

Deadshot Nutrition Clipping: Full Rules Brief

by ClipLaunch 

Campaign Overview + Goal

Josh Bybee is the founder and formulator behind Deadshot Nutrition (deadshotnutrition.com), a hydration supplement brand. He spent 15 years in the nutraceutical industry formulating for other companies before launching his own. That's the brand's edge: this isn't an influencer slapping a label on white-label powder. The formulator IS the founder.

The goal of this campaign is to sell DS Hydro and build brand awareness for Deadshot Nutrition.

Clippers are reaching a viewer who is skeptical of typical supplement marketing, so every clip needs to feel authentic, not like an ad.

Clippers will pull from the Deadshot UGC library and raw footage folder, plus approved posts from @deadshot_nutrition on Instagram and TikTok. This includes founder content from Josh Bybee talking about DS Hydro's formulation, ingredient breakdown, and everyday use across accepted theme pages.

Rules

- **Page Requirement:** Clippers must post from a theme page relevant to one of the approved niches: hunting and outdoors, gym and athletics, everyday hydration, sports, health, or wellness. Only relevant niche pages are accepted, no unrelated or generic pages.
- **Caption Requirement:** Tag @deadshot_nutrition in every caption. Include one CTA max per clip: "Follow @deadshot_nutrition" or "Shop at deadshotnutrition.com." Include the #ad or paid partnership disclosure on every clip.
- **Bio Requirement:** Link in bio must go to deadshotnutrition.com
- **Audience Requirement:** 60% USA audience
- **Clip Duration:** Every clip must stay live for at least 30 days.
- **More Requirements:**
 - Never use cure, treat, prevent, heal, or fix language connected to any condition or symptom.
 - Never reference a disease name in connection with the product.
 - Never say "doctor recommended," "clinically proven," or cite a study not supplied by the brand.
 - Never guarantee results, timelines, or performance outcomes.
 - Never make factual comparisons to competitor products.

- Stay in the hydration lane only. Do not build clips or captions around immunity, energy, or any other health system.
- Always disclose the coconut (tree nut) allergen when discussing ingredients. Never caption the product as allergen free.
- Before submitting, confirm the clip is something a skeptical viewer would watch without rolling their eyes, teaches one real thing about hydration or the product, uses a claim Josh actually said, framed the way he framed it, and carries the #ad or paid partnership disclosure.
- **Warmup Process:** All new accounts must follow the warmup process before posting. Read it here: [Warm Up Guide](#)
- **Approval Process:** All clippers must read the approval process before submitting clips. Read it here: [Approval Process](#)
- **USA Audience Targeting:** All clippers must read how to target USA audience before submitting clips. Read it here: [HOW TO TARGET USA AUDIENCE](#)

Assets Required

- Deadshot UGC library (view only): [Deadshot UGC Library](#)
- Deadshot raw footage folder (view only): [Raw Footage Folder](#)
- Approved posts from @deadshot_nutrition on Instagram and TikTok.

Clip Examples

- https://www.instagram.com/tim_downs_/reel/DbtKdPmgfJN/
- https://www.instagram.com/reel/DZLn_pVx058/
- <https://www.tiktok.com/t/ZT9j6DtLVfGcJ-qomlh/>
- <https://www.tiktok.com/t/ZTYdybdFs/>
- https://www.youtube.com/watch?v=Dec_fcchweQ
- <https://www.youtube.com/watch?v=FOGWivA-maM>

Submission Checklist

DO

- Create original, high retention edits.
- Make sure your clip is meaningfully different if inspired by another (no 1:1 copies).
- Use strong hooks and pacing.

- Write accurate captions and titles that reflect the actual content.
- Use clean subtitles and formatting.
- Prioritize quality over quantity, one great clip beats ten rushed ones.
- Make content people genuinely want to watch and share.

DON'T

- Story boost or artificially inflate views.
- Post low effort or low quality edits.
- Use engagement bait (misleading titles, fake context, clickbait thumbnails).
- Post stolen or reuploaded clips.
- Spam post for quantity over quality.
- Post the same or nearly identical clip more than 5 times.
- Recycle repetitive content with little to no value.
- Try to game the algorithm instead of making quality content.

Consequences for repeated violations

- Reduced approvals.
- Lower priority for future opportunities.
- Possible removal from campaigns.

Need Help?

Stuck on something or not sure if your clip fits the brief? Reach out and ask any questions in the ClipLaunch Chat and we will get back as soon as possible. We are active 24/7 with support!