

Life Isn't Perfect - Premier League Highlights Clipping

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

WHAT TO DO

Clip and post content built around the official song "Life Isn't Perfect." Pull from the following content angles:

Premier League match broadcast highlights (Sky Sports Football, TNT Sports, the league's own feed) — goals from any club, refreshed every matchweek with new footage

Match of the Day (BBC) archive footage — goal of the month reels, season openers, framing that builds a storyline around a club's season

Goal celebration and crowd footage — bench, tunnel, and stands reactions triggered by the goal, not just the goal itself

Documentary football footage from Take Us Home: Leeds United, All or Nothing: Manchester City, and Arsenal: All or Nothing (Amazon Prime Video) — tunnel walks, dressing rooms, fan reactions, near misses

Post your clips to TikTok and Instagram Reels.

AUDIO (REQUIRED)

This campaign requires the official sound "Life Isn't Perfect." This must be the sound attached to your post — no exceptions.

TikTok sound link:

<https://www.tiktok.com/music/Life-Isn%E2%80%99t-Perfect-7668226913057458192>

Instagram sound link:

<https://www.instagram.com/reels/audio/966960486063770>

Use the sound from the start of the clip.

CAPTION GUIDELINES (OPTIONAL)

No exact wording is required. Just make sure your caption makes sense with the content and fits the moment in the clip.

ON-SCREEN TEXT (OPTIONAL)

On-screen text is optional. If you use it, keep it relevant to the moment in the clip — no exact wording is required.

EDITING GUIDELINES

Because a specific sound is required for this campaign, no other background music is allowed. The required "Life Isn't Perfect" sound must be the only audio track on your post.

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 and/or Instagram Reels
- ✓ Post must stay live for 30 days minimum — early deletion can result in a ban
- ✓ Required "Life Isn't Perfect" sound must be attached — see AUDIO section above

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

- ✗ Using any audio other than the official required "Life Isn't Perfect" sound
- ✗ 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.