

Campaign: Post Viral Clips of Parker McCollum Part 2

What You're Doing:

Clip content from the approved folders according to the requirements to create awareness for Parker McCollum's win of "Album of the Year" Award and performance at the ACM Awards.

About this campaign:

The Academy of Country Music Awards voting has ended and we want to drive as much awareness as possible to Parker McCollum's win of the award mentioned above and his performance for it

Approved Assets:

-  Parker McCollum 2

All clips must include on screen text that talks about why parker deserved winning an award at the ACM Awards.

On Screen Text Ideas:

Award Clip

- Parker McCollum deserves the ACM award
- Happy to see Parker McCollum earn what he deserves
- Solid Country gold
- Just a reminder Parker McCollum is that guy
- Not shocked that Parker McCollum won an ACM award this year

Performance Clip

- Parker McCollum is him
- How am I just now realizing how good Parker McCollum is
- Been sleeping on Parker McCollum for way too long
- Parker McCollum should be way bigger than he already is

Content Requirements:

- **Length:** Videos must be at least 10 seconds long.
- **Comments:** Must keep comments and likes ON.

- **Must Include Hashtags (you can add more to these if you want): #Parkermccollum #country #music #ACM**
- **Platform:** TikTok, Instagram, YouTube
- **Audience:** Tier 1 (50%+)
- **Language:** English
- **Notes:** NO COLLABS, NO STORY BOOSTING, NO DEDICATED ACCOUNTS REQUIRED
- **Engagement Rate:** At least 1% There must be at least 10 likes per 1,000 views
- No spamming of the same clip across different accounts.
 - You can post the same clip **ONCE** per social platform
 - You cannot just post the clip, you **MUST** add on screen text
- **Max Clipper Payout:** 30% of budget

Approvals: Once your video passes minimum views (2,000 views), then please send a screen recording of your analytics to support that shows your watch times, all view graphs and locations. All pages of your analytics must be clearly shown. Account analytics will be rejected, please only provide video specific analytics.

P.S. Please only submit the analytics if your engagement is above 1% and the audience tier meets the requirement or else your submission will be rejected if it doesn't meet these requirements.