



OBJECTIVE: Dre. Beats and Will.i.am wanted to promote Will's NEW single featuring J-Lo "The Hardest Ever".

SOLUTION: Dre. Beats and Will.i.am partnered with one of EG entertainment's YouTube star (SuperEeego) to reach a new audience for Will's single. EG entertainment created several videos promoting Dre Beats, Will.i.am and his new single and distributed across targeted networks and communities, **primarily Hispanic markets.**

CONCLUSION: Videos garnered over **600,000 views** in less than two weeks of launching and was featured on Will's social networks, including DipDive.com. Will's iTunes sales increased **7%** during course of campaign amongst hispanic youth 12-24 years old.

