

autoevolution

"CHEVROLET WINS TIKTOK WITH MY TRUCK MUSIC VIDEO"

RESPECT.

"MY TRUCK WENT PLATINUM AND SCORED A CHEVY CAMPAIGN"

RollingStone

"BRELAND TALKS SUCCESS OF MY TRUCK SINGLE, COLLABORATION WITH CHEVROLET"

As the first automaker to create a campaign for TikTok, Chevrolet had to make a splash. And oh what a splash they made.

112M VIEWS

**FIRST DAY IMPRESSIONS** 

36%

69M

**HIGHER WATCH** TIME THAN TIKTOK'S **BENCHMARK** 

**VIDEOS CREATED WITH** THE "MY CHEVY TRUCK" **SOUNDTRACK** 

21K

**VIDEOS CREATED USING BRANDED EFFECT** 

WHICH IS

88%

**HIGHER THAN TIKTOK'S BENCHMARK** 

#### I HIS CAMPAIGN NUI UNLY OUTPERFORMED EXPECTATIONS, IT SET A NEW INDUSTRY STANDARD.

## GIVING STEREOTYPES THE PITCHFORK

Imagine this—you open on an average, hard-working white male wearing plaid as he's tossing lumber into the bed of his pickup...actually, you don't have to imagine...just take a look at any truck ad from the past 20 years. Same old, same old. But we know it's not just middle-aged, fair-skinned farmers who use these trucks (millennials are overtaking Gen-Xers as the largest buyers of trucks). We knew we had to completely rethink how and where we talk to this younger and more diverse audience.







# LIKE MUSIC TO THEIR EARS

If we want to connect with a younger, more diverse audience in a way that resonates, we first have to take a look at what's important to them in life—and in a truck. Through research, we found that style and design are key factors for younger truck buyers. Oh, and also they're more likely to remember an ad that features music they love. Say no more.



## WELCOME BRELAND TO THE STAGE

When Breland first came across our For You page, we knew the universe (and algorithms) were conspiring in our favor. His viral hit song called "My Truck" celebrated truck culture in a way no one else was doing. We knew we had to work with him. And what better platform to do it on? In collaboration with Breland, we designed a campaign specifically for TikTok that highlighted the redesigned exterior of the Silverado with a reimagined version of the viral hit song, hitting on aspects of how the truck can enhance your life, no matter what your interests are. **BOOM**.



### THEY LIKE US. THEY REALLY LIKE US.



pabloem36

I like Your Chevrolet Truck 🛻 12h



Catchy song stays in your head Home

Run Commercial.....it's the hook for Me

ofbdaplug This makes me want to get a

callofcody570

Silverado stock after this AAAA





iplumb\_slow

About time Chevy putting 🦂 🦂 🍓 out there 23h





the only ad that will ever go into my favorites 16h

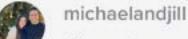


Chevy now ee 21h Reply



Skurreeeerrrrrr (49 1d

this song lowkey a bop 1d



Chevy brought the big boy m pants with this one 🦺 23h



cam.clutch

I think this is the first time I've favorited an ade o 1d



xoajl.got.banned

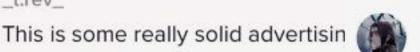
POV: you saw some kid saying Ford is better but they are hella wrong 19h



