

Escape Halloween - Festival Archive Clips & Halloween Rave Memes

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

WHAT TO DO

Post Escape Halloween clips to TikTok, Instagram Reels, and YouTube Shorts.

Every post should give someone a reason to send it to a friend.

Every post must use one of the three angles below.

Official Escape footage: [Escape Halloween Content Folder \(Dropbox\)](#)

Angle 1 — The Festival Archive, Reframed

- Use real Escape footage from the content folder.
- **Scale open:** show the stage and crowd in one frame. Hold it long enough to register. Land your on-screen text on the first beat.
- **Crazy Town POV:** show Crazy Town footage as-is with the text "POV: your friend said she found a cute little Halloween event for us."
- **Arrive vs. leave:** cut the 8PM walk in against the 2AM walk out. No commentary.

Angle 2 — Halloween & Horror Culture

- Open on a recognizable horror or Halloween moment.
- Tie it back to Escape with on-screen text.
- Cut to Escape footage from the content folder.
- Examples:
 - Ghostface on the phone + "When she asks what you're doing Halloween weekend like Escape hasn't been on the calendar for six months"
 - The Hocus Pocus witches returning + "The rave group emerging every October for Escape"
 - Wednesday Addams looking unimpressed, then cut to a wall of Escape production

Angle 3 — Rave Memes & POV

- Meme and POV formats about the audience, not the festival.
- These can use screen recordings and text frames, then cut to Escape footage.
- Examples:
 - "The groupchat at 5PM vs. the groupchat at 2AM" — screen recording, then cut to Escape crowd footage
 - Choose your fighter — rave crowd character archetypes across six frames
 - "My boss wondering why I requested October 30 AND November 2 off"

▲ All Escape festival footage must come from the official content folder above.

Do not use Escape footage from any other source, including other creators' pages.
Every post must clearly be about Escape — through on-screen text, Escape footage, or both.

CAPTION GUIDELINES (OPTIONAL)

- No exact wording is required.
- Your caption must make sense with what's happening in your clip.

Examples:

- the 8pm walk in vs the 2am walk out is too real
- this is the halloween weekend plan, no notes
- my group chat every october
- tag the friend who's already planning their escape fit
- crazy town said hi
- wednesday is the only person unimpressed by this

Keep it accurate:

- Keep it genuine. Write captions a real fan would actually say.
- No exaggerated or over-the-top hype claims.
- No false or made-up information.
- Captions must be original and relevant. Do not copy other clippers' captions. Your caption must match this campaign and be completely ACCURATE and TRUE.

ON-SCREEN TEXT (OPTIONAL)

- No exact wording is required.
- If you use on-screen text, it must match what's happening in your clip.

Examples:

- "POV: your friend said she found a cute little Halloween event for us"
- "8PM vs. 2AM"
- "The rave group emerging every October for Escape"
- "The groupchat at 5PM vs. the groupchat at 2AM"
- "My boss wondering why I requested October 30 AND November 2 off"

Keep it accurate:

- Keep it genuine. Write on-screen text a real fan would actually say.
- No exaggerated or over-the-top hype claims.
- No false or made-up information.

Text must be clear and readable. Aesthetic fonts are fine as long as they're legible.

EDITING GUIDELINES

- Background music is allowed.
- The original audio from the clip must still be clearly audible — don't drown it out.

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 to TikTok, Instagram Reels, and/or YouTube Shorts
- ✓ Post must stay live for 30 days minimum — early deletion can result in a ban

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
- ✓ No racism, homophobic or sexual content (you will be banned immediately for this)
- ✓ By participating you agree to make your post FTC compliant

NOT ALLOWED

CONTENT

- ✗ Escape footage from any source other than the official content folder
- ✗ Posts that don't follow one of the three angles in WHAT TO DO
- ✗ Posts with no clear tie back to Escape
- ✗ Gore or graphic horror footage
- ✗ Drug references or jokes
- ✗ Exaggerated or over-the-top hooks (example: "video games were NOT supposed to look this good," "people in 2004 would think you were insane," "the internet is losing it over...")
- ✗ False or unverified claims in captions or on-screen text, including made-up stats, numbers, dates, lineups, records, or facts
- ✗ Misrepresenting the content (example: calling archive footage this year's event, or calling a clip something it isn't)
- ✗ Rage bait or hate bait, meaning any hook written to provoke negative comments
- ✗ 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 about this campaign? Reach out to the Clipping Culture team — not the client. We're managing this campaign and are here to help.