



David Dobrik - “Our first kiss”

ClipFarm Campaign Brief

THE MISSION

David Dobrik just dropped a new YouTube video — **“Our first kiss.”**

Your job: clip the best moments from **this video only**, edit them with quick cuts and bold captions, and post them on TikTok or Instagram Reels. Every clip should make people feel like they **NEED** to go watch the full video.

1

The Video

This is the only video you can clip from. Do not use clips from any other video.

► **Watch on YouTube:**

<https://www.youtube.com/watch?v=NFtp60lOTIs&t>

↓ **HD Footage Download:**

<https://we.tl/t-K1H6At7t2vTywnjb>

INSPIRATION

Formats That Are Going Viral Right Now

Watch these clips before you start. Copy the format, the pacing, and the caption style — then apply it to your Dobrik clip. You do **NOT** have to use this format

FORMAT 1 Rank Up Moments

Watch these for reference:

- tiktok.com/@fivethetop
- tiktok.com/@offplan_rank
- tiktok.com/@memepremeo

FORMAT 2 Mentality / Core Moments

Watch these for reference:

- tiktok.com/@secretmotionz
- tiktok.com/@reddit_narrator7
- tiktok.com/@belv1s2
- tiktok.com/@knowledgeable1723
- tiktok.com/@belv1s2

2 How To Edit

Every clip needs to follow these 4 rules:

- 1. Keep it fast.** Quick cuts. No slow intros. No dead time.
- 2. Add big captions.** White text with a black outline. Big enough to read on a phone.
- 3. Hook in 2 seconds.** The first 2 seconds decide if people keep watching. Make them count.
- 4. Vertical 9:16.** Phone-shaped. Not wide.

Tone Rules

David is a wholesome creator. Keep all clips positive.

- ✓ Be fun, hype, and uplifting
- ✓ Show David and his friends in a good light
- ✗ No mocking, mean, or edgy edits

- ✗ No making fun of anyone in the video
- ✗ No commentary that puts David in a bad light

3 Your Account

You have two options for which account to post from.

OPTION A — Make a Dobrik Page (recommended)

Username: dobrikclips, daviddobrikmoments, dobriklives, etc.

Bio: “David Dobrik on YouTube” / “Best Dobrik moments” / “Dobrik clips daily”

Profile picture: A photo of Dobrik or a screenshot from one of his videos

OPTION B — Use Your Existing Page

- ✓ OK if your page is general entertainment, comedy, or vlog content
- ✗ NOT OK if you post from an account that is dedicated to other YouTubers / brands.

4 How To Submit Your Clip

Follow these steps in order.

1. Post your video on TikTok.
2. Post the same video on Instagram Reels.
3. Pin this exact comment on every post & include this in your caption on every post:
“full video on david dobriks youtube channel”
4. Go to ClipFarm on Whop: <https://whop.com/clip-farm-official>
5. Find the David Dobrik campaign → click Submit → paste your video link.
6. Upload your audience demographics screenshot (must show 40%+ Tier 1).
7. Wait for review. If approved, you get paid based on views.

5 Payouts

How payouts work

Once your clip is approved, payouts run automatically through Content Rewards. Check the Whop campaign page for the current CPM rate (how much you earn per 1,000 views).

6 Why Clips Get Rejected

Avoid these mistakes and your clips will get approved fast:

- ✗ Clip is from the wrong video (not this one)
- ✗ Missing the pinned comment
- ✗ No captions, or weak/lazy editing
- ✗ More than one segment combined into one clip
- ✗ Negative, mocking, or edgy tone
- ✗ Account is not set up the right way
- ✗ Fake-looking views or likes (botted engagement)

7 FAQ

Q How long does review take?

Most clips get reviewed within 24 hours.

Q Can I post on YouTube Shorts?

No. This campaign is TikTok and Instagram Reels only.

Q Can I combine multiple moments into one clip?

No. One clip = one moment from the video.

Q How do I find which moments are popular?

Read the YouTube comments. Comments with thousands of likes show you the moments people already love.

Q My clips aren't getting views — what should I do?

Keep posting. Make your hook stronger. Make your captions punchier. Volume + practice is how clippers go viral.

Q Do I really have to pin the comment?

Yes. Every video. No pinned comment = rejected.

Now go clip.

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