



**CHINGY
AND
MEG & TYLER
“THE WOAH DOWN”
CASE STUDY**



EXCLUSIVE PREMIERES: 27,575,670

PRESS RELEASES: 17,202

FEATURES: 7,030,981,800

REVIEWS / LISTS: 3,596,730

TOTAL IMPRESSIONS: 7,060,277,712



EXCLUSIVE PREMIERES



“THE WOAH DOWN” MUSIC VIDEO EXCLUSIVE PREMIERE

https://people.com/country/chingy-meg-tyler-new-song-music-video/?utm_source=twitter.com&utm_campaign=peplemagazine&id=socialflow_twitter_peplemag&utm_medium=social&twitter_impression=true

REACH: 24,082,590



“THE WOAH DOWN” EXCLUSIVE BTS CONTENT

<https://parade.com/983459/laurawhitmore/meg-tyler-chingy-music/>

REACH: 1,893,360



“THE WOAH DOWN” EXCLUSIVE FIRST LISTEN

<https://theboot.com/meg-and-tyler-chingy-the-woah-down/>

REACH: 1,599,720

FEATURES



“THE WOAH DOWN” COVERAGE

<https://finance.yahoo.com/news/chingy-teams-very-talented-country-130044628.html>

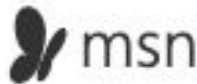
REACH: 2,863,643,430



CHINGY INTERVIEW

<https://www.yahoo.com/entertainment/throwback-chingy-hit-big-thurr-143049942.html>

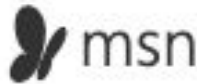
REACH: 2,863,643,430



CHINGY INTERVIEW

<https://www.msn.com/en-us/music/news/the-throwback-how-chingy-hit-it-big-with-right-t-hurr-and-holiday-in/ar-BB139p5e>

REACH: 594,340,770



CHINGY INTERVIEW

<https://www.msn.com/en-us/weather/video/chingy-on-his-new-feel-good-single-the-woah-down/vp-BB13afko>

REACH: 594,340,770



“THE WOAH DOWN” COVERAGE

<https://www.usatoday.com/story/entertainment/music/2020/04/26/chingy-debuts-woah-down-country-rap-song-meg-tyler-listen/3030902001/>

REACH: 80,977,230



CHINGY INTERVIEW

<https://ew.com/music/classic-throwback-chingy-right-thurr-holiday-in/>

REACH: 12,630,360



CHINGY INTERVIEW

<https://www.usmagazine.com/celebrity-news/news/chingy-explains-the-origin-of-his-iconic-hit-right-thurr/>

REACH: 7,830,030



“THE WOAH DOWN” COVERAGE

https://flipboard.com/@people/chingy-teams-with-very-talented-country-duo-meg-and-tyler-watch-music-video/-a_9dkAKdLRo2YFiw7YZstbA%3Aa%3A13096440-cc83ecf807%2Fpeople.com

REACH: 5,195,460



CHINGY INTERVIEW

https://www.stltoday.com/entertainment/music/kevin-johnson/st-louis-rapper-chingy-takes-fans-to-the-woah-down-with-country-duo-meg-tyler/article_d1b4e53e-faaf-512a-a23c-aaecf1187a30.html

REACH: 2,865,180



CHINGY INTERVIEW

<http://www.digitaljournal.com/entertainment/music/chingy-talks-about-the-woah-down-with-meg-tyler-digital-age/article/570717>

REACH: 1,893,690



CHINGY INTERVIEW

<https://hiphopdx.com/news/id.55589/title.chingy-makes-his-case-for-st-louis-place-in-hip-hop-history>

REACH: 1,505,880



"THE WOAH DOWN" COVERAGE

<https://www.tennessean.com/story/entertainment/music/2020/04/24/chingy-debuts-the-woah-down-country-rap-song-meg-tyler-listen-watch-here/3009496001/>

