

THE UNSCRIPTED FOOD SHOW CAMPAIGN GUIDELINES

UNSCRIPTED FOOD SHOW — CLIPPER CREATIVE GUIDE

Welcome to the **Unscripted Food Show** clipping community.

We're looking for creators who can take real, human moments from our long-form conversations and turn them into short-form content that makes people **feel something**.

Our priority is not fast edits or excessive effects.

Emotion. Storytelling. Original sound. Culture. Human moments.

1. WHAT WE'RE LOOKING FOR

Find moments that have **feeling** behind them.

We want clips people connect with emotionally — whether that makes them laugh, think, feel inspired, relate to the guest or see them differently.

Look for:

- Emotional and vulnerable conversations
- Funny, natural moments
- Inspirational stories
- Life lessons and reflections
- Powerful one-liners
- Relatable conversations
- Unexpected honesty
- Stories about struggle, success and growth
- Genuine reactions
- Food and cultural moments
- Moments that reveal the person behind the public figure **Let the moment be the content.**

You don't need to force every clip to feel viral.

You must add the official TheUnscriptedFoodShow YouTube channel link to the bio of every page

<https://www.youtube.com/@TheUnscriptedFoodShow>

Must tag TheUnscriptedFoodShow main page in the title of every video to get approval.

2. HOPECORE IS A BIG CREATIVE DIRECTION FOR US

Hopecore is one of the main styles we want you to explore.

Look for moments within the episodes about **life, growth, struggle, resilience, family, success, failure, mental health, purpose, gratitude, relationships and overcoming difficult periods.**

Turn those conversations into clips that leave somebody feeling **inspired, understood, hopeful or motivated.**

Think:

A powerful sentence. A real story. Clean subtitles. Original audio. Emotion.

Sometimes the strongest edit is simply allowing somebody's words to breathe.

Don't over-edit a powerful moment.

3. AUDIENCE REQUIREMENTS

40% Tier 1 Audience is required for approval.

Tier 1 Audience includes: UK, US, Canada, and Australia.

If a video does not meet the 40% Tier 1 Audience requirement, it will not be eligible for approval.

4. LOGO REQUIREMENTS

Every clipper must use the approved Logo assets in their videos. These Logos are required for campaign content and should be used consistently.

LOGO ASSETS

LOGO 01 · WIDE / 9:16 VIDEO USE

LOGO 02 · SQUARE / 1:1 VIDEO USE

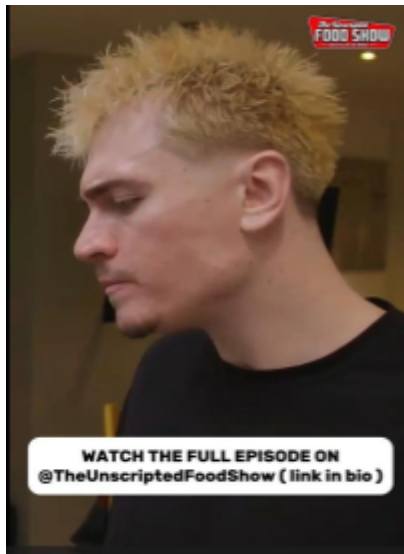
HOW TO USE THE LOGOS

- 9:16 videos: use the wide Logo, keeping it fully visible and within safe margins.
- 1:1 videos: use the square Logo, keeping it fully visible and centered where appropriate.
- Do not stretch, crop, distort, or redesign the Logo artwork.
- Use the Logo as a clean end-card or clearly visible branded moment without covering https://drive.google.com/drive/folders/1ilqsPicpJG0fkgNt2OT-MJIVRxBxDoSE?usp=drive_link

VIDEO LOGO PLACING STYLE

Use the approved Logo placement style shown below. Keep the Logo fully visible, within safe margins, and do not cover important video content.

LOGO PLACEMENT EXAMPLE 1



LOGO PLACEMENT EXAMPLE 2



Reference examples supplied for Logo placing style.

5. DESCRIPTION REQUIREMENTS

Must tag @TheUnscriptedFoodShow

6. ON SCREEN TEXT REQUIREMENTS

WATCH THE FULL EPISODE ON @TheUnscriptedFoodShow (link in bio)

“More people need to hear this.”

7. OFFICIAL UNSCRIPTED PAGES — STUDY THESE FIRST

Before creating content, spend some time looking through our **official Unscripted Food Show social pages**.

