

Swipe Right - Travis Finlay | CLIPPING CAMPAIGN | NO BOTTING

Artist: Swipe Right - Travis Finlay

Focus: Swipe Right(red flags/cringy)/Swipe Left(attractive/green flag) Edits

Platforms: TikTok + IG

REQUIRED AUDIO

TT Audio: <https://www.tiktok.com/t/ZP9k7Tx4F72sf-2OvPA/>

IG Audio: <https://www.instagram.com/reels/audio/1032103713076859>

⚠ You MUST use the official audios above. Posts using any other version will be rejected immediately.

READ Content Guidelines:

For this campaign create your edit to the content pillars below. This campaign is centered on showing swipe right worthy moments and from movies – rom coms etc. Also, show us moments that are such red flags or cringe worthy to swipe left. Think about red flags as swipe left (denied/decline) and swipe right as green flag moments. Also, very attractive is swipe right, someone disheveled and chaotic is swipe left.

HIGH QUALITY IS PRIORITY

Concept	Easy source material	Example overlay
1. Rom-Com Men We'd Swipe Right On	Famous rom-com screenshots	"Be serious... you're swiping right."
2. Rom-Com Red Flag / Green Flag	Movie scenes	"Green flag or are we delusional?"
3. The Look	Famous scenes where one character stares at another	"When he looks at you like THIS >>>"
4. Before They Fell in Love	First-meeting scenes	"They didn't know it yet..."
5. Enemies → Swipe Right	Enemies-to-lovers movies/TV	"POV: the person you couldn't stand becomes your type."
6. Hear Me Out...	Celebrity/movie character photo	"HEAR ME OUT."
7. Would You Swipe Right?	Attractive character/celebrity photo	"Would you swipe right? YES / absolutely not"
8. Your Childhood Crush	90s/2000s movie characters	"The reason my standards are unrealistic."
9. Pick Your Rom-Com Boyfriend	3–5 character photos	"You can only swipe right on ONE."
10. Pick Your Rom-Com Girlfriend	Same concept	"Who are you swiping right on?"
11. Dating App Profile: Movie Edition	Character photos	"If Noah Calhoun had Tinder..."
12. If Dating Apps Existed Then	Classic movie stills	"Imagine seeing THIS on Hinge in 2004."
13. The Man Written by a Woman	Romantic movie scenes	"Men written by women >>>"
14. The Woman You Risk Everything For	Iconic female characters	"Immediate swipe right."
15. Fictional Couples That Set the Bar Too High	Couple screenshots	"And this is why we're all single."
16. He's a 10 But... Movie Edition	Character still + text	"He's a 10 but he disappears for 10 years..."

17. She's a 10 But...	Character still + text	"She's a 10 but..."
18. Red Flag But I'd Still Swipe Right	Villain/bad-boy characters	"  ...anyway, swipe right."
19. You Had to Be There	Famous 90s/2000s heartthrobs	"Girls who grew up in the 2000s understand."
20. This Scene Changed My Brain Chemistry	Iconic romantic scene	"I've never recovered from this."

You can make dozens of posts from each franchise/movie:

The Notebook — Noah/Allie
How to Lose a Guy in 10 Days — Ben/Andie
10 Things I Hate About You — Patrick/Kat
Crazy, Stupid, Love — Ryan Gosling/Emma Stone
The Proposal — Ryan Reynolds/Sandra Bullock
13 Going on 30 — Jenna/Matty
Love Actually
Pretty Woman
Notting Hill
Sweet Home Alabama
27 Dresses
Hitch
The Holiday
50 First Dates — which has had renewed TikTok/nostalgia attention in 2026.
To All the Boys I've Loved Before
Anyone But You
Crazy Rich Asians
Bridget Jones
Friends — Ross/Rachel, Monica/Chandler
Sex and the City — Carrie/Big/Aidan
Gilmore Girls — basically unlimited boyfriend debate content.

Even easier: ONE PHOTO + TEXT + SOUND

Photo of Ryan Gosling "Dating apps if this man appeared on your screen: 

Photo of Heath Ledger in 10 Things I Hate About You "The swipe right would break my phone."

Photo of young Matthew McConaughey "Our mothers had options."

Photo of a romantic movie couple "Normalize wanting THIS again."

Photo of a famous movie bad boy "I can fix him."

Swipe Right plays **Photo of several rom-com men** "You get ONE swipe right. Choose wisely."

CONTENT REQUIREMENTS

- Minimum Length: 12 seconds, Max: 60 Seconds | Sync drops to visual peaks
- Always use provided audio links | Hook in the first two seconds.
- Language: English
- Audience: Tier 1 (majority) + Tier 2 + Tier 3
- Engagement Rate: Minimum 1% (at least 10 likes per 1,000 views)
- Likes & Comments: Must stay ON at all times
- Optional Hashtags: #swiperight #swipeleft
- Optional Caption: song is Swipe Right - Travis Finlay
- Posting: You can post multiple clips per platform

RULES

- No story boosting, no dedicated accounts
- No NSFW, sexual, aggressive, weird, mean, or rude content toward any person
- No spamming the same clip across multiple accounts
- No collab posts
- Max Payout 20% of Budget

ANALYTICS & APPROVAL

Once your video reaches 1,000 views, send a screen recording of your analytics to support showing your watch times, all view graphs, and locations. All pages must be clearly visible. Video-specific analytics only — account analytics will be rejected.

Only submit if your engagement is above 1% AND your audience tier meets the requirement, or your submission will be rejected.

Questions? Reach out in the support chat!