

Charlie Berens Campaign Requirements

Please read all requirements before posting. Submissions that do not follow the campaign requirements may be rejected.

Campaign Details

Budget: \$6,400

Start Date: August 28

Platforms: TikTok & Instagram only

Campaign Goal

The goal of this campaign is to push **Charlie Berens as a stand-up comedian** and introduce his comedy to a wider audience.

Content should feel **organic, entertaining, funny, and relatable** — not like an advertisement.

The campaign should also lean into Charlie's "**Main Street America**" appeal: a funny, relatable, everyday American guy whose comedy connects with a broad audience.

1. Mandatory Requirements

Every submission must:

- Feature **Charlie Berens**
- **USE THE EPISODES GIVEN IN THE GOOGLE DRIVE**
- Be posted on **TikTok or Instagram**
- **MUST USE DEDICATED PAGE OR COMEDY THEMEPAGE**
- **Target Tier 1 Audience**
- Follow one of the approved campaign narrative directions

- Keep the content and narrative **positive**
- Mention Charlie's **tour dates** in the post caption
- Include Charlie's official website link in the post caption
- Focus on strong, funny, shareable moments
- Make the content feel organic rather than overly promotional

Required Website

Charlie Berens Official Website

<https://www.charlieberens.com/>

2. On-Screen Caption Narratives

This campaign allows you to create your **own organic on-screen captions**.

You do not need to copy specific captions word-for-word.

However, your caption should follow the main narrative directions below.

Narrative — Charlie as a Stand-Up Comedian

The primary goal is to push Charlie as a **stand-up comedian**.

Your on-screen captions should make viewers interested in Charlie, his comedy, his stand-up, or seeing more of his material.

Example Angles

"Charlie Berens might be one of the most underrated comedians right now"

"How am I only discovering Charlie Berens' stand-up now?"

"This guy understands Midwest families way too well"

"Charlie Berens needs a new comedy special ASAP"

"I could watch this guy tell stories for hours"

These are examples, not mandatory captions.

Create your own wording and test different hooks while maintaining the same general narrative.

3. Post Caption Requirements

Every post caption must include:

1. Charlie Berens

Mention Charlie naturally in the caption.

2. Tour Dates

Mention that Charlie is touring or has upcoming tour dates.

3. Website

Include:

<https://www.charlieberens.com/>

Example

Charlie Berens is way too accurate with this one 😂 Catch him live on tour — dates at charlieberens.com

Keep the caption natural and connected to the clip.

4. Content Direction

Prioritize clips that:

- Hook the viewer immediately
- Are funny without requiring too much context
- Showcase Charlie's stand-up ability
- Highlight his personality and storytelling
- Feel relatable
- Have a clear payoff
- Are highly shareable
- Make viewers want to discover more of Charlie

Keep It Organic

The content should **not feel like an advertisement**.

Entertainment comes first.

Use the on-screen narrative to generate interest in Charlie, then use the **post caption** to introduce the tour and website.

Push Charlie as a comedian first. Promote the tour second.

5. Platforms

This campaign is for:

TikTok

Instagram Reels

Do NOT submit content from OTHER platforms.

6. Not Allowed

Submissions may be rejected for:

- Negative narratives about Charlie
 - Misleading on-screen captions
 - Manufactured controversy that misrepresents what Charlie said
 - Captions unrelated to the actual clip
 - Low-effort reposts
 - Content that feels overly promotional
 - Missing tour-date mention
 - Missing website link
 - Posting on an unsupported platform
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7. Pre-Submission Checklist

Before submitting your clip, confirm:

- Charlie Berens is featured
 - Posted on TikTok or Instagram
 - On-screen caption follows the **Stand-Up Comedian** or **Main Street America** narrative
 - Narrative is positive
 - On-screen caption matches the actual clip
 - Charlie Berens is mentioned in the post caption
 - Tour dates are mentioned
 - Website link is included
 - Clip is funny, engaging, and shareable
 - Content feels organic rather than overly promotional
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Clipping Tips — Hooks, Pacing & Retention

Finding a funny moment is only half the job.

How you edit the moment determines whether viewers keep watching or scroll away.

The goal is to maximize **viewer retention** while keeping Charlie's original comedic delivery intact.

1. Start With the Strongest Hook

The **first few seconds** are the most important part of your clip.

Whenever possible, start with something that immediately grabs attention:

- A very funny statement
- A surprising or unexpected statement
- A provocative or controversial take
- Something highly relatable
- A line that creates curiosity
- A moment that makes viewers want to know what happens next

Don't waste the opening seconds on unnecessary setup.

If the strongest line happens later in the original footage, consider restructuring the clip so the viewer gets hooked earlier — as long as you **don't change the meaning or misrepresent what Charlie said**.

2. Pacing Is Everything

For a clip to perform well, viewers need a reason to **keep watching every second**.

Remove anything that slows down the video without adding value.

Cut Out

- Long unnecessary pauses
- Dead air
- Unnecessary setup
- Repetitive sentences
- Filler that can be removed naturally
- Sections that don't contribute to the joke or story
- Unnecessary transitions

Keep

- The hook
- Essential context
- The build-up
- Important reactions
- Comedic timing
- The punchline/payoff

Every second should have a purpose.

3. Get Straight to the Point

When editing, ask yourself:

“If I remove this part, does the clip still make sense and remain funny?”

If the answer is yes, you DON'T need it.

Don't make viewers wait 20 seconds for something that could have been delivered in 10.

At the same time, **don't over-edit the comedian.**

Comedy depends heavily on timing. A pause, facial reaction, or moment of silence can sometimes be an important part of the joke.

The goal isn't to make the clip **as short as possible.**

The goal is to make it **as tight as possible without destroying the comedic timing.**

4. Optimize for Retention

A strong clip should constantly feel like it's moving toward something.

HOOK → CONTEXT → BUILD-UP → PAYOFF

The faster you establish **why someone should keep watching**, the better.

Before posting, watch your finished edit and ask yourself:

“If I had no idea who Charlie Berens was, would I stop scrolling and watch this until the end?”

If the answer is no, improve the hook or tighten the edit.

Strong hook + tight pacing + great comedy = better retention and a stronger chance of going viral.