These should be your **main reference for the look, feel and values of the brand**.

Official TikTok:

https://www.tiktok.com/@theunscriptedfoodshow?_r=1&_t=ZN-99OgZoUi1ry

Official Instagram:

<https://www.instagram.com/theunscriptedfoodshow?igsi=djJrcDA4ajhvM3Rz>

Pay attention to:

- Clean editing
- Original sound
- Emotional storytelling
- Natural funny moments
- Hopecore-style content
- Clean subtitles and typography
- Strong opening sentences
- How we allow conversations to breathe
- How guests are represented
- The overall premium, authentic feel

We want you to bring your **own creativity and style**, so don't simply recreate what we've already posted.

Use our pages to understand the **Unscripted standard**.

8. CREATIVE EXAMPLES

We've also provided examples of other formats, hooks and storytelling styles we're interested in exploring.

Example 1:

<https://vm.tiktok.com/ZN8FbwgAU/>

Example 2:

<https://vm.tiktok.com/ZN8Fb3rat/>

Example 3:

<https://vm.tiktok.com/ZN8FbGQSe/>

Example 4:

<https://vm.tiktok.com/ZN8Fb4yCR/>

Example 5:

<https://vm.tiktok.com/ZN8YNd5dd/>

Use these for **inspiration, not duplication**.

Study why the moment works, how the hook is presented, how the story develops and how the content makes you feel.

Then put your own creative spin on it.

Our official pages = the brand standard.

Our example clips = creative inspiration.

Your job = bring your own creativity to both.

9. USE THE CLEAN SOURCE FOOTAGE

Always use the **clean downloadable footage** supplied inside each campaign.

Do NOT download the published episode from YouTube and clip from that version.

The published episodes already contain music, and clips created using this footage **will not be eligible for approval or payout**.

Use the clean footage supplied to you.

You can add appropriate platform-native or trending sounds yourself where they genuinely enhance the edit, but remember:

Original sound first.

10. APPROVAL — 1,000 VIEW MINIMUM

Please **do not message us asking for your submission to be approved until your content has reached at least 1,000 views**.

We do not approve campaign submissions below **1,000 views**.

Once your clip reaches **1,000+ views**, you can submit/request approval.

This helps us keep the campaign focused on content gaining genuine traction and allows our team to review submissions efficiently.

Under 1,000 views = do not request approval.

1,000+ views = eligible for review.

Please note that reaching 1,000 views **does not automatically guarantee approval**.

Your content must still meet all campaign requirements and our creative and quality standards.

11. QUALITY OVER QUANTITY

Don't upload 20 weak clips just because you can.

We would rather see **5 genuinely strong pieces of content than 20 rushed edits**.

Take time choosing the moment.

Think about the hook.

Think about the emotion.

Think about why somebody would share it.

Think about whether the edit represents Unscripted properly.

Strong moments + clean editing + genuine emotion = what we're looking for.

12. THE UNSCRIPTED TEST

Before posting, ask yourself:

Does this feel human?

Does it make me feel something?

Would I send this to somebody?

Have I allowed the original moment to breathe?

Does this represent the guest fairly?

Does this feel like Unscripted — or does it feel like content farming?

If it feels authentic, emotional and culturally relevant, you're heading in the right direction.

13. THIS IS A LONG-TERM OPPORTUNITY

We're not looking for people to clip one episode and disappear.

Unscripted Food Show currently has **10 episodes**, with more content coming.

We have budgets available across episodes and want to identify a **core community of talented clippers we can continuously work with**.

The people who consistently understand the brand, create high-quality content and generate genuine engagement will have opportunities to work across future campaigns.

That means the potential to **create, get paid and work with us every week**.

We're building this community for the long term.

REMEMBER

Original sound over unnecessary music.

Emotion over excessive editing.

Storytelling over attention hacking.

Hopecore over manufactured controversy.

Human over bottled.

Quality over quantity.

Don't request approval until you've reached 1,000+ views.

Find the moments people need to hear — and let the content speak.

14. ORIGINAL SOUND FIRST

We strongly encourage using the original sound from the episode.

The conversation, laughter, pauses, reactions and natural atmosphere are part of what makes Unscripted feel real.

Music or trending sounds can be used creatively where appropriate, but don't drown out the original moment.

If the original audio carries the emotion on its own, leave it alone.

Authenticity over trends.