

Monaleo x Everythang Pinka Clipping - Full Guide

By Propaganda

Rules

- **Platforms:** TikTok only
- **No dedicated pages** - your page must be relevant to the song (e.g. music, pink aesthetic, pop culture, fashion, girly lifestyle)
- Do not run this campaign on the **same page as another campaign**
- **Minimum 70% Tier-1 audience** (US, UK, CA, AU)
- Video must be **minimum 18 seconds long**
- You **MUST** use the **official sound** on every post -- using any other version will result in rejection
- The song must play at **full volume** - **no voiceover, no talking, no other audio** layered on top
- All visuals must be **pink-coded and on theme** - if it does not feel pink and girly, do not post it
- **Do not tag @themonaleo and do not post comments naming the song** - the song is not technically out yet, so keep posts looking organic
- **Posts must not feel promo-y** - the edit should be **aesthetic focused**, not a song promo. Do not say things like "oh I love this new song by Monaleo" in the caption or on screen. At most, **lyrics on screen** are okay
- The chorus **MUST** be in the clip (the Everything Pinka part)
- We do accept meme's like these as well:
<https://www.tiktok.com/@nicktheconnector/collection/Pinka%20Memes-7646507712922077966>

Required Music

You **MUST** use the official sound of Everythang Pinka by Monaleo. Using any other version will get your clip rejected:

- TikTok: <https://www.tiktok.com/music/Everythang-Pinka-7645383595243587601>

Never Do Any of These

- **No AI edits** (e.g. Opus Clips)
- **No AI subtitles** - subtitles must be clean, correctly spelled, and free of animations or excessive glow effects
- **No aura or glow edits**
- **No skull edits**
- **No lazy reposts** - clips must be properly edited and unique
- Do not use a **different version of the song** - only the official sound links above are accepted
- Do not **lower the volume** of the song - it must play at full volume at all times
- **No voiceover, no talking, no original audio** - mute the source clip and replace with only the song

- **No content that is not pink-coded** - if it does not fit the aesthetic, do not post it

Assets

Official Sound:

- **TikTok:** <https://www.tiktok.com/music/Everythang-Pinka-7645383595243587601>

Official Music Video (you can clip from this as well):

https://www.dropbox.com/scl/fi/vady52vi17ic6zcxw2gz5/MONALEO_PINKA_H264_3840-x-2880.mp4?rlkey=4kiaw85ifl7u3gmiin5gnmm6p&st=qaa2q9zf&dl=0

Example Clips for Inspiration (do not repost):

- Style reference: [View examples](#)
- Meme example's:
<https://www.tiktok.com/@nicktheconnector/collection/Pinka%20Memes-7646507712922077966>

Content Style

The goal is to **own the pink aesthetic on TikTok**. Every clip is visual-only, set to the full song with no other audio:

- **Think visually pink and culturally relevant** - every clip should feel like it belongs on the same For You page
- **The song is the star** - visuals exist to make viewers feel the track and associate it with pink culture
- When someone clicks on the sound, **every video they see should be pink**

Content that fits perfectly:

- **Barbie** aesthetic clips and edits
- **Euphoria** clips (especially pink-heavy scenes from the new season)
- **Hello Kitty and Y2K pink** content
- **Victoria's Secret** runway edits
- **Celebrity edits** - Paris Hilton, Nicki Minaj, Zara Larsson, PinkPantheress
- **Pink aesthetic photo slideshows**
- **Glam room POVs, pink closet hauls**, pink obsession content
- **Fan edits of Monaleo** in her pink world

Format options:

- **Movie and celebrity edits** keyed to pink iconography
- **Pink aesthetic photo slideshows**
- **Visual-only clips** or clips with added text on screen

Priority Formats for This Campaign

We are leaning into **three formats** specifically for this campaign. Clippers should focus their output here:

1. Pink Aesthetic Edits

- **Movie, celebrity, and fashion edits** keyed to pink iconography
- Reference vibe: **Victoria's Secret, Hello Kitty, Barbie, Euphoria** pink scenes
- **Cut to the beat** of the song with clean transitions - **no aura, no skull, no AI edits**

2. Slideshows

Slideshows are an **underused format** and we believe they will **perform really well** with this song. Use them heavily.

- **Aesthetic pink pictures** set to the song in the background
- Add a **caption or text overlay on the slides** - trending girly content, relatable pink-coded thoughts, or "things I love" style lists
- **Trending girly stuff** that is pink - fashion, beauty, lifestyle, room decor, accessories
- Keep the song at **full volume** across the full slideshow

3. Talking Text Hooks

Take a **viral talking clip** of a celebrity or girl - keep the on-screen text hook visible - then cut it into a **pink aesthetic edit** with the song. The talking clip is the **hook only**; the song plays at full volume throughout (mute the source clip).

- **Reference example:** the viral **Sydney Sweeney Euphoria-era podcast clip** making a bold statement - hook the viewer with the talking text, then cut into pink visuals as the song drops
- The girl in the talking clip should read as a **pink character / pink-coded** - this is what ties it to the aesthetic
- **Mute the original audio** of the talking clip - the song must play at full volume on top, with the talking captured only through the **on-screen text**
- Keep the hook **short - 2 to 3 seconds max** before cutting into the pink edit

Caption & Title Requirements

Captions and on-screen text should be **aesthetic focused**, not promotional. **Do not name the song, do not tag Monaleo, do not say things like "oh I love this new song by Monaleo."**

The vibe should feel organic - like a fan post about the aesthetic, not an ad.

Acceptable caption examples:

- "if you know you know"
- "the pink era"
- "pink coded"
- "everythang pinka 🎀"

On-screen text:

- At most, **lyrics on screen** are okay - keep them clean and on-aesthetic
- **Do not write promotional text** on the video itself (e.g. "new Monaleo song," "stream Everythang Pinka," etc.)

Pay Rate & Budget

- **CPM:** : \$0.75 per 1,000 views
- **Minimum payout:** \$0.75
- **Maximum payout:** \$300 per clip
- **Total budget:** \$6,400

Register & Payouts

- Submit all clips through **Content Rewards only** - clips submitted elsewhere will not be paid

- **Payouts are automatic** via Content Rewards

Need Help?

- Ask in **Chat** - other clippers and the campaign manager are active there
- Or open a **support ticket** anytime - support is available 24/7