

Exposing Google's Anticompetitive Ads Clipping

by ClipLaunch 

Campaign Overview + Goal

Your mission is to turn approved footage into short, punchy clips about the Google antitrust cases. Pull the strongest moments from the hearings, DOJ press conferences, news segments, and podcasts in the Source Footage Library, and keep the focus on how Google unlawfully used its market dominance to enrich itself at the expense of businesses, customers, and the public.

The goal is to raise awareness about the antitrust rulings against Google, and the fact that business owners who ran Google Ads may be able to recover some of their ad spend.

Rules

- **Page Requirement:** No dedicated page required. Business, marketing, finance, news, or entrepreneur pages with real, existing audiences, or new unbranded pages. Never brand a page around a company or firm.
- **Caption Requirement:** Use caption similar as listed in Assets Required section, word for word or lightly similar. Never inflate, embellish, or include anything outside the approved facts.
- **Bio Requirement:** None.
- **Audience Requirement:** At least 65% of views must come from the United States.
- **Clip Duration:** Every clip must stay live for at least 30 days.
- **End Card Requirement (what is shown at the end of clip) (use word for word, no links, tags, or branding, it's the last thing on screen. See clip examples for reference):**
 - "Ran Google Ads for your business? You may be eligible to get money back. Take a look into filing a claim."

(IMPORTANT) Facts you can and cannot state on screen or in caption:

Approved Facts

- A Federal court ruled Google illegally maintained a monopoly in search and search text ads
- A Federal court ruled Google illegally monopolized key ad tech markets, publisher ad servers and ad exchanges
- DOJ sued Google over ad tech; AG Garland said on camera that because of Google's conduct, "website creators earn less and advertisers pay more"
- Court filings surfaced Google's secret ad auction programs with codenames like Bernanke, Poirot, and Jedi Blue

- You can say "may be eligible to get money back" — always with "may"

Never Say or Show

- Any guarantee: "Google owes you money," "you will get money," "Google owes you \$X," "free money," "checks are coming"
- Any dollar amount a business will receive
- That Google was broken up, found guilty of a crime, or that the cases are over
- The words "class action," "lawsuit payout," or "settlement" — approved language is "filing a claim"
- That the hearing was a trial, or that Congress ruled, convicted, or found Google guilty
- Any law firm, company, website, link, or sign up page — by name, tag, logo, or on screen
- Legal advice of any kind, such as "you should sue" or "you have a case"

More Requirements:

- Approved platforms are Instagram Reels and TikTok only.
 - Use only footage from the official Source Footage Library; outside clips or flagged sources are not eligible.
 - Check for lawyers before you cut. If a lawyer or law firm appears on camera or is named, the clip is rejected.
 - Stick strictly to the facts. Never guarantee payment, state a dollar amount, or use the words 'class action,' 'lawsuit,' or 'settlement'; the approved phrase is 'filing a claim.' Twisting facts, inventing numbers, or promising money gets a clip rejected.
 - Every clip must end on the required end card, with no links, tags, or branding.
 - Keep your post live and likes visible for the full 30 days; don't delete early, hide likes, or spam the same clip across multiple pages.
 - KEEP EVERY CLIP 100% UNBRANDED. No links. No "link in bio." No company, law firm, website, or sign-up page — named, tagged, shown, or hinted at anywhere. No "click, visit, DM, or sign up." Any clip that breaks this rule will be rejected.
- **Warmup Process:** All new accounts must follow the warmup process before posting. Read it here: [Warm Up Guide](#)
 - **Approval Process:** All clippers must read the approval process before submitting clips. Read it here: [Approval Process](#)
 - **USA Audience Targeting:** All clippers must read how to target USA audience before submitting clips. Read it here: [HOW TO TARGET USA AUDIENCE](#)

Assets Required

- **Source Footage Library:** [CLIP FOOTAGE SPREADSHEET \(WITH TIMESTAMPS\)](#)
 - *Contains the hearings, DOJ press conferences, news segments, full hearing transcripts, and podcasts you're allowed to clip from, along with timestamps and clip angle and screening notes for each video to help you find the best moments fast.*

Clip Examples: [Campaign Clip Examples](#)

