

Picklebet Canada — Clipper Brief

Clip content that's already working with a Canadian audience, add the Picklebet overlay, and post it to a Canada-heavy page. The more people see it, the more you earn.

Audience	Platforms	Content	Overlay	Pay
Canada-majority, 19+	TikTok, IG Reels, YT Shorts, FB, X	Find & clip proven Canadian content	Picklebet overlay + CODE: PICKLE250	Per 1,000 views

SnapshotRead this first (every post must pass)

- **Clip content that already performs.** Find short-form that's already working with a Canadian crowd (hockey, funny, memes, entertainment) and add our overlay.
- **Picklebet overlay on screen the whole clip.** Use the supplied overlay graphic. It stays visible, clear and unmodified from start to finish. No overlay means not billable.
- **Canada-majority, 19+ page.** Post from a page whose audience is mostly Canadian and of legal age (19+). Verified after posting (see Audience check).
- **Code + link.** CODE: PICKLE250 shows on the overlay, and the offer link (<https://bit.ly/4xz4i4E>) goes in your bio. The pinned comment points people to it.
- **Hashtag every post:** #PicklebetCanada plus 1 to 2 Canadian-focused tags (see Hashtags below).
- **Keep the "Not available to Australian residents" line on the clip** — it's built into the overlay, don't cover it.
- **At least 10 seconds, and make it good.** No sub-10-second clips, no low-effort or sloppy edits, they get rejected.
- **Keep it clean:** 19+, play responsibly, offer is for Canadians outside Ontario and Alberta, never "free / risk-free / guaranteed," nothing aimed at under-19s.
- **Only compliant posts with the overlay clearly visible count.** Everything else grows your page but isn't billable.

The offer

New players get a 100% Deposit Match up to \$250 CAD, a 500% Same Game Parlay (SGP) boost every week, and only 1x turnover to clear it. The 1x is the standout, you play the bonus through once and your winnings are yours. Offer for Canadians outside Ontario and Alberta.

- **Code:** PICKLE250 (on the overlay).
- **Link (put this in your bio):** <https://bit.ly/4xz4i4E> — required on every account you post from.

- **Pinned comment (paste on every post):** "100% Match up to \$250 with code PICKLE250 plus a weekly SGP boost. Link in bio. 19+, excl. ON & AB, play responsibly."

What to clip

Find content that's already going off with Canadians. Best-performing lanes:

- **Canada Hockey** — NHL moments, hockey culture, beer league, chirping, the celly, the bad beat.
- **Canada Funny** — Canadian comedy, "only in Canada" bits, weather, Tim's, relatable everyday moments.
- **Canada Meme** — Canadian sports and meme-page content, reaction formats, the group-chat-after-a-loss energy.
- **Canada Entertainment** — viral Canadian creators and moments, trending formats made sports-flavoured.

How to make sure it lands with Canadians:

- **Use trending Canadian audio.** Open Create, tap Add Sound, and use sounds trending in Canada. Look at what Canadian creators are using repeatedly and save those.
- **Keep it unmistakably Canadian** in subject and references (hockey first, then Raptors/NBA, Blue Jays, CFL, Canadian UFC).
- **Hashtags:** #PicklebetCanada plus 1 to 2 Canadian-focused tags. Recommended pool, pick what fits: #Canada, #CanadaSports, #CanadianSports, #TeamCanada.

What's working right now (study these)

Real Canadian content performing on Instagram right now. Study the hook, format and energy, then clip content in the same vein.

- **Hockey** — @bardown (hidden-camera beer-league stunt), @keestercomedy (Canadian hockey-culture skits).
- **Funny** — @benalberttt (deadpan Toronto stand-up, ~63K likes, travels well beyond his own audience), @kopke613 ("only in Canada" storytelling).
- **Meme** — @nucksmemes (highlight + meme caption, ~17K likes), the meme-native captioning style broadcasters now use.
- **Entertainment** — @cale.ambrozic (Vancouver creator, ~285K likes) and Canadian creator viral moments.

Audio: on these themes, original-audio skits and hockey commentary / goal-horn clips travel further than trending music. Still check Canada's trending sounds and use them where they fit.

The overlay (how to add it)

Add the supplied **Picklebet overlay graphic** to every clip: it carries the 100% offer, the code PICKLE250, the Picklebet logo, and the "Not available to Australian residents" line. It's a transparent PNG cropped tight to the graphic, so you can drop it in and scale/position it to fit any clip.

- **Place it in the lower third, clear of the platform UI.** Keep it off the right-side buttons (like / comment / share) and above the bottom caption and progress bar, so nothing covers it.
- **Keep it visible the whole clip**, and keep the "Not available to Australian residents" line visible.
- **Scale it to fit** (it's a transparent PNG, not locked to one size). Don't recolour or restyle it. Need a different size? Ask and we'll supply it.
- **Animated version available** (a shine sweeps the offer, then the code pulses) — use it if your editor supports a transparent overlay.

Here's how it should sit on a clip:



The Picklebet overlay in place — lower third, clear of the caption and UI

Download: [static overlay

PNG](<https://drive.google.com/file/d/1Nw6eudHowi1p6uuuCJCvO90QOaPOLgKN/view>) ·

[animated overlay — shine + code glow](<https://drive.google.com/file/d/1cOJvT6nx-koigY0BARcXgL1n7qG37am2/view>).
Transparent, drop onto any clip.

