



Fanbytes



RHINO

WINNING OVER A NEW GENERATION OF DAVID BOWIE FANS ON TIKTOK



OVERVIEW

CASE STUDY

TikTok has presented huge opportunities for legacy artists to attract a new Gen Z fanbase. In one of our most exciting campaigns yet, we worked with **Rhino Entertainment**, the catalogue division of Warner Music, to create a massive '**Bowie buzz**' on TikTok and help young users to discover the icon's music for themselves. **#TheStarman** hashtag challenge became a viral hit, viewed over 225 million times and joined in by 31.5K TikTok users.



#TheStarman hashtag became a viral hit, viewed over 225m times

RESULTS

225M

HASHTAG
VIEWS

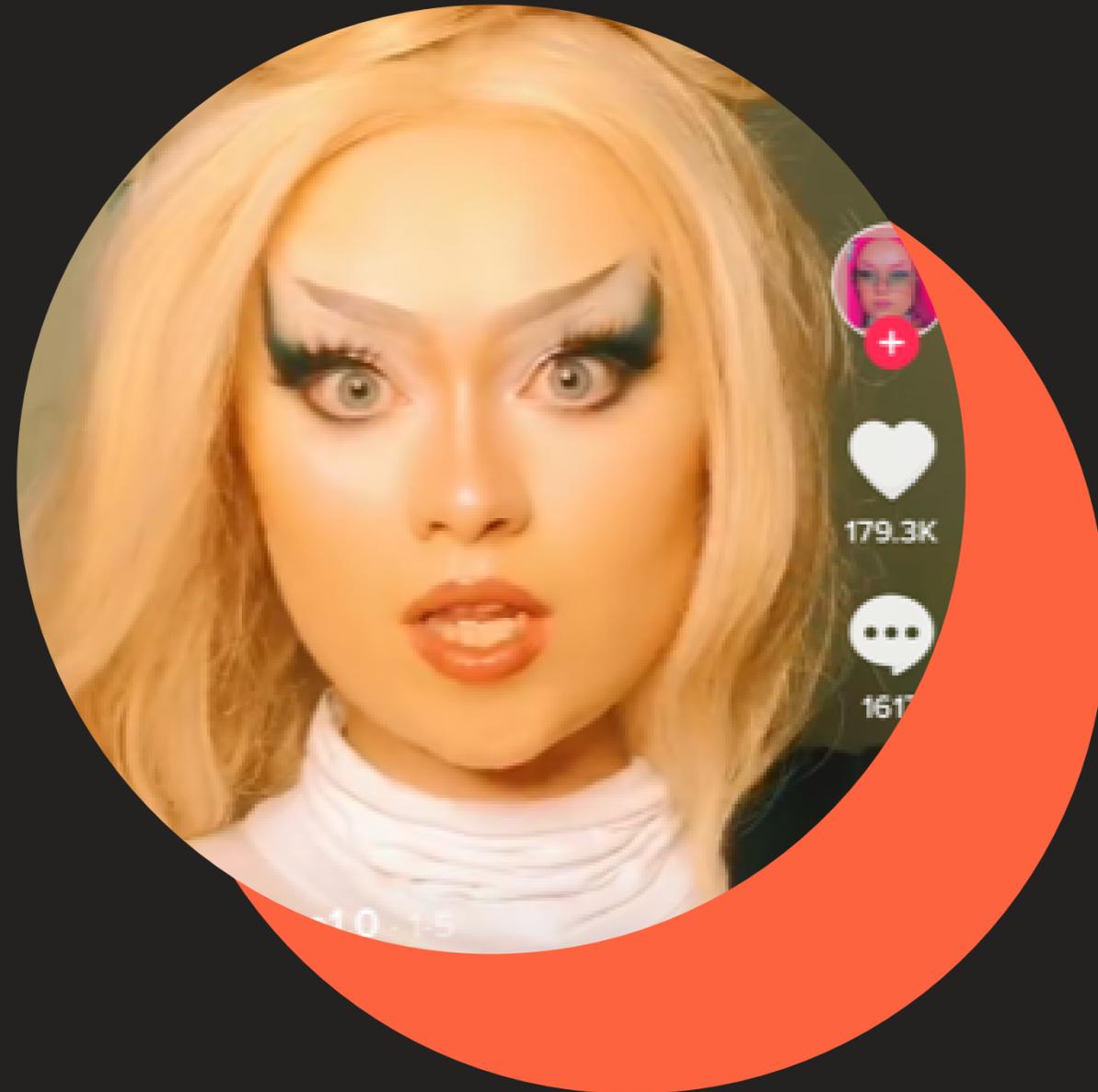


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We partnered with Rhino, the catalogue division of **Warner Music Group**, to celebrate musical icon David Bowie on the anniversary of his death.



THEIR CHALLENGE

David Bowie is one of the most celebrated and legendary artists in history, and Rhino want to ensure that new generations get to hear his music and become fans themselves.

TikTok has become one of the biggest platforms for **music discovery**, and while it has launched the careers of Gen Z favourites like **Doja Cat** and **Megan Thee Stallion**, it's also proved a great route for discovering legacy artists (the likes of **ABBA** and **Fleetwood Mac** have won legions of new fans through TikTok).

We were tasked with creating an **unforgettable Bowie 'moment' on TikTok** – one that would pay tribute to him on the anniversary of his death, while also bringing his music to a Gen Z audience.

“
Create a 'Bowie
Buzz' on TikTok.”

OUR APPROACH

As the Gen Z marketing and TikTok experts, we developed a campaign we knew would get lots of traction on the platform.

WHAT WE DID

STEP 1

Tap into the TikTok community's love of makeup looks and transformation style content.

STEP 3

Make it an even bigger challenge by encouraging TikTok users to create their own videos with our hashtag.



STEP 2

Identify and work with top influencer talent, challenging them to recreate Bowie's most iconic looks using the Starman sound.

STEP 4

Amplify the best performing creative to maximise views and engagements.



WHAT WERE THE RESULTS

225M

HASHTAG VIEWS

31.5K

UGC VIDEOS



The influencers created amazing high-quality content and #TheStarman challenge quickly took off across the TikTok sphere! Even household name artists and brands such as **James Bay** and **Rubik's** got involved.

There were **31,500 pieces of UGC** created on the platform which helped us to create the desired 'Bowie buzz', as well as driving over **225 million hashtag views**.

Most importantly, the content was received overwhelmingly positively, igniting awareness and love for Bowie's music amongst the target Gen Z audience. The campaign was even featured in **Music Week** as a testament to its success.

“An amazing legacy artist example of how to do TikTok”

Anya Du Sauzay - Head of Marketing at Parlophone speaking to Music Week



KEY STATS

2000+

Campaign Activations

500+

Brand Partners

5000+

Influencer Collaborations

INFLUENCER MARKETING

Scroll stopping influencer campaigns that build brand equity and love.

BYTELABS

Combining influencers with paid media to drive measurable ROI.

BYTESIGHTS

Proprietary social listening tool helping you to jump on trends before your competitors do.

BYTESIZED TALENT

With over 100m fans, tap into our managed talent division to build long standing, powerful influencer partnerships.

BRANDS WE'VE WORKED WITH

benefit
SAN FRANCISCO

H&M



boohoo

HM Government

PAPA JOHN'S



King

SAMSUNG

CONVERSE

McVitie's

UBISOFT

UNIVERSAL
UNIVERSAL MUSIC GROUP

deliveroo



Vestiaire Collective

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