

# DILLON DANIS

## CLIPPING CAMPAIGN GUIDELINES

POWERED BY CLIPUP

### CAMPAIGN AT A GLANCE

|                                                                                       |                                                                                  |
|---------------------------------------------------------------------------------------|----------------------------------------------------------------------------------|
| <b>ENGAGEMENT RATE</b><br><b>1% MINIMUM</b><br>Likes + comments only                  | <b>VIEWER GEOGRAPHY</b><br><b>40%+</b><br>USA + Canada + Australia + UK combined |
| <b>DILLON REQUIREMENT</b><br><b>REQUIRED</b><br>Dillon speaking OR directly mentioned | <b>CONTENT INTEGRITY</b><br><b>ZERO TOLERANCE</b><br>No botting • No AI clips    |

#### OFFICIAL SOURCE FOOTAGE

**Epic Dillon Danis & Mike Perry HEATED (and Hilarious) Face-Off, Hosted by Ariel Helwani**  
**VIDEO:**

[WATCH OFFICIAL SOURCE VIDEO](#)

**BRAWL!!! Khamzat Chimaev vs. Dillon Danis -Full Match Highlights | RAF 10**  
**VIDEO:**

[Official Danis V. Khamzat](#)

#### CORE CONTENT RULE

Every submitted clip must have Dillon speaking in it OR have Dillon directly mentioned in the clip. If Dillon is not part of the actual moment, the clip is not eligible.

*Read all requirements before posting or submitting.*

## 01 CAMPAIGN OBJECTIVE

Create strong short-form clips built around Dillon Danis using the official campaign footage. Every submission should make Dillon a clear part of the clip — not a background presence or an unrelated mention.

The best clips should feel native to short-form platforms: fast, easy to understand, entertaining, and focused on moments that can hook viewers immediately.

## 02 WHAT CLIPS WE WANT

- **Dillon speaking directly** — strong statements, arguments, jokes, reactions, or memorable lines.
- **Back-and-forth moments involving Dillon** — heated exchanges, funny moments, tension, or reactions that work as standalone clips.
- **Clips where Dillon is directly mentioned** — another person can be speaking, but Dillon must clearly be the subject of the moment.
- **Moments with a clear hook** — the viewer should understand why the clip is interesting within the first few seconds.

### NON-NEGOTIABLE CONTENT RULE

Dillon must either be talking in the clip OR be directly mentioned in the clip. If the clip is mainly about somebody else and Dillon is not part of the actual moment, the submission is not eligible.

## 03 PERFORMANCE REQUIREMENTS

| METRIC           | MINIMUM | HOW IT IS MEASURED                                                                        |
|------------------|---------|-------------------------------------------------------------------------------------------|
| Engagement Rate  | 1%+     | Likes + comments only. Formula: (likes + comments) ÷ views × 100.                         |
| Viewer Geography | 40%+    | At least 40% of total viewers combined must come from USA, Canada, Australia, and the UK. |

### ENGAGEMENT EXAMPLE

10,000 views requires at least 100 combined likes + comments to reach a 1% engagement rate. Shares, saves, follows, and other interactions do not count toward the 1% requirement.

**AFTER VIDEO HAS REACHED 2K VIEWS, ANALYTICS MUST BE SENT TO THE GOOGLE FORMS BELOW FOR THE APPROVAL PROCESS TO BEGIN:**

<https://forms.gle/oNe2wgtafQNce7P59>

**PLEASE GIVE UP TO 24-48 HOURS FOR SUBMISSION REVIEW AFTER SENDING ANALYTICS.**

## 04 STRICTLY PROHIBITED

- **Botting or fake traffic** — any use of bots, automated views, fake likes/comments, or manipulated traffic will result in an immediate ban.
- **AI clips** — AI-generated, synthetic, recreated, or fully AI-generated video submissions are not allowed.
- **Irrelevant clips** — Dillon cannot be absent from the actual subject of the clip.
- **Metric manipulation** — do not artificially influence engagement or viewer-location data.
- **Stolen Clips** — Do not steal other people's clips.

### ZERO-TOLERANCE RULE

Botting will get you banned immediately from the campaign. Do not purchase or automate views, likes, comments, or traffic.

## 05 COMMON REJECTION REASONS

- Engagement rate is below 1%.
- Less than 40% of viewers are from USA, Canada, Australia, and the UK combined.
- Dillon is neither speaking nor directly mentioned in the clip.
- The submission uses AI-generated or recreated footage.
- Botted or manipulated traffic/engagement is detected.
- The clip is not taken from the official campaign source footage.
- The clip is stolen/recycled

## 06 FINAL SUBMISSION CHECKLIST

- ☐ My clip uses the official Dillon Danis campaign source footage.
- ☐ Dillon is speaking in the clip OR is directly mentioned in the clip.
- ☐ My engagement rate is at least 1%, using likes + comments only.
- ☐ At least 40% of my viewers combined are from USA, Canada, Australia, and the UK.
- ☐ I did not use bots, fake engagement, or manipulated traffic.
- ☐ My clip is not AI-generated or AI-recreated.

### BEFORE YOU SUBMIT

Check every requirement above. A clip that fails the engagement, geography, Dillon-content, anti-botting, or no-AI rules may be rejected.

## DILLON DANIS CLIPPING CAMPAIGN

Campaign guidelines • ClipUp