- **How To Cut A Clip (5 Steps):**
 - Open the Source Footage Library and pick a video or podcast.
 - Read the clip angles and screening notes for that row before you cut; it points you to the best moments and what to avoid.
 - Cut a 15 to 60 second clip using only Source Footage Library footage. Add clean subtitles, plus a text overlay across the top if you want one.
 - Finish on the required end card, word for word, with no links, tags, or branding.
 - Post to an approved platform with an approved caption, then submit your video and audience demographics for approval.
- **Caption Examples (use word for word or something similar, never inflate):**
 - **Caption Option 1:** August 5, 2024 — a federal judge ruled Google an illegal monopolist. April 17, 2025 — a second judge did it again. If your business ran Google Ads, you may be eligible to get money back.
 - **Caption Option 2:** If you've ever paid for Google Ads, watch this. Two federal courts have ruled Google an illegal monopolist — and businesses that ran ads may be eligible to get money back.
 - **Caption Option 3:** "Website creators earn less and advertisers pay more." That's the U.S. Attorney General, on camera, announcing the case Google went on to lose. If your business bought Google Ads, you may be eligible to get money back.
 - **Caption Option 4:** Project Bernanke. Project Poirot. Jedi Blue. Court filings put Google's secret ad-auction programs on the record — and two federal courts have now ruled Google an illegal monopolist. Ran Google Ads? You may be eligible to get money back.
 - **Caption Option 5:** Congress grilled Google's CEO about this in 2020. By 2025, two federal courts had ruled Google an illegal monopolist. Businesses that paid for Google Ads may be eligible to get money back.

- **Caption Option 6:** The Senate held an entire hearing on Google’s ad machine in 2020. By 2025, two federal courts had ruled Google an illegal monopolist. Businesses that paid for Google Ads may be eligible to get money back.
- **Caption Option 7:** Google’s CEO answered questions under oath in 2020. Then two federal courts ruled Google an illegal monopolist. If your business paid for Google Ads, you may be eligible to get money back.
- **Caption Option 8:** The DOJ said Google’s conduct made advertisers pay more. If your business ran Google Ads, that might have been you — and you may be eligible to get money back.
- **Caption Option 9:** The DOJ took Google to court over its ads business — and federal judges ruled against Google. Twice. If your business spent money on Google Ads, you may be eligible to get money back.
- **Caption Option 10:** Most business owners have no idea that the federal courts ruled Google an illegal monopolist. Twice. If you ran Google Ads, you may be eligible to get money back.
- **Hashtags (optional):** topical only — #googleads #smallbusiness #marketing #entrepreneur. Never a branded hashtag, a website, or a firm or company name.

Clip Examples

Clip Examples: [Campaign Clip Examples](#)

Content Format

- **Vertical format sized for Instagram Reels and TikTok; clip length between 15 and 60 seconds.**
- **Clean, correctly spelled subtitles for everything said, so the clip works with the sound off; no AI slop subtitles, no glow effects.**
- **AI voiceovers are allowed.**
- **Optional text overlay across the top of the clip, kept true to the clip. Suggestions:**
 - If your business runs Google Ads, stop scrolling.
 - Two courts. Two rulings. Same word: monopolist.
 - The DOJ tried to break up Google. Here’s what happened instead.
 - If you bought Google Ads, you paid the prices this trial was about.

Submission Checklist

 DO

- Create original, high retention edits.
- Make sure your clip is meaningfully different if inspired by another (no 1:1 copies).
- Use strong hooks and pacing.
- Write accurate captions and titles that reflect the actual content.
- Use clean subtitles and formatting.
- Prioritize quality over quantity, one great clip beats ten rushed ones.
- Make content people genuinely want to watch and share.

DON'T

- Story boost or artificially inflate views.
- Post low effort or low quality edits.
- Use engagement bait (misleading titles, fake context, clickbait thumbnails).
- Post stolen or reuploaded clips.
- Spam post for quantity over quality.
- Post the same or nearly identical clip more than 5 times.
- Recycle repetitive content with little to no value.
- Try to game the algorithm instead of making quality content.

Consequences for repeated violations

- Reduced approvals.
- Lower priority for future opportunities.
- Possible removal from campaigns.

Need Help?

Stuck on something or not sure if your clip fits the brief? Reach out and ask any questions in the ClipLaunch Chat and we will get back as soon as possible. We are active 24/7 with support!