

Phase 1: Movie Clips



Paradise Records Clipping Campaign

Goal: Push as many creative reposts of actual movie scenes as possible to drive rentals and awareness. Use approved clips only. Tone should range from emotional to sarcastic to hype. Feel like *fan edits, stan accounts, or hater reactions that accidentally sell the movie.*

- **Approved Asset Folder:**  CLIPS FROM PARADISE FOR CLIPPERS
- **On Screen Text:** All clips must have on screen text
- **Format:** 9:16, 1080x1920 (You can do widescreen or vertical with a blurred background)
- **Length:** 8–60 seconds per edit
- **Demographics:** Tier 1 Majority and Tier 2 (English speaking countries only)
 - Audiences with majority **USA, Canada, UK viewers will get priority approvals.**
 - **Submission Screenshot:** Please upload your account demographics w/ locations
 - **Minimum Views:** Once your clip passes minimum views, you must send a screen recording of your analytics to the support chat. DO NOT DM me, you will be ignored.
- **Caption:** Paradise Records is out now. Stream it on Amazon, Apple TV, YouTube, and more.
- **Hashtags:** #ParadiseRecords #Logic
- **DO NOT SPAM THE SAME POST/CLIP ACROSS DIFFERENT ACCOUNTS**
- **NO COLLABORATIVE POSTS**
- **NO BOOSTING**
- **NO DEDICATED PAGE REQUIRED**

On-Screen Text Examples (**You can AND should come up with your own, these are just to spark inspiration**) **EVERY CLIP MUST HAVE ON SCREEN TEXT.**

1. Hate him or love him, logic a goat for this ngl
2. What other rapper is doing stuff like this?????
3. Nah bobby on a different level with this one
4. why is this lowkey better than 90% of movies this year.
5. people will hate it cause it's logic but he the goat fr.
6. if you don't like this, you probably just a hater.
7. i can't tell if i love it or hate it. both maybe.
8. some of y'all will only hate it cause it's logic smh.
9. POV: you didn't expect this scene to go THERE.
10. watching this felt like 2008 again.
11. this scene just made my jaw drop fr.
12. Oliver tree did not need to go this hard
13. "s Oliver tree a movie star in the making???
14. The cameos in this movie are unreal
15. Logic really casted his dad 😭
16. Nahhh logic's dad is wild. 😭
17. didn't expect this to hit like it did.
18. idc what anyone says this one's gonna age like wine.
19. been thinking about this scene all week.
20. no one's talking about how good this actually is.