

Campaign: Zach John King Clipping

What You're Doing:

Post clips from the approved assets folder to drive awareness to Zach John King

About this campaign:

The goal of this campaign is to distribute clips that illustrate Zach John King's personality and story and position him as the next big thing in country music.

Approved Content for Clipping:

a. Zach John King

ALL clips must feature on screen text that drive excitement and conversation around the personality and persona of Zach John King.

Example Captions:

- Here before ZJK blows up
- No way this kid isn't winning awards in the next year
- Zach John King seems like he's the nicest guy
- Country music needed Zach John King
- All my friends are talking about how big this guy is going to be
- There's no stopping what Zach John King is building
- Zach John King is the next face of country music

Content Requirements:

- **Length:** Videos must be at least 10 seconds long.
- **Audio Volume:** Audio must be 80% or higher.
- **Comments:** Must keep comments and likes ON.
- **Platform:** TikTok, Instagram, YouTube
- **Audience:** Tier 1 Majority and Tier 2 countries ONLY
- **Engagement Rate:** Minimum 0.5% engagement required
- **Notes:** No collaborative posting, NSFW
- **Approvals:** Once a post reaches minimum views / engagement, please send a screen recording video to the "analytics-submission-form" channel. You must show all pages of analytics including watch time and locations.
- **Max Clipper Payout:** 30% of budget

Approvals: Once your video passes minimum views (2,000 views), then please send a screen recording of your analytics to support that shows your watch times, all view graphs and locations. All pages of your analytics must be clearly shown. Account analytics will be rejected, please only provide video specific analytics.

P.S. Please only submit the analytics if your engagement is above 1% and the audience tier meets the requirement because your submission will be rejected if it doesn't meet these requirements.