



Campaign: Erin Bloomer - Ride a Cowboy

[CLIPPING]

Objective:

Clip the best moments from the footage below and post them to TikTok, Instagram and YT Shorts with "Ride a Cowboy" tagged. Keep Erin front and center, the goal is introducing her as the next big British pop girl.

All text and captions must stay positive about Erin Bloomer.

\$1000 per 1M views 



Allowed socials: TikTok, Instagram, YT Shorts

!!CONTENT TO CLIP : <https://f.io/xatJajNX>



Key rules (must follow)

1) Text on screen is required for every post

Every post needs on-screen text, like the examples below. Make them your own and mix them up.

2) Erin front and center

Only use the footage from the folder above. Every clip should be about Erin, the angle is her being the next big British pop girl.

3) English only

Text on screen and captions must be in English.

4) Stay on-brief

Posts missing text on screen, or not matching the brief, will be declined so the campaign stays consistent.

5) No negativity

No negative text, captions, or commentary about Erin or the song. Posts with any negativity will

be declined.

Further details below

6) Post length

Every post must be between 10 and 60 seconds

7) Song to tag in your post

TikTok: <https://vm.tiktok.com/ZN9DXRUdnDmNa-uc8Dg/>

Instagram: TBA

YT Shorts: TBA

Example posts below:

TBA

TEXT ON SCREEN EXAMPLES:

Feel free to rephrase these so it's native to your content

The next big British pop girl

- Meet your next fave British pop girlie, Erin Bloomer
- The future of British pop is Erin Bloomer
- Erin Bloomer world domination
- Word on the street is Erin Bloomer is the next great British pop girlie
- Erin Bloomer is up NEXT

Discovering Erin

- POV: you found Erin Bloomer before everyone else
- Ride a Cowboy has been on repeat all week
- Not me already knowing every word to Ride a Cowboy
- The UK is not ready for Erin Bloomer

All TOS prompts **MUST** be positive around Erin Bloomer. **GOOD LUCK!!**