



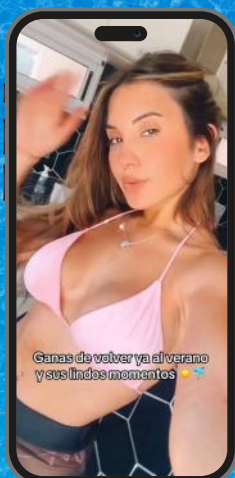
Girls Just Want To Have Sun



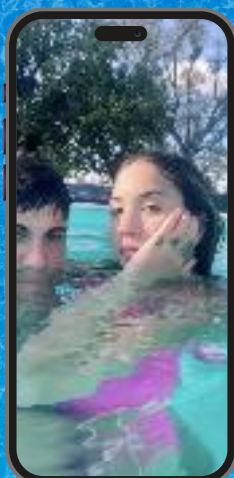
Genni Agency created a splash with Swimply's summer campaign! We introduced a creator competition featuring Swimply's "Girls Just Wanna Have Sun" branded audio, inspiring content that highlights the joy of summer under the sun and by the pool to raise awareness of the Swimply app and service.



@davidseybering
85.3k views



@muniek_
124.7k views



@amielgimenez
98.7k views



@monika.alekss
62.3k views



235 UGC
2.4M Views

CONTEST REQUIREMENTS:

1. Post a public TikTok that features "Girls Just Want To Have Sun" by Swimply and follows one of the below creative directions:
Showcase your summer activities: lounging by the pool, at the beach, playing sports, playing with kids/pets, barbecues, etc. Use #swimply #girlsjustwannahavesun
2. The song must be clearly heard in the video and the post must follow our guidelines.
3. Submit a link to the post on Preffy.com or in Contests on the Genni app

PRIZING:

Cash rewards were distributed to the leading submissions, with the highest accolades granted to the top 20 entries determined by view count. Awards for 40 entries were based on their adherence to the provided creative direction.

Top prizing went to creator content with 263k Views & 127.4k Likes