS**

SONGFLUENCER



**6.8M**

**CAMPAIGN VIEWS**

SONGFLUENCER / PREFFY



**211.5K**

**TOTAL ENGAGEMENTS**

**LIKES/COMMENTS/SHARES**

SONGFLUENCER

# Examples



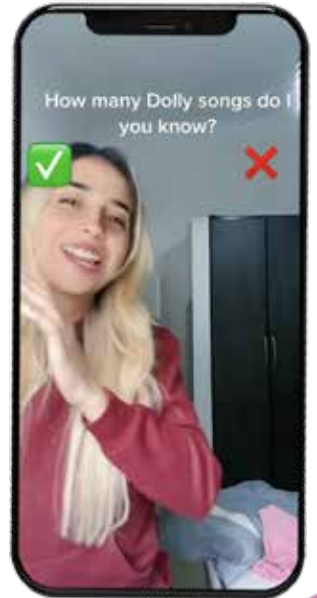
@baileyn



@cowboychreesh



@dionandsebb



@dredarcapher



@gabeadams



@megiiperson



@tatyandbry



@tuckerthorn

# “Run” / “Big Dreams and Faded Jeans”



We took a two-pronged approach to celebrate the release of Dolly Parton’s *Run Rose Run* album (accompanying the #1 NY Times Bestselling book with James Patterson).

On TikTok, we ran a hybrid **Prefly** and **Genni Agency** TikTok campaign on album track “Run,” a non-single identified by our team as a standout track that could engage creators. We were proven right, gaining over **18 million+**, with our community leaning into comedy content from Moms, to Gen-Z dating, to POV creators!

On Instagram, we wanted to celebrate Dolly’s Nashville roots and the setting of the book, so recommended leaning into her “Big Dreams and Faded Jeans” single lyric “...Nashville is the place to be” for some strong local posts.

The *Run Rose Run* album earned the #1 spot on the Billboard Americana/Folk Albums chart and Billboard Bluegrass Albums chart, as well as a top 5 spot on the Billboard Country Albums chart.

## Campaign Stats



**193**

**CREATORS**

SONGFLUENCER / PREFLY



**96.2M**

**COMBINED FOLLOWERS**

SONGFLUENCER



**18.8M**

**CAMPAIGN VIEWS**

SONGFLUENCER / PREFLY



**675K+**

**TOTAL ENGAGEMENTS**

LIKES/COMMENTS/SHARES  
SONGFLUENCER

# "Run" Examples



@imthejay



@itstaylorrouseau



@skye hitchcock



@thenickluciano

# "Big Dreams and Faded Jeans" Examples



@aniahammar



@livviedix



@probablyshannon



@taylorambermonaco



# Combined Projects June 2023



**1.1K**

**TOTAL NUMBER  
OF CREATORS**

SONGFLUENCER / PREFFY



**211.1M**

**COMBINED  
FOLLOWERS**



**48.2M**

**COMBINED  
TOTAL VIEWS**

SONGFLUENCER / PREFFY



**20.9M**

**TOTAL ENGAGEMENTS  
LIKES/COMMENTS/SHARES**

## Genni Creators Around The World

