

MY CHEVY TRUCK TAKES OVER TIKTOK

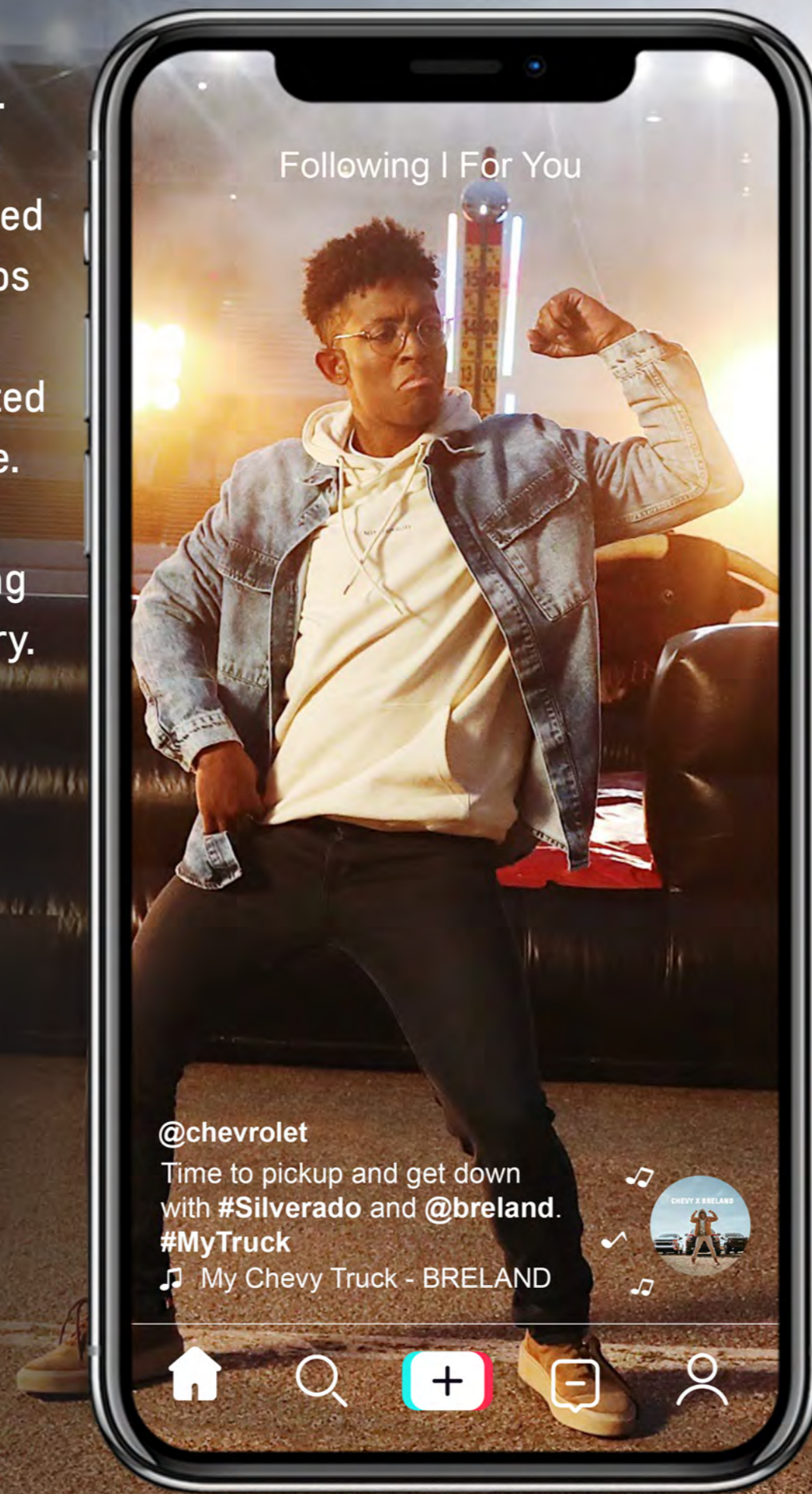
Most truck advertising looks the same (insert farm and flannel-wearing man throwing lumber into the bed of his truck). As a way to break through to a younger audience and showcase the life that's possible when you drive a Silverado, we collaborated with viral TikTok artist, Breland, to create a series of music videos using a reimagined version of his platinum hit "My Truck". Working with Breland, we made sure each music video highlighted a different Silverado model and how they each enhance your life. The campaign blew past the platform's benchmarks and also caught the attention of the hottest entertainment media, making it one of the most buzzworthy Chevy campaigns in recent history.

COVERAGE

"Chevrolet wins TikTok with "My Truck" music video"
- **autoevolution**

"Breland Talks Success Of 'My Truck' Single, Collaboration With Chevrolet" - **RESPECT.**

"My Truck," went platinum and scored a Chevy campaign"
- **RollingStone**



112M

VIDEO VIEWS

69M

FIRST DAY IMPRESSIONS

36%

HIGHER AVERAGE WATCH TIME THAN TIKTOK'S BENCHMARK

35K

USER GENERATED VIDEOS

15%

ENGAGEMENT RATE

178K

FOLLOWERS GAINED

4x

ABOVE THE KANTAR NORM FOR AD RECALL

2x

ABOVE THE KANTAR NORM FOR BRAND FAVORABILITY