

Prime Video UK - Invincible Clipping

✓ You do not need a dedicated page for this campaign to participate, you can post on any page

▲ **Audience Requirement: Minimum 50% UK audience required on all posts. This can also be met if the post itself reaches 50%+ UK audience in its own analytics, either the page or the post qualifies.**

SUBMIT AUDIENCE SCREEN RECORDING HERE:

<https://tally.so/r/RGN8W4>

WHAT TO DO

Post clips promoting Invincible, the priority title in this campaign.

✓ Invincible — an animated superhero series following Mark Grayson as he grapples with the fallout of last season while protecting the people he loves, setting him on a collision course with a powerful new threat

Content folder:

<https://icnk.io/u/NWH7EaDpVCYs/>

▲ **Do NOT use footage from any source outside the official content folder. Clips from unlisted content will be rejected immediately.**

CAPTION GUIDELINES (REQUIRED)

No exact wording is required. Write a caption that makes sense with your content, but it must include one of the following somewhere in the text:

- ✓ The title name "Invincible"
- ✓ The brand name ("Prime" or "Prime Video")
- ✓ The account tag @primevideouk
- ✓ Captions must be written in English

Examples:

- #AD "invincible is BACK and it's not holding back 🥲 @primevideouk watch on prime"
- #AD "mark grayson really said no mercy in this invincible scene @primevideouk now on prime video"
- #AD "this invincible season is unmatched @primevideouk on prime"
- #AD "prime video really outdid themselves with invincible @primevideouk now watch at prime"
- #AD "invincible fans we are SO back @primevideouk airing on prime video"

You may write your own caption as long as it meets the requirements above.

FTC DISCLOSURE (REQUIRED)

This campaign is UK-facing and falls under ASA (Advertising Standards Authority) rules. Every post MUST carry paid disclosure using ONLY one of the following:

#ad Ad

- ✓ Disclosure must appear clearly at the START of the caption, OR be overlaid directly on the visual content (on-screen text)
- ✓ Must be clear and conspicuous, not buried in a paragraph

The following are NOT accepted by the ASA and must never be used as a substitute:

- ✗ "Gifted"
- ✗ "Sponsored"
- ✗ "PR"

ON-SCREEN TEXT (OPTIONAL)

On-screen text is optional. If used, make sure it matches the content of your post.

- ✓ On-screen text must be written in English

EDITING GUIDELINES

- ✓ Background music is allowed
- ✓ Keep the original show audio clearly audible, do not let music drown it out

REQUIREMENTS

POST SPECS

- ✓ High-quality posts only, no blurry or low-effort content
- ✓ Video must be AT LEAST 10 seconds long
- ✓ English content only
- ✓ Post to TikTok, Instagram Reels, and/or YouTube Shorts
- ✓ Post must stay live for 30 days minimum

PERFORMANCE

- ✓ Minimum 0.20% engagement rate (1,000 views = minimum 2 likes)
- ✓ Likes must be visible, hidden likes = automatic rejection
- ✓ Minimum 50% UK audience required, either the page or the post qualifies.

- ✓ No NSFW content
- ✓ By participating you agree to make your post FTC/ASA compliant

NOT ALLOWED

CONTENT

- ✗ Content from any source not in the official content folder
- ✗ Low-quality or lazy uploads
- ✗ NSFW, violent, or controversial content
- ✗ Directly stealing/reposting other creators' content as your own, all posts must be original edits
- ✗ Using "Gifted," "Sponsored," or "PR" in place of the required #ad / Ad disclosure

ENGAGEMENT FRAUD

- ✗ Bait posting, posts must be relevant to the campaign
- ✗ Spam posting, do not copy the same video across multiple accounts
- ✗ Story boosting, story views do not count and will get you banned
- ✗ Paid boosting or video promoting of any kind, results in a permanent ban from Clipping Culture
- ✗ Posting the same video more than 5 times across your pages

POST VIOLATIONS

- ✗ Removing the post before 30 days
- ✗ Hidden likes

Questions about this campaign? Contact the Clipping Culture team, not the client. We manage this campaign and are here to help.