Recommended captions

Use one of these or write your own in the same spirit. Keep it vague and offer-led, let the hashtags tell people where it's available. Keep the code in and a light "19+."

- 100% Match on your first play with code PICKLE250 🍷 link in bio. 19+.
- Tail me this weekend 🍷 100% Match, code PICKLE250 in bio. 19+.
- Weekly 500% SGP boost is actually wild 🤪 code PICKLE250. 19+.
- Get on this before your mates do 🍷 100% Match with PICKLE250, link in bio. 19+.
- PICKLE250 = a 100% Match up to \$250. Link in bio. 19+.
- This one actually goes crazy 🤪 100% Match, code PICKLE250 in bio. 19+.
- Locked in with PICKLE250 for a 100% Match 🍷 link in bio. 19+.

Then add your tags: **#PicklebetCanada + 1 to 2 Canadian-focused tags.**

Caption rules: keep it vague, let the hashtags signal availability rather than the words. Keep the code in and a light "19+." State the offer accurately ("up to \$250," never "get \$250," never "free / risk-free / guaranteed"). No "glitch," "method," or guaranteed-win talk.

Logo & overlay rules

THE OVERLAY MUST	THE OVERLAY CANNOT
Stay visible for the entire clip	Be cropped, faded, or dropped part-way
Be big and clear, easy to read at a glance	Be tiny, low-contrast, or covered
Sit in a safe zone, clear of captions and UI	Be hidden behind the caption, follow button, or progress bar
Stay exactly as supplied	Be recoloured, stretched, restyled, or replaced

Account & posting rules

- **Keep comments and likes ON.** Don't disable them, engagement signals matter.
- **Organic only, no paid boosts.** Distribution has to be earned.
- **No collab posts, no tagging other accounts.** Tag only Picklebet.
- **No bought followers, likes or engagement.** Botting means removal from the campaign.
- **Don't post the same clip to the same account twice.** Each upload to an account is a different clip.

- **Multiple accounts are fine.** You can run several and post the same clip across your own accounts, just stagger them.
- **Warm up new accounts.** Post organic clips for a week or two before adding sponsored ones, and stagger across the week.
- **Clean footage only.** No other-platform watermarks (a visible TikTok/IG/YouTube logo means disqualified).

Page & audience requirements

- **Canada-majority audience.** Most of your viewers Canadian. Verified after posting.
- **19+ audience.** Majority of legal age (19+). No pages built around under-18 audiences.
- **Niche must fit:** sports, sports-adjacent, gaming, comedy/entertainment, streamer-clip, IRL/prank, or a general Canadian meme page with a male skew.
- **Pages that do NOT qualify:** food, cooking, fashion, beauty, pets, parenting, kids, ASMR, study/aesthetic, art, anime-only, foreign-language, or faith-based pages.
- **Hard rule:** no page with gore, NSFW, or disturbing content.

Audience check (how it's verified)

- Post your clip first, then submit a **screen recording of your live account analytics** showing the audience breakdown (country and gender). Live recording, not screenshots.
- Failed check means no payout on that clip. The clip stays up, you just don't earn on it.
- **New pages:** build with organic clips first so your analytics show a real, verifiable Canada-majority, 19+ audience before you submit.

What makes a clip break out

- **Clip selection.** Pick the highest-energy moments, big reactions, punchlines, wins. The first 1 to 2 seconds decide everything.
- **Native context.** The same clip reads as content on a page that fits it, and as an ad on a random page.
- **Engagement follow-through.** Reply to early comments (no winning or "guaranteed" claims), keep the pinned comment up, and let the post breathe.
- **Consistency.** Pages that post daily organic content earn distribution.

Platform notes

- **X / Twitter:** links are clickable in the post, so put the offer link in the post itself, not just the bio. Betting hashtags are fine here.
- **Facebook:** post as a Reel; put the link in your bio or the first comment. Same overlay and rules.
- **TikTok / Instagram / YouTube:** link in bio; keep betting and gambling tags off, they throttle reach.

Payment & submission

Paid per 1,000 verified views:

Platform	Reward / 1,000 views
TikTok · Instagram Reels · YouTube Shorts	\$0.50
Facebook	\$0.40
X / Twitter	\$0.30

Min payout \$1, max \$200 per clip.

- **Minimums to qualify:** 10-second clip, 0.2% engagement, overlay visible throughout, pinned comment, #PicklebetCanada, and a passing Canada-majority / 19+ audience check.
- Every submission is **manually reviewed**. Bot views and fake engagement are excluded and can get you removed.
- Submit qualifying posts through ContentRewards.
- **48 hours after submission, submit a video via support to confirm your metrics:**
 - Start recording on your phone.
 - Open the app
 - Log into the account that posted.
 - Navigate to analytics scroll & tab between tabs: overview, viewers, followers, open the territory/age panels. Must be live & uncut.
 - Navigate to the clip you posted & show the full date range + geo/age/watch time panels in-frame & uncropped.