REACH: 1,362,900



CHINGY AND MEG & TYLER INTERVIEW

<https://americansongwriter.com/chingy-meg-tyler-the-woah-down-collaboration/>

REACH: 217,350



MEGHAN LINSEY INTERVIEW

<https://popculture.com/country-music/news/meg-and-tyler-chingy-genre-blending-the-woah-down/>

REACH: 179,940



MEG & TYLER INTERVIEW

<https://www.soundslikenashville.com/music/meg-tyler-chingy-the-woah-down/>

REACH: 121,800



"THE WOAH DOWN" COVERAGE

<https://gossipbucket.com/people/1689234/chingy-teams-talented-country-duo-meg-tyler-watch-music/>

REACH: 75,810



“THE WOAH DOWN” COVERAGE

<https://onedm.com/edm-news/new-viral-dance-challenge-the-woah-down-chingy-meg-tyler/>

REACH: 41,070



“THE WOAH DOWN” COVERAGE

<https://insidexpress.com/entertainment/celebrity/chingy-groups-with-very-talented-country-duo-meg-and-tyler-search-music-video-premiere/>

REACH: 23,820



“THE WOAH DOWN” COVERAGE

<https://newmusicweekly.com/chingy-and-meg-tyler-set-to-release-the-woah-down/>

REACH: 19,680



“THE WOAH DOWN” COVERAGE

<https://themusicuniverse.com/chingy-meg-tyler-releasing-woah-down/>

REACH: 18,810



CHINGY INTERVIEW

<https://lifeminute.tv/music/video/chingy-his-new-feel-good-single-woah-down>

REACH: 14,970



CHINGY INTERVIEW

<https://www.amazon.com/vdp/0e88d849b5bf4b2aaf01794031c8490d>

<https://www.youtube.com/watch?v=9TfeoOfGwmA>

<https://open.spotify.com/episode/7w6LHeQsrMILTQzWLoxfXJX>

<https://www.iheart.com/podcast/256-lifeminute-entertainment-31152629/episode/167-chingy-on-his-new-feel-61658635/>

<https://podcasts.apple.com/us/podcast/chingy-on-his-new-feel-good-single-the-woah-down/id715800409?i=1000472557154>

REACH: 21,140



“THE WOAH DOWN” COVERAGE

<https://www.newsrust.com/2020/04/chingy-debuts-country-rap-woah-down.html>

REACH: 10,830



MEGHAN LINSEY INTERVIEW

<http://www.womenofcountrymusic.com/news-feed/meghan-and-tyler-bring-positivity-in-the-uncertain-times-with-the-woah-down>

REACH: 7,450



REVIEWS / LISTS

DIGITAL JOURNAL

'THE WOAH DOWN' REVIEW

<http://www.digitaljournal.com/entertainment/music/review-chingy-and-meg-tyler-release-soaring-single-the-woah-down/article/571234>

REACH: 1,893,690



HIP HOP WEEK IN REVIEW 4/26/20

<https://hiphopdx.com/news/id.55612/title.hip-hop-week-in-review-french-montanas-kendrick-lamar-comparison-fred-the-godsons-death>

REACH: 1,505,880



LIST: UNDISCOVERED, NOTABLE & HIGHLY ADDICTIVE NEW MUSIC RELEASES 4/27/20

<http://cmchatlive.com/new-country-music-kane-chingy-meg-tyler-southern-halo-walker-hayes/>

REACH: 197,160



PRESS RELEASES

**CHINGY AND
MEG & TYLER
SET TO RELEASE
"THE WOAH DOWN"
APRIL 24**

PRESS RELEASE

<https://us17.campaign-archive.com/?u=a11b21b1578ef05166f557045&id=42c37eb0ef>

REACH: 8,601

**CHINGY AND
MEG & TYLER
RELEASE
"THE WOAH DOWN"**

PRESS RELEASE

<https://us17.campaign-archive.com/?u=a11b21b1578ef05166f557045&id=65ca603829>

REACH: 8,601