🎯 Campaign: Emmy Meli | Clipping

After you finish reading the brief you cann join the campaign by clicking this blue text

📌 What You're Doing:

Post the content from the approved assets folder to generate awareness and continue driving the virality of it whilst attaching the required sound and following the guidelines

About the Content found in the folder:

Emmy Meli had a viral moment after she performed her song OOH LA LA last week at the Blue Note in LA with Magnus Ferrell and the clip is going mini viral with SZA and others commenting on it on Instagram with even NBC's The Voice commenting on it's Tiktok. This piece of content is currently very viral.

Approved Content for Clipping:

a. **HERE**

NOTE: you must attach the official sound to your posts or else they will be rejected!

- **Official Instagram sound: HERE**
- **Official Tiktok sound: HERE**

ALL clips must feature on screen text that creates curiosity for people to check out the viral content and maintain its virality for as long as possible.

Here are some examples of on screen text that can be used and ideally we would want you to use! You could come up with your own but it's better to use the ones we provided:

- why is nobody talking about Emmy Meli? i'm sooo obsessed
- literally how is it possible that this sounds even better live???
- oh I just know Emmy Meli's gonna be huge
- not to be dramatic but I've literally rewatched this 13 times
- absolute masterpiece.
- I need to experience this song live.
- emmy meli even better live btw
- when a voice sounds moisturized...
- minnie riperton would be proud.

Content Requirements:

- **Length:** Videos must be at least 10 seconds long.
- **Comments:** Must keep comments and likes ON.

- **Must include hashtags (you can add more on top if you want):** #emmymeli
- **Platform:** TikTok, Instagram
- **Audience:** Tier 1 Majority
- **Language:** English
- **Notes:** No NSFW, sexual, aggressive, weird, mean or rude content towards any person, no spamming the same clip across accounts, no collab posts.
- **Minimum Engagement by Platform:**

Platform	Views	Minimum Engagement
Youtube Shorts	Below 25K 25K to 100K 100K+	0.8% 0.6% 0.4%
Instagram	Below 25K 25K to 80K 100K+	0.9% 0.8% 0.5%
Tiktok	Below 25K 25K to 80K 100K+	0.9% 0.8% 0.5%

- **Posting:** You can only post a clip once per platform.
- **Max Clipper Payout:** 30% of budget ($300)
- **General:** No story boosting, No paid views. No dedicated accounts needed.

Approvals: Once your video passes minimum views (2,000 views), then please send a screen recording of your analytics to support that shows your watch times, all view graphs and locations. All pages of your analytics must be clearly shown. Account analytics will be rejected, please only provide video specific analytics.

P.S. Please only submit the analytics if your engagement meets the requirements table above and the audience tier meets the requirement because your submission will be rejected if it doesn't meet these requirements.