

Adriatique - X São Paulo Sold-Out Show Clips

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

WHAT TO DO

- Clip footage from Adriatique's sold-out X show in São Paulo, Brazil.
- Adriatique is a duo. The show drew 14,000 people and was sold out.
- Make short clips that make someone who has never heard of Adriatique stop and want to know who they are.
- Focus on the crowd, the energy, and the biggest moments of the set.
- Post to Instagram Reels only.

Content link:

<https://www.dropbox.com/scl/fo/hd16qpoimwsnknee56yd/ALi0q0RIKAUkWqMm5J2i-x4?rlkey=r60hdbc01sugjaein8dpy8sjv&st=qjuo4yac&dl=0>

Only use footage from the official content link above. No unrelated stock footage, filler clips, or footage from other shows.

TAGGING REQUIREMENT (REQUIRED)

- Instagram: [@adriatique](#)
- Tag the account in the caption of every post.

CAPTION GUIDELINES (OPTIONAL)

- No exact wording is required.
- Your caption must make sense with the clip you're posting.

Examples:

- *"if you don't know Adriatique yet, this was their sold-out X show in São Paulo"*
- *"São Paulo showed up for Adriatique. Sold out."*
- *"this is what a sold-out Adriatique show looks like 🇧🇷"*
- *"Adriatique is a duo and this is the crowd they brought out in São Paulo"*
- *"14,000 people packed in for X. wish I was there"*
- *"the crowd when this one dropped at X in São Paulo"*

Keep it accurate:

- Keep it genuine. Write captions a real fan would actually say.
- No exaggerated or over-the-top hype claims.
- No false or made-up information.

- Captions must be original and relevant. Do not copy other clippers' captions, and make sure your caption matches this campaign and is completely ACCURATE and TRUE.

ACCURACY REQUIREMENT (REQUIRED)

If you mention these facts, they must be stated exactly like this:

- ✓ The artist is Adriatique, a duo
- ✓ The show is X
- ✓ The location is São Paulo, Brazil
- ✓ 14,000 attendees
- ✓ The show was SOLD OUT

Never claim or include:

- ✗ "Record-breaking"
- ✗ "Biggest ever"
- ✗ "First time in Brazil"
- ✗ Any specific venue name
- ✗ Any quote from the artists
- ✗ Any news outlet branding, logo, or masthead
- ✗ Any attendance number other than 14,000

ON-SCREEN TEXT (OPTIONAL)

- No exact wording is required.
- On-screen text must make sense with the clip you're posting.

Examples:

- *"Adriatique — X — São Paulo"*
- *"Sold out in São Paulo"*
- *"Who is Adriatique?"*
- *"14,000 people. Sold out."*
- Text must be clear and readable. Aesthetic fonts are fine as long as they're legible.

Keep it accurate:

- Keep it genuine. Write on-screen text a real fan would actually say.
- No exaggerated or over-the-top hype claims.
- No false or made-up information.
- Must follow the ACCURACY REQUIREMENT above.

EDITING GUIDELINES

- Background music is allowed.
- The original audio from the show must stay clearly audible and not be drowned out.

REQUIREMENTS

POST SPECS

- ✓ High-quality posts only — no blurry or low-effort content
- ✓ Video must be AT LEAST 10 seconds long
- ✓ English content only
- ✓ Post to Instagram Reels only
- ✓ Tag @adriatique in the caption
- ✓ Post must stay live for 30 days minimum

PERFORMANCE

- ✓ 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
- ✓ No racism, homophobic or sexual content (you will be banned immediately for this)
- ✓ By participating you agree to make your post FTC compliant

NOT ALLOWED

CONTENT

- ✗ Footage from any source outside the official content link
- ✗ Unrelated stock footage or filler footage
- ✗ Fake "leaked" framing (example: "leaked footage," "they don't want you to see this")
- ✗ Misleading captions or on-screen text
- ✗ Exaggerated or over-the-top hooks (example: "video games were NOT supposed to look this good," "people in 2004 would think you were insane," "the internet is losing it over...")
- ✗ False or unverified claims in captions or on-screen text, including made-up stats, numbers, release dates, records, or facts
- ✗ Misrepresenting the content (example: calling a clip something it isn't)
- ✗ Rage bait or hate bait, meaning any hook written to provoke negative comments
- ✗ Styling your post as a news headline or news graphic
- ✗ Low-quality or lazy uploads
- ✗ NSFW, violent, or controversial content
- ✗ Directly stealing/reposting other creators' content as your own — all posts must be original edits, not downloaded and reposted from someone else's page

ENGAGEMENT FRAUD

- ✗ Bait posting — posting random viral content just to farm views; posts must be relevant to the campaign
- ✗ Spam posting — do not copy the same video across multiple accounts; post fresh content on each page

- ✗ Story boosting — posting the content to your story to generate views; story views do not count and will get you banned
- ✗ Paid boosting or video promoting of any kind — using TikTok/Instagram promote tools or paid ads will result in a permanent ban from Clipping Culture
- ✗ Posting the same video more than 5 times across your pages — spread content out, don't oversaturate

POST VIOLATIONS

- ✗ Removing the post before 30 days
- ✗ Hidden likes

Questions about this campaign? Reach out to the Clipping Culture team — not the client. We're managing this campaign and are here to help.