SELENA GOMEZ & CREATIVE ALLIES

“GOOD FOR YOU” FT. A$AP ROCKY ART CONTEST

PRESENTED BY adidas neo
Premise:
Fans and designers were given the opportunity to create a piece of artwork inspired by the lyrics, title and musical style of Selena’s single “Good For You” ft A$AP Rocky.

Result:
- 934 original submissions
- 16 million+ digital impressions across FB and Twitter
- 400,000+ contest pageviews
- 7,000+ votes across the entries
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CONTEST PAGE

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