This is awesome [3] I love my Chevy Truck 21h







My uncles are rocking your trucks. They are epic. 14h



gonna lie. 1h

This is the only commercial on actually watched all the way th 100 20h



soggyclann

POV: This is the only ad y



anybody else in love with this 23h



derrickanderson49

This is going to be that commercial that people go back too for nostalgia 20h

therealfreshhh 🦂 🦂 🦂 🦂 🦂 🦂









This is the first ad I've EVER liked and commented on 😂 6h



pantherz4ever

Same I usually just scroll past but this one was too good 6 5h





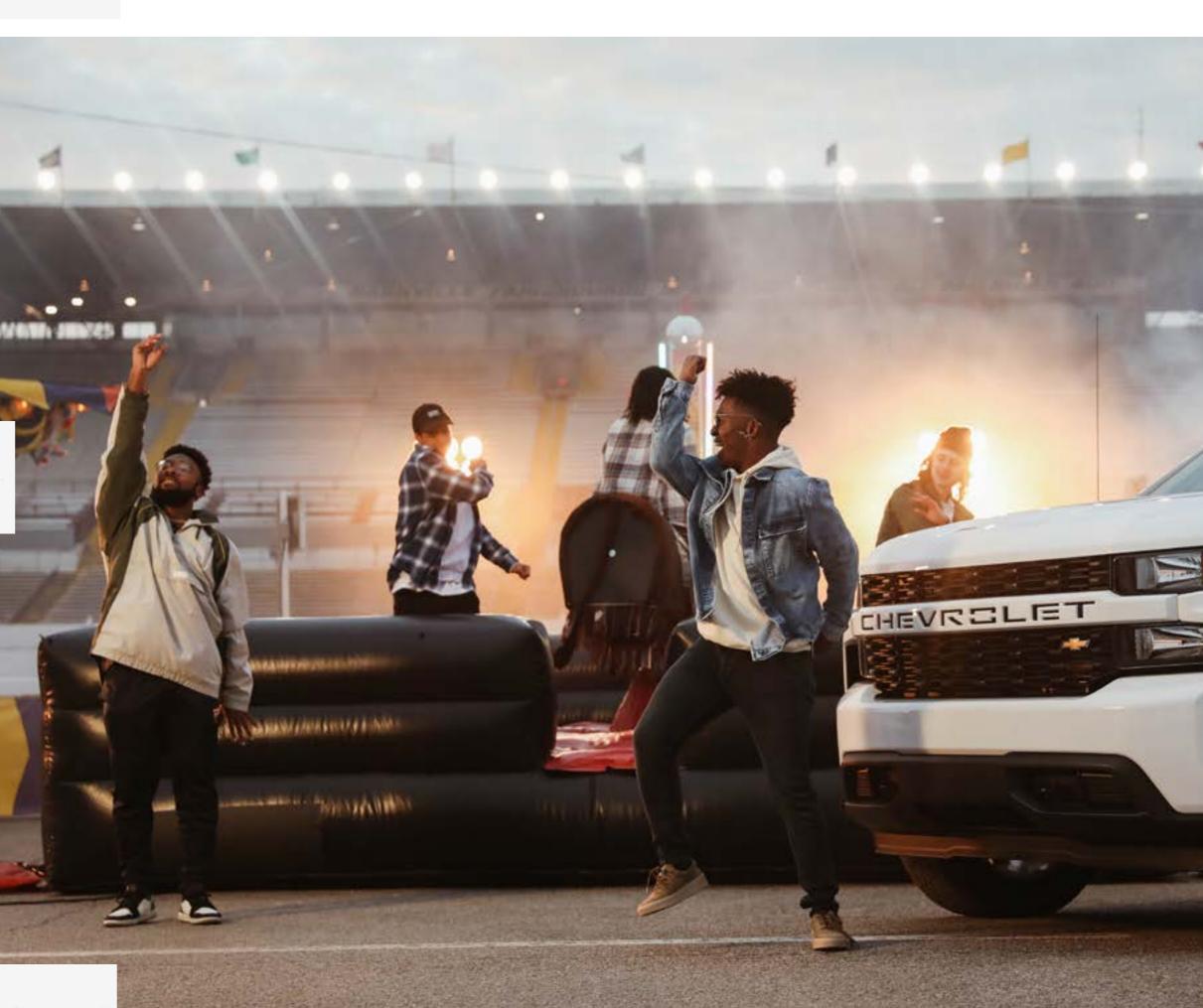
shainamims











Partnering with a platinum-selling music artist like

Breland allowed Chevy to break through on a platform

that no other automaker had dared to explore. It opened

and encouraged our target audience to engage with us

and their interests-ULTIMATELY CHANGING BRAND

PERCEPTION FOR THE BETTER.

in an authentic and fun way that felt true to the platform

a door to creating the type of content TikTok viewers crave