

CLIPPER GUIDELINES

AVERAGE ROB

Humm Clipping Campaign • September 2026



Take the time to read everything carefully, especially the last section:

It explains exactly how to get paid 💰

You must join the Humm Clipping Whop server before participating in the campaign:

https://whop.com/humm-clipping/exp_HjCr55OhDNxWoh/app/

01. CAMPAIGN INFO

Creator	Average Rob
Content	All Average Rob videos are allowed EXCEPT for the video with Eden Hazard which is not allowed: ✗ https://youtu.be/1lhhjd7ozcE?si=Zc54vPBP-PvyWwuR ✗ ⚠️ The latest video "Turbo" is a priority ⚠️: https://www.youtube.com/watch?v=cJcfJmhqQZ8&t=854s All clips from this video will be prioritized throughout the campaign and will take precedence over others.
Platform(s)	TikTok / Instagram / YouTube / X ➡️ Feel free to post on whichever platform(s) you prefer.
Content link	- YouTube Channel https://www.youtube.com/@AverageRob/videos - Google Drive https://drive.google.com/drive/folders/1i-ytoKXQkXI2bXC004vk-l586q7onMXw?usp=drive_link

Start date	September 24-25
End date	When the budget is exhausted (maximum 45 days)

02. PAYOUT (in \$)

CPM	\$1.30 per 1,000 views	
View goal	741,000 views	
Total budget	\$1,000	Minimum payout: 3000 views Maximum payout: 125,000 views
Payment	Ongoing, in real time.	
Account types	Any type of account can be used	

03. CAMPAIGN GOAL

Average Rob is all about Belgian entertainment in English: humor, challenges, sports, and collabs, all wrapped in a casual style that is hugely popular. Literally every video is a banger, and this campaign gives you access to his best moments to clip.

Specifically:

1. The real highlight is the content itself: the punchlines, funny moments, impressive or unexpected sequences.
2. The content is in English and targets a broad, international audience. Your clips must stay in this language.

⚠️ Priority ⚠️: the latest video "Turbo".

All clips from this video will be prioritized throughout the campaign and processed before others. It covers Average Rob's Turbo Sprint: his 100m race organized during the Van Damme Memorial, where creators go head-to-head on the track in front of a massive crowd. Spot the highlights: the starts, close finishes, reactions, pre-race tension, and stadium atmosphere.

The vibe to capture: fun, fast-paced, punchy. The clip needs to trigger a reaction within seconds. Cut at the right time, keep the punch.

Your job : spot the best moments from each video and edit them into short clips that make people want to watch the original video.

04. CREATIVE ANGLES

No required angle for this campaign. Average Rob's content is already a banger in itself—it's up to you to find the best way to clip it.

Let your creativity shine, try different formats, and dare to test out-of-the-box ideas. That's exactly how you stand out in the feed and make a clip blow up. 🌟

A few examples of good clips:

- <https://www.youtube.com/shorts/F-BFxdk3IDQ>
- https://www.tiktok.com/@olly_bowman/video/7681004048597683476
- <https://www.tiktok.com/@averagerob/video/7680542017700597025>
- <https://www.tiktok.com/@tacomanae/video/7381409547249863968>
- <https://www.tiktok.com/@averagerob/video/7679414122450062624>

05. RULES

DO'S

You must join the Humm Clipping Whop server before participating in the campaign :

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POST SPECIFICATIONS

- ✓ Quality: clean content, no blurry or lazy rushed posts.
- ✓ Real editing: use the best moments in a clean edit, not the raw source thrown in as-is.
- ✓ Minimum 10 seconds.
- ✓ Mention in the description "@ of Average Rob's main account" and the title of the video the clip comes from.
- ✓ Posts must remain online for at least 30 days.
- ✓ Only once the minimum view count is reached, send us your video analytics in the support chat + video proof (not a photo) that the edit was created by you in your editing software (CapCut, PR, DaVinci,...)

PERFORMANCE & AUDIENCE

- ✓ Minimum 1% engagement (1,000 views = minimum 10 likes).

✓ Likes must be visible. Hidden likes = automatic rejection.

✓ Your audience must be predominantly Tier 1-2. More than 30% Tier 3 = account eligible for removal from campaign.

- Tier 1: USA, Canada, UK, Australia, NZ + Western Europe (FR, BE, NL, DE, CH, AT, IE, Scandinavia).
- Tier 2: rest of Europe (ES, IT, PT, PL, CZ...) + high purchasing power markets.
- Tier 3: rest of the world (low CPM).

