CLIPFARM x THE SPLIT CAMPAIGN BRIEF

The Split is a new political talk show from Jubilee. Two hosts argue the big topics. Clip the funny, smart moments. Make people want the full episode. You earn money for every view.

CPM	MAX PER CLIP	MIN PAYOUT
$1.25 / 1K (YT) **$1.00 / 1K (IG/TT)**	**$400**	**$1.25** **1.00**

READ THIS FIRST — DON'T SKIP

Your clip must make the hosts look good. You can poke fun at them. You can not make them look dumb or bad.

QUICK FACTS

Client	Jubilee Media — **The Split**
Page Type	**Podcast / Talking / Relevant page styles** **No anime/meme pages**
Content	Organic-feel clips from the pilot episodes
Platforms	**TikTok · Instagram · YouTube Shorts**
Tagging	TikTok **@jubilee** · Instagram **@jubileemedia** · YouTube **@jubilee**
Caption	Must tag Jubilee. Never insult a host.
Pinned comment	Required. Send people to Jubilee's YouTube.
Audience	**40%+** of views from **US, UK, Canada, Australia**

✔ Fun to watch and a little smart. Play up the hosts. Leave people wanting the full show.

❌ **NOT the point:** Long rambling talk with no payoff. Clips that call a host dumb. Hype edits just to farm views.

WHAT TO DO

It is easy. Just follow these steps:

- Get our clips from the links below.
- Make a short video using **ONLY** that footage.

- Add what is **required** to the video and post.
- **Submit your video on Whop** and **submit demographics** when asked, for **approval**.

✔ The hosts are already funny. Your job is to clip them well.

WHERE TO GET THE CLIPS

Use **ONLY** the files from these links:

- **The Split 1.1 — https://youtu.be/_4tgptKzNcA**
- **The Split 1.2** - https://www.youtube.com/watch?v=A4Tnj9lEpxc

⚠ Do NOT use any clip from outside these links. Outside clips get rejected right away.

WHERE TO POST

Post on all three apps. They all count the same.

- **1. TikTok**
- **2. Instagram**
- **3. YouTube Shorts**

TAG THE CLIENT (REQUIRED)

Tag Jubilee in your caption on every app. Use the **right handle** for each app.

TikTok	**@jubilee**
Instagram	**@jubileemedia**
YouTube Shorts	**@jubilee**

PIN A COMMENT (REQUIRED)

Post your clip. Then pin one comment. Send people to the full show on Jubilee's YouTube.

Find the full episode on "The Split" by visiting Jubilee's YouTube!

- *TikTok just write the comment, no more pin feature.*

YOUR CAPTION (REQUIRED)

Write your own. Keep it short and fun. Tag Jubilee. Strong words are fine. Never make a host look dumb.

✔ **Good**	*"David eviscerates Austin on Gaza [@tag]"*
❌ **Bad**	*"Austin shows how stupid he is [@tag]"*

ON-SCREEN TEXT (OPTIONAL)

Add your own hook on top. Like a "spoiler" to what happens in the clip. An engaging sentence that matches what happens, no engagement bait, no misusing their words against them.

HASHTAGS (OPTIONAL)

Keep hashtags safe. Do **not** use hot-topic tags.

- **Banned: #abortion · #policebrutality · #dictator · #genocide**
- Any other tag about a controversial / upsetting topic is also a no.

YOUR AUDIENCE (REQUIRED)

At least **40% of your views** must come from: **US, UK, Canada, Australia**.

THE RULES

✅ YOU MUST	❌ YOU WILL NOT GET PAID IF
Post to: TikTok, Instagram, YouTube Shorts	Clips from outside the official links
Keep your post up at least **30 days**	NSFW, violent, or off-topic videos
Likes are visible (hidden likes = rejected)	Spam (same video on many pages)
At least **0.20% engagement**	Paid ads or “boost / promote” tools
40%+ audience from **US, UK, Canada, Australia**	Bait posting (random viral clips to farm views)
Submit **account / video demographics**	Stealing / reposting somebody else’s content
Tag Jubilee and **pin your comment**	You insult or mock a host
Make the hosts look good	You use a banned hashtag