# NAEUZI x ECLIPS — RIIZE “Insomnia”

**Audio:** RIIZE – “Insomnia”
**Sound:** https://www.tiktok.com/music/Insomnia-7697088733715400705
**Rate:** $1 per 1,000 qualifying views (50k views pays out $50!)
**Max Earnings per Post:** $500
**Supported Platforms:** TikTok

# HOW TO PARTICIPATE

Create an original edit using the approved **RIIZE – “Insomnia”** campaign sound.

For this campaign, we’re looking for visually strong, fan-led edits centered around:

- **K-pop boy groups and male idols**
- **Anime and manga**
- **U.S.-centered TV shows and characters**

The creative should feel like something you would genuinely make because you’re invested in the idol, group, character, relationship, scene, series, or fandom rather than traditional promotional content.

You have room to interpret the sound through your own editing style, pacing, transitions, effects, storytelling, and scene selection.

Post your edit to TikTok using the campaign sound, then submit your live TikTok link through Eclips.

# CREATIVE DIRECTIONS

## K-POP BOY GROUPS & MALE IDOLS

K-pop boy groups and male idols are one of the strongest creative directions for “Insomnia.”

You can edit **RIIZE or any other K-pop boy group / male idol** that fits your page and editing style.

Potential subjects include:

- RIIZE
- Individual RIIZE members
- Other K-pop boy groups
- Individual male idols
- Favorite members
- Group dynamics
- Performances
- Fancams
- Concert moments
- Music-show stages
- Choreography
- Styling and fashion moments
- Award-show appearances
- Favorite eras and comebacks

### Possible directions:

- One-member edits
- Full-group edits
- Favorite era edits
- Performance compilations
- Stage-to-stage transitions
- Styling evolution
- Member dynamics
- Choreography-focused edits
- Concert moments
- Emotional edits
- Cinematic edits
- Fast-paced technical edits
- Favorite or underrated moments

The strongest edits should feel rooted in actual fandom and highlight moments that fans already care about.

You do **not** need to edit RIIZE specifically. If another boy group or male idol naturally fits the sound and your audience, go for it.

# ANIME & MANGA EDITS

Anime and manga are completely open for this campaign.

Use characters, relationships, storylines, fights, emotional moments, manga panels, or anything else that makes sense with your editing style.

Potential directions include:

- Single-character edits
- Character pairings
- Friendships
- Ships / relationships
- Character development
- Emotional story arcs
- Hero edits
- Villain edits
- Battle sequences
- Iconic scenes
- Favorite episodes
- Manga panels
- Manga-to-anime transitions
- Parallel scenes
- Before vs. after
- Character evolution
- Scene-driven storytelling

The subject does not need to literally relate to the song.

Focus on making the **energy, emotion, pacing, or visuals feel naturally connected to "Insomnia."**

# U.S. TV & FANDOM EDITS

We also want to see edits built around **U.S.-centered television shows, characters, relationships, actors, and fandom moments.**

This can be dramatic, romantic, nostalgic, funny, cinematic, emotional, or high-energy depending on your subject.

Potential directions include:

- Favorite characters
- Character relationships
- Couples / ships
- Friendships
- Character development
- Emotional scenes
- Iconic moments
- Favorite seasons or eras
- Cast edits

- Favorite episodes
- Villains / antiheroes
- Nostalgic TV moments
- Parallel scenes
- Then vs. now
- Cinematic scene compilations

You can focus on one character or relationship, or build around an entire show or storyline.

The goal is for the sound to feel like it **belongs with the footage**, rather than simply placing random clips over the audio.

# FAN-STYLE TEXT & CAPTIONS

Text on screen or captions can help make your edit feel more personal and connected to the fandom.

Keep the tone casual and natural, like something you would genuinely post.

Examples:

- “still one of my favorite eras”
- “I’ll never get over this scene”
- “this song fits him too well”
- “forgot how insane this arc was”
- “some songs were literally made for edits”
- “still obsessed with this performance”
- “the character development??”
- “I need this era back”
- “this scene changed me”
- “this song + them”

These are **creative references only**. You do not need to use these exact captions.

Adapt the sentiment to your subject, fandom, and normal posting voice.

# EDITOR-LED CONCEPTS

We want creators to make these edits feel like their own.

You’re encouraged to push beyond straightforward montages when it fits your style.

This can include:

- Match cuts
- Parallel editing
- Beat-driven transitions
- Visual callbacks
- Scene matching
- Era comparisons
- Movement matching
- Character parallels
- Idol / member parallels
- Manga-to-anime transitions
- Cinematic storytelling
- Typography
- Masking
- Overlays
- Compositing
- Velocity
- More technical effect-based edits

**Heavy effects are not required.**

A clean edit with excellent scene selection, pacing, synchronization, and a strong concept can perform just as well as a highly technical edit.

# WHAT WE'RE LOOKING FOR

Strong submissions should focus on:

- Strong scene selection
- Intentional pacing
- Clean transitions
- Good visual flow
- Strong synchronization with the sound
- A recognizable or compelling subject
- A clear fan perspective
- Creative editing choices
- Content that feels native to TikTok edit communities
- Originality
- A clear visual, emotional, or storytelling idea

The strongest edits should feel **intentional, engaging, and genuinely fan-made.**

# TEXT-ON-SCREEN

Text on screen is optional.

Use it when it strengthens the concept, provides context, or creates a stronger hook.

For visual-heavy edits, TOS is **not required** if the edit works better without it.

If you use TOS:

- Keep it relevant to the footage
- Keep the wording natural
- Make sure claims are accurate
- Do not invent quotes
- Do not invent events or context
- Do not create misleading narratives
- Do not use unsupported rumors or gossip for engagement

# REQUIREMENTS

- Use the approved **RIIZE – "Insomnia" campaign sound**.
- The campaign sound must be clearly audible.
- Your submission must be an original edit created by you.
- K-pop boy groups / male idols, anime / manga, and U.S.-centered TV edits are encouraged.
- RIIZE edits are welcome, but creators are **not limited to RIIZE**.
- Any editing software is allowed.
- English TOS/captions only when text is used.
- Do not invent quotes, events, or context.
- Do not use unsupported dating rumors, relationship speculation, or gossip.
- Do not steal or repost another editor's work.
- Do not submit someone else's edit with minor changes.
- Duplicate or near-duplicate submissions may be rejected.
- Each submission should feel meaningfully different.
- Low-quality, random, or off-theme edits may be rejected.
- View botting or any form of artificial engagement is strictly prohibited.

# THE GOAL

Create an edit that makes **"Insomnia" feel naturally connected to a fandom you genuinely care about.**

Whether you choose a K-pop idol, boy group, anime character, manga storyline, TV character, relationship, scene, or entire series, the pairing should feel intentional.

The strongest submissions should make viewers **stop scrolling, recognize the subject, connect with the fan perspective, and want to keep watching.**