

MINING

SONY MUSIC





**From December 4th to December 8th,
Sony Music launched a campaign in
London using wrapped Pedicabs to
push Mariah Carey's classic Christmas
Single to #1 on the UK Singles Chart.**



285k+ 700+ 7k+

On the ground
impressions

Users retweeted
on Twitter

Users liked
on Twitter

Sources: Twitter, internal impression tools (as of 15/12/20)

