

Empire Of The Sun — Tour Clipping

Music promotion · TikTok · Instagram Reels · No dedicated page required

Cut live footage from the Empire Of The Sun North America tour content and the exclusive content of Ally Pally multicam provided in the footage folder. The aim is to make people feel what the show feels like, so they go and listen.

QUICK FACTS

Client	Empire Of The Sun
Footage	Approved Dropbox folder only: Open the footage folder
Platforms	TikTok · Instagram Reels
Hashtags	#empireofthesun #allypally #tour
Length	8 seconds minimum
Audience	Tier 1 majority, Tier 2 accepted · English only
Approval	Submit video analytics after 2,000 views
Max clipper payout	30% of budget

READ THIS FIRST

The Ally Pally multicam has **never been posted anywhere**. It is exclusive to this campaign. Do not re-upload it outside your own clip, and do not post the raw file.

ABOUT EMPIRE OF THE SUN

Australian electronic duo, four top ten albums, over 7.5 billion career streams. They are midway through the **Ask That God: Afterlife** world tour, their biggest run ever: 51 shows across 18 countries in 2026, including Lollapalooza, Red Rocks and the Hollywood Bowl. In June they became the first Australian act to sell out three headline nights at London's Alexandra Palace, playing to more than 30,000 people.

The live show is the product here. Cinematic visuals, costumes, huge crowd moments. Let the footage do the talking.

WHAT TO DO

1. Pull footage from the **approved Dropbox folder**. Nothing else.
2. Cut a clip at least **8 seconds** long.
3. Add **on-screen text** from the bank below, or your own variation.
4. Post to TikTok or Instagram Reels with the campaign hashtags.
5. Once you pass **2,000 views**, submit your video analytics.

ON-SCREEN TEXT **REQUIRED**

Use these as written or make your own variations. Keep it positive about the band and the show.

ANGLE	EXAMPLE LINES
Tour (Live Selects)	Empire of the sun live is euphoric Empire of the sun's north america tour looks so euphoric Seeing empire of the sun live would heal me The soundtrack to an entire generation This song somehow gets better every year Music that makes you feel like you're floating The song that changed everything This song still lives in my head rent free
Ally Pally	Empire Of The Sun is 1 of 4 artists who've ever sold out 3 nights at Ally Pally Jealous of anyone who got to see empire of the sun at ally pally this summer

CAPTIONS & TAGGING

- Include the campaign hashtags.
- Keep captions natural. Nothing that reads like an ad.
- No ticket links or "buy now" language in the on-screen text.

POST REQUIREMENTS **REQUIRED**

POST SPECS

- ✓ At least **8 seconds** long
- ✓ **Likes and comments ON**
- ✓ Each clip can be posted **once per platform** only
- ✓ **Tier 1 majority** audience, Tier 2
- ✓ English only

MINIMUM ENGAGEMENT BY VIEWS

PLATFORM	UNDER 25K	25K – 100K	100K+
TikTok	0.9%	0.8%	0.5%
Instagram Reels	0.9%	0.8%	0.5%

THE RULES

✓ YOU MUST	✗ YOU WON'T GET PAID IF
Use footage from the approved Dropbox folder only	You post low effort or stolen clips (stolen clips = ban)
Attach the official sound, kept low under the live audio	You spam the same clip across accounts
Add on-screen text that hypes the band and the show	You story boost or run paid boosts
Keep likes and comments on	You post collab posts
Post each clip once per platform	You post NSFW, sexual, aggressive, weird, mean or rude content
	You post anything negative about the band or anyone on screen
	You reupload the raw Ally Pally footage

HOW TO GET APPROVED **REQUIRED**

1. Wait until your video passes **2,000 views**.
2. Screen record your **video analytics**: watch time, all view graphs, and locations. Every page must be clearly visible.
3. Send the recording to the **analytics submission form** channel.

⚠ Only submit if you meet the requirements.

Account level analytics are rejected every time. Video specific only.

Check your engagement rate and audience tier against the table above before submitting.

Make people feel the show. That is the whole job.

THE CLIP SHIP · Questions? Contact our team, not the client.