



WE MADE DUA  
LIPA'S NEW  
SONG GO VIRAL  
ON TIKTOK



# OVERVIEW

## CASE STUDY

**Warner Records is a leading record label in the music and entertainment industry. In July 2021, they wanted to leverage the viral impact of TikTok to engage Gen Z with Dua Lipa's new song 'Love Again'. As the theme of the music video was Dua Lipa's iconic cowgirl outfit, Warner Music requested for this campaign to put the artist at the forefront of new trends within fashion and culture. The client's objectives were to ensure that we delivered global awareness across thirteen territories and 15 million views.**



By collaborating with some of TikTok's most successful influencers in the world, we maximised user-generated content.

## RESULTS

**15.3M**

VIEWS

 **Fanbytes** ×  **WARNER RECORDS**

# Warner Records



Warner Records is a leading record label in the music and entertainment industry. As a household name, they are globally renowned for being an iconic and culture-shaping brand, representing music legends and emerging artists. As well as Dua Lipa, we've also worked on influencer marketing strategies with this client to promote other artists such as L Devine.

# THEIR CHALLENGE

TikTok has become integral in delivering huge results for music artists with its unique ability to make a song go viral at the speed of light. As TikTok experts, Warner Music tasked us with creating a viral moment for Dua Lipa's new song which would also put the artist's cowgirl outfit at the forefront of new trends within fashion and culture.

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We exceeded the client's objectives and created a sensational viral moment on TikTok, with a phenomenal 58,000 fan videos created in response to the campaign.

# OUR APPROACH

We approached this campaign with a unique strategy, collaborating directly with Dua Lipa's choreographers. They created a TikTok dance inspired by the western themes in the music video. This ensured the dance was easy to replicate in order to reach a wider audience, even if they didn't have a cowboy hat! In addition, by collaborating with some of TikTok's most successful influencers in the world, we maximised user-generated content on the platform. Finally, using our multi-channel campaign strategy, we were able to leverage some of the best performing videos on TikTok to use on Instagram Reels in order to drive more awareness.

# WHAT WE DID

## FIRST STEP

Analysed the brief from the Warner Music team including brand requirements and targets for the campaign.

## THIRD STEP

Collaborated with some of the most successful TikTok influencers to maximise user-generated content.

## SECOND STEP

Approached the campaign with a unique strategy by collaborating with Dua Lipa's choreographers to create a TikTok friendly dance.

## LAST STEP

Exceeded the client's initial targets reaching over 15 million views.

# WHAT WERE THE RESULTS

**15.3M**

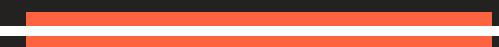
VIEWS

**20%**

ENGAGEMENT  
RATE ON  
INSTAGRAM

**58K**

USER-GENERATED  
CONTENT





## KEY STATS

**2000+**

Campaign Activations

**500+**

Brand Partners

**5000+**

Influencer Collaborations

### INFLUENCER MARKETING

Scroll stopping influencer campaigns that build brand equity and love.

### BYTESIGHTS

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

### BYTELABS

Combining influencers with paid media to drive measurable ROI.

### 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**

**nike**

**boohoo**

**HM Government**

**PAPA JOHN'S**

**BURGER KING**

**KING**

**SAMSUNG**

**CONVERSE**

**McVities**

**UBISOFT**

**UNIVERSAL**  
UNIVERSAL MUSIC GROUP

**deliveroo**

**M**

**Vestiaire Collective**

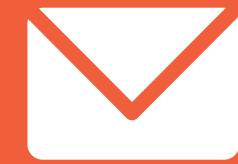
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