✓ No NSFW content.

DON'TS

CONTENT

- ✗ Offensive, political, sensitive, violent, or NSFW content.
- ✗ Content from sources other than the official folders provided.
- ✗ Posting raw source footage / b-roll as-is, without editing it into a real clip.
- ✗ Low-effort clips lacking quality or proper editing.
- ✗ 100% AI generated.
- ✗ Stealing or reposting content from another creator / clipper. Everything must be an original edit.
- ✗ Reusing an edit previously submitted for another unrelated campaign.

ENGAGEMENT FRAUD

- ✗ Viewbotting or artificial views → immediate exclusion + earnings forfeiture + ban.
- ✗ Reposting the same video more than 5 times on your accounts.
- ✗ Story boosts and collab posts.
- ✗ Any paid promotion or boosting of the video.
- ✗ Hidden likes.

POST VIOLATIONS

- ✗ Removing the post before 30 days.

06. DESCRIPTION / CAPTION FORMAT

Required to include:

- @ of Average Rob's account
- The title of the video the clip comes from

Example:

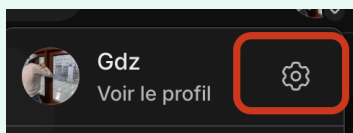
- Clip from: [Video Title] @[Average Rob account]
- Clip taken from [Video Title] @[Average Rob account]

07. HOW IT WORKS (getting paid)

Join the Humm Clipping Who before participating in the campaign: <https://whop.com/humm-clipping>
FIRST OF ALL, you must link and verify your clipping account(s) on Whop:

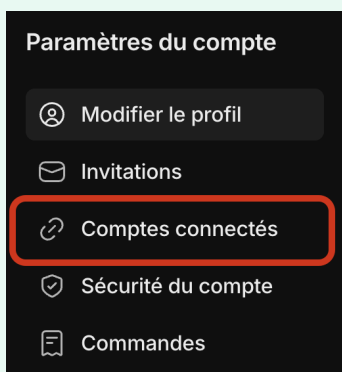
1

Go to your settings.



2

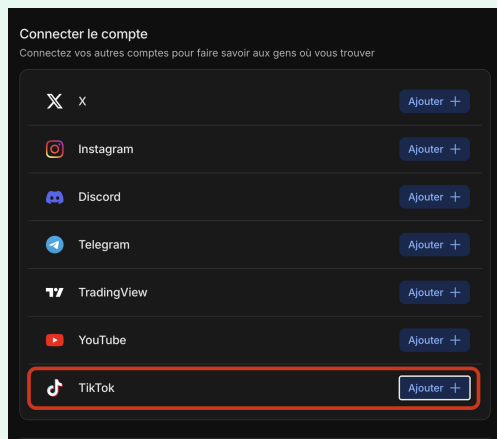
Click on the 'Connected Accounts' section



3

Add the desired account. Follow the requested instructions.

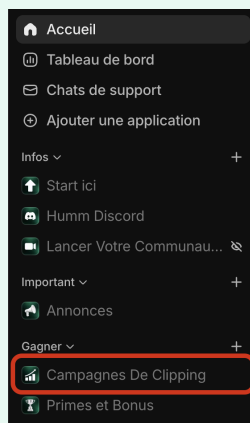
e.g., TikTok



NEXT

1

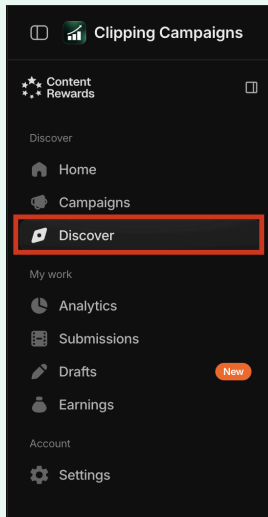
Go to the 'Clipping Campaigns' section on the Humm Clipping server. This is where you will find all our campaigns.



2

Click on the relevant campaign and submit your video link in the corresponding field.

You must have already published it on social media beforehand.



3

Follow the instructions and respect our requirements to maximize your chances of approval. *(just an example here, these are not the requirements for this campaign)*

4

The Humm team approves your clip within 24h-48h. Your views accumulate, your earnings are calculated and paid out continuously.

We are super excited to have you with us!
Crush it, we can't wait to see your first videos 🌟

Have questions regarding this campaign?



Contact the Humm Clipping team, not the client. We manage this campaign and are here to help you.