

Post ANY Content Using BBNO\$ – "Burger"

✓ You do not need a dedicated page for this campaign to participate, you can post on any page

WHAT TO DO

This is an open brief campaign. You can post any content you want, there are no footage or content restrictions.

The only requirement is that you attach the official BBNO\$ "Burger" sound to your video. As long as the correct sound is attached, the content itself is entirely up to you.

AUDIO (REQUIRED)

You must attach the official sound below to your video on TikTok. If posting to Instagram Reels, use the matching audio or original sound attached to the video.

Sound: <https://www.tiktok.com/music/burger-7665522155743987713>

CAPTION GUIDELINES (OPTIONAL)

Captions are fully open for this campaign. You do not need to mention BBNO\$ or the song name. Write whatever caption fits your content and page style.

EDITING GUIDELINES

Since this is a required-sound campaign, the official "Burger" sound must be the only audio track on your video. No additional background music or other sounds may be layered in.

REQUIREMENTS

POST SPECS

- ✓ High-quality posts only, no blurry or low-effort content
- ✓ Video must be AT LEAST 10 seconds long
- ✓ English content only
- ✓ Post must stay live for 30 days minimum, early deletion can result in a ban
- ✓ Official BBNO\$ "Burger" sound must be attached, no exceptions

PERFORMANCE

- ✓ Minimum 0.20% engagement rate (1,000 views = minimum 2 likes)
- ✓ Likes must be visible, hidden likes = automatic rejection
- ✓ Page audience should primarily be Tier 1–2 countries (30%+ Tier 3 may be removed)
- ✓ No NSFW content

- ✓ By participating you agree to make your post FTC compliant

NOT ALLOWED

CONTENT

- ✗ Posting without the official "Burger" sound attached
- ✗ Low-quality or lazy uploads
- ✗ NSFW, violent, or controversial content
- ✗ Directly stealing/reposting other creators' content as your own, all posts must be original edits, not downloaded and reposted from someone else's page

ENGAGEMENT FRAUD

- ✗ Bait posting, posting random viral content just to farm views, posts must be relevant to the campaign
- ✗ Spam posting, do not copy the same video across multiple accounts, post fresh content on each page
- ✗ Story boosting, posting the content to your story to generate views, story views do not count and will get you banned
- ✗ Paid boosting or video promoting of any kind, using TikTok/Instagram promote tools or paid ads will result in a permanent ban from Clipping Culture
- ✗ Posting the same video more than 5 times across your pages, spread content out, don't oversaturate

POST VIOLATIONS

- ✗ Removing the post before 30 days
- ✗ Hidden likes

QUESTIONS

Any questions about this campaign should be sent to the Clipping Culture team, not the client. We are managing this campaign directly and are here to help.