

Campaign: Backyard Baseball | Trailer Clipping

What You're Doing:

Drive awareness towards the 2026 Backyard Baseball game releasing on July 9, 2026 by creating clips using the approved assets folder below.

About Backyard baseball:

The highly anticipated reimagined version of *Backyard Baseball* will be released on July 9, 2026 on Steam only. Developed by Mega Cat Studios and published by Playground Productions, the modernized arcade-style classic will be available for PC (via Steam), Nintendo Switch, PlayStation 5, and Xbox at a later date.

- *In order to make effective clips, please ensure you read up about the game here:*
https://store.steampowered.com/app/3935020/Backyard_Baseball/

NOTE: All clips must include on screen text with a CTA (call to action) to wishlist the game on steam.

Approved Content: Backyard Baseball

- Clips must be created **ONLY** from the approved campaign assets provided (trailers, streams, cutscenes, gameplay clips).

Required Caption: Wishlist on Steam now. Available on PC, July 9, 2026

On Screen Text Examples:

- Wishlisted already
- Can't wait for July
- Me and my gang got backyard baseball wishlisted on steam
- I can't wait to be a child again :)
- The OG backyard baseball is coming back in 2026
- the game that raised me is back
- 15 years later. they finally did it.
- if you know, you know. PABLO IS BACK.
- Holy sh*t. they're actually bringing it back.
- WAIT THIS IS REAL??? WISHLISTING NOW
- the trailer just dropped. I'm not okay.
- new Backyard Baseball just dropped and I'm crying
- POV: you find out Pablo Sanchez is back
- Pablo Sanchez has more career hits than your favorite MLB player

- explaining to my wife why I need to buy a Switch tomorrow

Content Requirements:

- **Length:** Videos must be at least 10 seconds long.
- **Audio Volume:** Please use clip audio
- **Trending Audio:** You can add trending audio
- **Hashtags:** #BackyardBaseball #PabloSanchez #Gaming #Steam
- **Comments:** Must keep likes and comments ON.
- **Platform:** TikTok, Instagram, YouTube
- **Audience:** Tier 1 Majority, Tier 2
- **Language:** English, Spanish
- **Misc:** No NSFW, sexual, aggressive, weird, mean or rude content towards any person,
- **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%

- **Max Clipper Payout:** 30% of the budget (\$2,250)

Notes:

- Anything deemed low effort will be rejected
- No dedicated pages required
- No collab posts
- No spam posting
- Slideshows are allowed
- No stolen clips. You will be **BANNED**.

Caption & On-Screen Text Rules (IMPORTANT)

DO:

- Use curiosity-based language

- Sound like a normal gamer
- Mention wishlisting **casually**

✗ DO NOT:

- Say “Buy now”, “Out soon”, “Link in bio”
- Sound like marketing copy

Approvals: Once your video passes minimum views (5,000 views), then please send a screen recording of your analytics to the analytics submission form channel which 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.