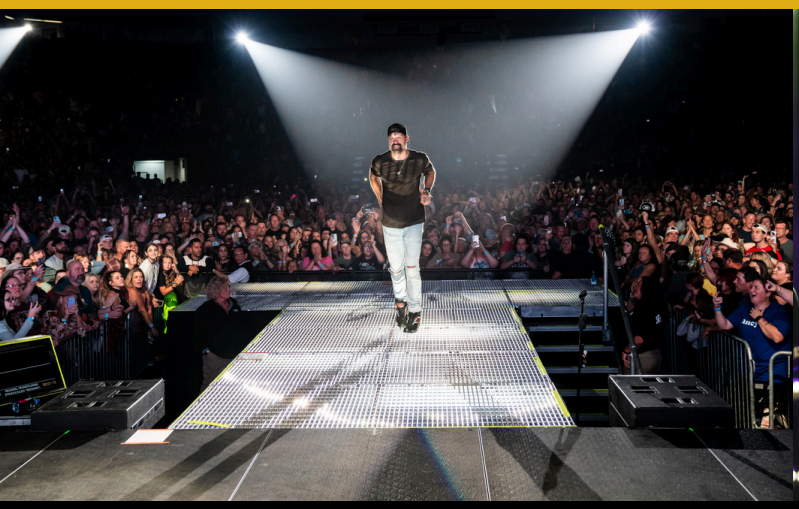
(FANCY) LIKE WALKER HAYES



Fancy Like Walker Hayes





Synopsis

Fancy Like Walker Hayes is the official full access feature documentary that welcomes fans into Walker's personal and professional life. It also charts a key moment in American music history as "the first viral country music hit" breaks beyond Country music's traditional fanbase, opening a new audience for the genre as a whole.

The film follows the Fancy Like phenomenon from the viral TikTok video that Walker made with his teenage daughter to his chart-topping success, stadium tour, the Applebee's national ad campaign that put the Oreo Shake back on the menu, and Walker's entrance to the Country Music Hall of Fame.

Award-winning filmmaker Matt Beurois was granted exclusive access to tour with Walker, his wife Laney, 6 kids, and 2 dogs on the family tour bus.

Fancy Like went 6x platinum, hit #1 on the Amazon Music charts, Billboard, Spotify, and Apple. It reached close to 8 billion views total.

Production Details

Feature Documentary / USA
85 min / 2024

Production Company
Colorado Studio

Producer Auregan
Director Matt Beurois

Featuring Extensive Original Interviews with Walker himself, representatives from TikTok, Amazon Music, and Spotify, the President of Applebee's, President of iHeart Media, Walker's Manager, touring team, friends and family.

CANOE/FILM

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The Numbers

The Song

- 6x platinum RIAA certified
- #1 Billboard charts
- #1 Spotify charts
- #1 Amazon Music charts
- #1 iTunes charts
- Overall streams in the US as of April/24: 849,924,291
- The song has reached close to 8 BILLION views total.
- 10's of millions of plays and shares on TikTok

The Artist

- YouTube Channel Views - 319 million
- TikTok - 3.4 million followers
- Instagram - 1.2 million followers
- Facebook - 630,000 followers
- New music released April 2024
- North American tour kicks off May 2024
- Walker is a Billboard Music Award Winner , and a Grammy, CMT, and American Music Awards nominee.