OKTAGON 94 [CLIPPING CAMPAIGN]

Rules

- Platforms: TikTok, Instagram Reels, YouTube Shorts
- Content in English
- Audience: global, Tier 1 priority
- No AI-generated clips (ex. Opus Clip)
- No low quality or spam uploads
- No reposting stolen content
- Original edits preferred
- Videos must stay live for at least 30 days once campaign ends
- Only use footage from the official folder
- Tag the official Oktagon accounts in every caption:
  Instagram: @oktagon_deutschland & @oktagonmma
  TikTok: @oktagon_deutschland
  YouTube: @oktagon_global & @oktagon_deutschland
- Every video needs a text hook naming Oktagon / Oktagon 94 or the fighter
- No logo overlays
- Requires an MMA-related page
- Minimum Engagement rate should be 1%
- Account usernames cannot contain the word “Oktagon”.

About Oktagon

Oktagon is one of Europe's biggest MMA promotions, headquartered in Prague and Bratislava. Two years ago they filled the Frankfurt football stadium and it made headlines worldwide. The problem: the headlines said MMA record broken and European promotion fills a stadium. Almost nobody said Oktagon.

Oktagon 94 went back to Frankfurt on September 26 with 60,000 people. This time the mission is to make the night a cultural moment, the Super Bowl of European MMA, and to make sure the name sticks.

The One Rule That Matters

Every clip has to make it obvious this was Oktagon. A crazy knockout with no name on it is exactly what happened last time. The text hook and the caption tag are not optional extras, they are the whole point of the campaign.

Hook examples:

- "no way this happened at oktagon 94"
- "crazy knockout at oktagon 94"
- "[fighter name] at oktagon 94 was unreal"
- "this finish at oktagon 94 is going viral"
- "did anyone else see this knockout at oktagon 94"
- "[fighter name] just ended it in seconds at oktagon 94"
- "60,000 people just lost it at oktagon 94"
- "nobody expected this at oktagon 94"
- "[fighter name] just shocked everyone at oktagon 94"
- "[fighter name]'s reaction after the win says everything"
- "this post-fight interview at oktagon 94 hit different"
- "[fighter name]'s reaction after the win says everything"
- "this post-fight interview at oktagon 94 hit different"
- "oktagon 94 just delivered one of the best nights in mma"
- "this is why oktagon 94 was the biggest show in europe"

Content Formats

Knockout and finish edits
The highest performing format in combat sports. Finish in the first two seconds, replay on the back end, fighter name and Oktagon 94 on screen. Available once the footage lands in the folder.

Walkout edits
Entrance, pyro, the walk through 60,000 people. Stadium scale is the differentiator, show the size of the room.

Face-off and trash talk
Press conference and weigh-in staredowns, tension cuts, eye contact holds.

Fighter arc edits
Underdog, comeback, the story behind the man walking out. Pair with a finish payoff whenever you can.

Post-fight moments
Interviews, celebrations, emotional reactions, callouts.

What does NOT belong

- Any footage not from the official folder
- AI-generated clips

Reference Material

- Footage folder: OKTAGON MMA - VIDEOS TO CLIP FROM
- Oktagon accounts to tag:
  Instagram: @oktagon_deutschland & @oktagonmma
  TikTok: @oktagon_deutschland
  YouTube: @oktagon_global & @oktagon_deutschland

Pay Rate and Budget

- CPM: $1
- Minimum payout: $3 (3,000 views)
- Maximum payout: $200 per video
- Total budget: $7,500

Register and Payouts

- Submit your video within 30 minutes of posting
- Automatic payouts through Content Rewards
- Botted or fake views will result in removal from the campaign