

Bluffs™ App Clipping: Full Rules Brief

by ClipLaunch 

Campaign Overview + Goal

Your mission: make people see Bluffs and instantly want to download it and play their friends, without it ever feeling like an ad. Bluffs is a mobile app that lets you bet on ANYTHING right inside iMessage with real stakes on the line against your friends. The product is simple and clips itself; your job is to make it look like something you genuinely came across and had to share.

Rules

- **Page Requirement:** No dedicated page needed. Post on any page that meets the 50 percent or higher Tier 1 audience requirement.
- **Bio Requirement:** Must include one of the following, or your own version of a CTA: 'Bluffs on iOS App Store,' 'Play against your friends @ Bluffs on the iOS App Store,' or 'Play now @bluffsapp.'
- **Caption Requirement:** None
- **Pinned Comment Requirement:** Pin a comment on every video that says "App name is Bluffs btw"
- **Audience Requirement:** 50 percent or more Tier 1 audience required. Tier 3 audience analytics will be rejected across any campaign.
- **Clip Duration:** Every clip must stay live for at least 30 days.
- **More Requirements:**
 - Keep comments and likes ON at all times.
 - Early deletion of a post before 30 days results in a ban and clawback.
- **Warmup Process:** All new accounts must follow the warmup process before posting. Read it here: [Warm Up Guide](#)
- **Approval Process:** All clippers must read the approval process before submitting clips. Read it here: [Approval Process](#)
- **USA Audience Targeting:** All clippers must read how to target USA audience before submitting clips. Read it here: [HOW TO TARGET USA AUDIENCE](#)

Assets Required

- Use this content folder ONLY: [NEW CONTENT](#)
- Clip Ideas and Examples: [OPEN FOLDER](#)
- Download Bluffs (optional, recommended for authentic gameplay): [App Store link](#)
- Clip Examples: [EXAMPLES](#)

Content Style

- **Meme style clips. Make it engaging and funny.**
- **Short form clips for TikTok, Instagram Reels, and YouTube Shorts.**
- **Must feel organic and authentic, never like an ad. The more natural it feels, the better it performs.**
- **Fast cuts, captions, snappy editing. Lean into the chaos and competitiveness of playing your friends.**
- **Slideshows allowed. You may also use other videos, clips, or photos inside your content.**
- **Best source: record your own gameplay, whether playing a round or reacting to a big win or loss. Raw, real reactions outperform staged content.**

Submission Checklist

DO

- Create original, high retention edits.
- Make sure your clip is meaningfully different if inspired by another (no 1:1 copies).
- Use strong hooks and pacing.
- Write accurate captions and titles that reflect the actual content.
- Use clean subtitles and formatting.
- Prioritize quality over quantity, one great clip beats ten rushed ones.
- Make content people genuinely want to watch and share.

DON'T

- Story boost or artificially inflate views.
- Post low effort or low quality edits.
- Use engagement bait (misleading titles, fake context, clickbait thumbnails).
- Post stolen or reuploaded clips.
- Spam post for quantity over quality.
- Post the same or nearly identical clip more than 5 times.
- Recycle repetitive content with little to no value.
- Try to game the algorithm instead of making quality content.

Consequences for repeated violations

- Reduced approvals.
- Lower priority for future opportunities.
- Possible removal from campaigns.

Need Help?

Stuck on something or not sure if your clip fits the brief? Reach out before you post. We'd much rather help you get it right than have you redo it. Drop your question in the campaign channel or DM the ClipLaunch team and we'll get back to you fast. We're here to help you make clips that land and get you paid.