

LATE CHECKOUT — MEXICO CLIPPING CAMPAIGN

Welcome to the **Late Checkout Mexico Campaign!** 

Song: Late Checkout

Artist: Passive

Passive is a new alternative / indie rock band gaining traction on TikTok and Instagram. This campaign is focused specifically on making **Late Checkout go viral in Mexico** through relatable, emotional and highly shareable short-form content.

CAMPAIGN GOAL

MAKE MEXICO FALL IN LOVE WITH LATE CHECKOUT. 

Create content that feels like something a Mexican TikTok user would naturally **share with their pareja, send to their ex, repost, or tag a friend in.**

Don't just translate English content into Spanish. Study what's currently performing on Mexican TikTok and adapt your hooks, humor, language and editing accordingly.

REQUIREMENTS

- **60%+ of views must come from Mexico**
- TikTok and Instagram Reels are eligible
- Minimum **1% engagement rate** with likes + comments
- Must use the **official Late Checkout audio**
- Must use the **HOOK** of the song - [THIS PART OF THE SONG](#)
- Song must be clearly audible
- No reposts, bots, incentivized views or ad boosting

Mexican-based accounts and pages with an established Mexican audience are highly recommended.

OFFICIAL AUDIO

TikTok:

<https://www.tiktok.com/music/Late-Checkout-7665333908687390721>

Instagram:

<https://www.instagram.com/reels/audio/1026128423678339>

 **You MUST use the official audio. Posts using another version will be rejected.**

❤️ APPROVED CONTENT

Late Checkout is nostalgic, romantic and bittersweet. Content should make someone immediately think:

“Tengo que mandarle esto a alguien.”

❤️ LOVE / RELATIONSHIPS

Couple videos, relationship memes, romantic POVs and relatable posts.

Examples:

- **mándaselo a la persona con la que vivirías este momento**
- **yo solo quiero un amor así**
- **cuando encuentras a alguien con quien no quieres que termine el día**
- **si te mandaron esto, alguien quiere vivir esto contigo**
- **etiqueta a la persona con la que te irías de viaje sin pensarlo**

💔 EX / HEARTBREAK / NOSTALGIA

Exes, situationships, missing someone, old memories and right-person-wrong-time content.

Examples:

- **yo fingiendo que ya lo superé**
- **todo bien hasta que una canción te recuerda a tu ex**
- **cuando fue la persona correcta pero el momento equivocado**
- **ni modo, tocó extrañarlo otra vez**
- **POV: encuentras un video de cuando todavía eran felices**

Funny + painful works. Don't make every clip overly serious.

😂 RELATABLE HUMOR / MEMES

Adapt Late Checkout to **current Mexican TikTok humor and meme formats.**

Examples:

- **yo después de decir que ya no me voy a enamorar:**
- **mi evento canónico:**
- **“ya lo superé” / yo a las 2am:**
- **ni modo, tocó volver a creer en el amor**
- **yo viendo parejas felices después de decir que el amor me daba cringe**

These are examples — **not mandatory scripts.**

If a phrase, meme or format is currently blowing up in Mexico, adapt it naturally.

MOVIES / TV / PETER + MJ

Romantic, nostalgic or emotional movie/TV edits are encouraged.

Peter Parker + MJ / Tom Holland + Zendaya are already proven Late Checkout formats.

Examples:

- etiqueta a tu Peter / MJ 
- todos merecemos a alguien que los mire así
- el tipo de amor que sí quiero
- ¿quién es tu Peter/MJ?

Marvel, Disney and recognizable romantic/nostalgic characters are great fits.

TRAVEL / SUNSETS / MEMORIES

Use beautiful footage of **Mexico, beaches, CDMX, road trips, sunsets, vacations, nights out, concerts, friends or couples traveling.**

Examples:

- ojalá este día nunca termine
- un día vas a extrañar exactamente este momento
- POV: estás viviendo uno de esos días que recordarás toda tu vida
- necesito otro viaje así
- mándaselo a la persona con la que necesitas vivir esto

Authentic phone footage is encouraged. It doesn't need to look like an advertisement.

MAKE IT FEEL MEXICAN

Spanish text-on-screen and captions are **highly encouraged**.

Natural Mexican slang and humor are welcome when they actually fit.

Words/phrases such as:

no manches • neta • ni modo • equis • morra/morro • compa • chale • tocó

can work — but **don't force them**.

 Adding Mexican slang to an English meme does not automatically make it Mexican.

Native Mexican creators: rewrite our examples however you would actually say them.

The goal is **Mexican content, not translated American content.**

WHAT MAKES A GOOD CLIP?

Hook the viewer within the first **1–2 seconds.**

Use:

POV • cuando... • yo después de... • mándaselo a... • etiqueta a...

Prioritize:

-  **Emotion**
-  **Relatability**
-  **Nostalgia**
-  **Comments**
-  **Shares & tags**

Study Mexican TikTok. Experiment with different hooks, formats and editing styles.

If people start repeating a phrase, making jokes or interpreting the song in an interesting way:

USE IT.

The audience can tell you what your next clip should be.

DON'T

- Don't bot or purchase views/engagement
- Don't ad boost submissions
- Don't repost other people's campaign clips
- Don't spam identical videos
- Don't use unrelated viral footage
- Don't use the wrong audio
- Don't bury the song under dialogue
- Don't use obviously translated/unnatural Spanish
- Don't use stereotypes or insulting cultural jokes

Bots = Instant Ban.



BEFORE YOU POST

- ☐ 60%+ Mexico audience/views
- ☐ Official Late Checkout audio
- ☐ Correct part of the song
- ☐ Song clearly audible
- ☐ Approved content theme
- ☐ Strong hook in the first 1–2 seconds
- ☐ Spanish sounds natural
- ☐ Content encourages sharing, tagging or commenting
- ☐ No bots, reposts or boosting



MAKE LATE CHECKOUT MEXICO'S SONG.

Don't make ads. Make TikToks people actually want to send to someone.