

Empire of the Sun | Clipping

What You're Doing:

Create edits and post clips sourced from the approved assets folder below to generate awareness and hype around Empire of the Sun focusing on their songs: Alive, Walking On A Dream and We Are The People

About the Campaign:

Empire of the Sun are hitting the road for their most anticipated tour in years, and we're enlisting creators to help bring the magic back to their audiences before the first show even starts. This campaign is all about reigniting that feeling, the otherworldly, euphoric world of Empire and turning it into content that makes fans stop scrolling and go stream the band and see them live.

Approved Content for Clipping:

a. Empire of the sun

ALL clips must feature on screen text that creates the desire from the viewers to go to this year's Empire of the Sun's tour concerts.

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:

- *the soundtrack to an entire generation*
- *this song somehow gets better every year*
- *music that makes you feel like you're floating*
- *the song that changed everything*
- *this song still lives in my head rent free*

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):** #empireofthesun #tour
- **Platform:** TikTok, Instagram, YouTube
- **Audience:** US 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	0.8%
	25K to 100K	0.6%
	100K+	0.4%
Instagram	Below 25K	0.9%
	25K to 80K	0.8%
	100K+	0.5%
Tiktok	Below 25K	0.9%
	25K to 80K	0.8%
	100K+	0.5%

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

Approvals: Once your video passes minimum views (5,000 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.