

Create HBO's Hacks clips (Deborah & Ava Dynamics) Using Izzy Escobar — "Hate To Be The One"

✓ You do not need a dedicated page for this campaign to participate, you can post on any page

WHAT TO DO

Download and create clips from HBO's Hacks exclusively. Focus on these relationship dynamics:

- Deborah & Ava
- Deborah & any man who has underestimated her (her ex-husband, network execs)
- friends (Ross and Rachel)
- keeping up with the Kardashians (Kourtney and Scott)
- love island (Amaya and Brian, Molly Mae and Tommy Fury, Leah and Rob)
- moving into celebrity/influencer breakups that have been in the news lately (Megan Thee Stallion, Katelyn Raegan and Mirko, Emma Chamberlain and role model or Peter McPoland)

⚠ Do NOT use footage from any source outside of HBO's Hacks. Clips from unlisted content will be rejected immediately.

AUDIO (REQUIRED)

Use this official TikTok sound for your post:

TikTok Sound: <https://www.tiktok.com/t/ZT9L4uQ3N64fj-4AZOd/>

Instagram Sound: <https://www.instagram.com/reels/audio/1276094871142561>

⚠ You MUST use this exact sound. Posts with any other audio will be rejected immediately.

TAGGING REQUIREMENT (REQUIRED)

Tag the following account in your caption:

- **TikTok:** [@izzy.escobar](https://www.tiktok.com/@izzy.escobar)
- **Instagram:** [@izzy.escobar](https://www.instagram.com/@izzy.escobar)

CAPTION GUIDELINES (REQUIRED)

Captions should feel natural and match the vibe of the clip. You can use song lyrics or reactions. You also must tag her in the caption. Examples:

- "say it louder"
- "okay but I love them"
- "would hate to be the one losing ava"

ON-SCREEN TEXT (REQUIRED)

On-screen text must use lyrics from the song. Pull directly from "Hate To Be The One" by Izzy

Guidelines:

- Be creative

REQUIREMENTS

- ✓ Download and post ONLY content from HBO's Hacks (Deborah & Ava or Deborah vs. men who underestimated her)
- ✓ Use the official TikTok sound linked above — no exceptions
- ✓ Tag @izzy.escobar in your caption
- ✓ On-screen text must use lyrics from the song
- ✓ Post to TikTok
- ✓ High-quality posts only — no blurry or low-effort content
- ✓ English content only
- ✓ Post must stay live for 30 days minimum
- ✓ Minimum 0.20% engagement rate (1,000 views = minimum 2 likes)
- ✓ Likes must be visible — hidden likes = automatic rejection
- ✓ Page audience should primarily be Tier 1–2 countries (30%+ Tier 3 may be removed)
- ✓ No NSFW content
- ✓ By participating you agree to make your post FTC compliant

NOT ALLOWED

- ✗ Content from any source outside of HBO's Hacks
- ✗ Using any audio other than the official sound linked above
- ✗ Failing to tag @izzy.escobar in your caption

- ✗ On-screen text that does not use song lyrics (if on-screen text is used)
- ✗ Low-quality or lazy uploads
- ✗ NSFW, violent, or controversial content
- ✗ Removing the post before 30 days — early deletion may result in a ban
- ✗ Hidden likes