NAEUZI x ECLIPS — JISOO “ADDICTED”

Audio: JISOO – “ADDICTED”
Sound: https://www.tiktok.com/music/ADDICTED-7701124348295809025
Campaign Budget: $1,000
Supported Platform: TikTok

HOW TO PARTICIPATE

Create an original edit using the official **JISOO – “ADDICTED”** campaign sound.

For this campaign, we’re looking for engaging fan edits centered around:

- JISOO
- BLACKPINK
- Recognizable K-pop idols and groups
- Celebrities and pop-culture figures
- Visuals and moments that naturally lean into the feeling behind “ADDICTED”

Think obsession, fixation, being unable to move on from a person or era, or simply being completely obsessed with someone’s visuals, performance, style, or presence.

The creative should feel like something you would genuinely make for a person, artist, or fandom you love, rather than traditional promotional content.

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

CREATIVE DIRECTIONS

JISOO EDITS

JISOO is one of the main creative directions for this campaign.

Build edits around her visuals, performances, fashion, personality, or memorable moments that naturally pair with the energy of “ADDICTED.”

Potential directions:

- “ADDICTED” MV edits
- Performance edits
- Fashion / beauty edits
- Favorite JISOO eras
- Iconic looks
- Visual-focused edits
- Personality moments
- Lyric-synced moments
- Cinematic edits
- Close-up compilations
- Transitions between different JISOO moments
- “Still obsessed with this era” concepts
- Edits built around a specific look, performance, or moment you love

IMPORTANT FOR JISOO EDITS

If your edit features JISOO, **only use videos or photos from JISOO’s official social channels or the official “ADDICTED” music video.**

Please do not use unofficial, manipulated, or AI-generated JISOO content.

BLACKPINK & K-POP EDITS

You can also create edits around other BLACKPINK members, K-pop idols, groups, performances, fancams, or recognizable moments.

Possible approaches:

- Individual idol edits
- BLACKPINK edits

- Group edits
- Fancams
- Performance compilations
- Concert moments
- Favorite eras
- Fashion / styling edits
- Visual-focused edits
- Stage entrances
- Iconic moments
- Personality edits
- Beat-driven edits
- Lyric-led edits
- “I’m still obsessed with this era” concepts

BLACKPINK edits are welcome, but keep the content **positive and fan-focused**.

Do not create rivalry, ranking, or comparison edits between BLACKPINK members or other artists.

CELEBRITY & POP-CULTURE EDITS

The sound can also work with recognizable celebrities and pop-culture figures outside of K-pop.

The person does not need to have a direct connection to JISOO or the song.

Instead, focus on making the combination of the subject + “ADDICTED” feel natural.

Potential directions:

- Celebrity edits
- Favorite celebrity eras
- Fashion moments
- Red carpets
- Performances
- Iconic looks
- Character or personality edits
- Cinematic moments
- Visual compilations
- Transformations / different eras
- “Can’t stop thinking about them” concepts
- Lyric-driven storytelling

Choose subjects your audience already recognizes and cares about.

LYRIC-LED CONCEPTS

You can lean into the feeling behind **“ADDICTED”** when developing your concept.

Think:

- Being obsessed with someone
- Being unable to move on
- Still thinking about a particular era
- Being obsessed with someone’s visuals
- A performance you keep replaying
- A celebrity or idol you’ll never get over
- A character you’re still attached to
- A look or moment that lives in your head
- “I fear I’m still obsessed” energy

The lyrics can help guide your scene selection, pacing, and overall story.

You do not need a complicated storyline. A strong subject, great clips, clean synchronization, and a clear idea can work just as well.

FAN-STYLE TEXT & CAPTIONS

Text on screen and captions are optional.

If you use them, keep the wording natural and consistent with how you normally post.

Examples:

- “still addicted to this era”
- “yeah I’m never moving on”
- “one more edit won’t hurt”
- “how am I supposed to get over this”
- “still thinking about this”
- “the definition of obsessed”
- “this part with this song…”
- “I fear I’m still obsessed”
- “this look lives in my head”

- “yeah I get it”

These are creative references only. Adapt the wording to your own subject and posting style.

EDITOR-LED CONCEPTS

Make the edit feel like your own.

You can use:

- Match cuts
- Parallel editing
- Beat-driven transitions
- Velocity
- Flash transitions
- Scene matching
- Visual callbacks
- Performance synchronization
- Cinematic storytelling
- Typography
- Masking
- Overlays
- Compositing
- Color grading
- Technical effect-based editing
- Simple scene-driven editing

Heavy effects are **not required**.

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

CREATIVE REFERENCES

Use these as inspiration for pacing, structure, and overall editing direction:

https://www.tiktok.com/@xhmelio_/video/7701044629621214470

https://www.tiktok.com/@bpues_/video/7682903851652992288?_r=1&_t=ZS-9AySFIGA4tY

https://www.tiktok.com/@sooyaditxy/video/7690428572346993938

You do not need to recreate these edits directly. Your submission should still feel original to your own editing style.

WHAT WE'RE LOOKING FOR

Strong submissions should focus on:

- Strong scene selection
- Intentional pacing
- Clean synchronization with the sound
- Recognizable fandom or celebrity subjects
- A clear visual or emotional concept
- Creative transitions and editing choices
- A genuine fan perspective
- Content that feels native to TikTok edit communities
- Originality
- A natural connection between the subject and "ADDICTED"

The strongest edits should feel **fan-made, intentional, visually engaging, and genuinely obsessed with the subject.**

TEXT-ON-SCREEN

Text on screen is optional.

Use it when it strengthens the concept or gives viewers useful context.

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

- Do not imply that JISOO personally endorsed or approved your post

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IMPORTANT CONTENT GUIDELINES

JISOO FOOTAGE

If JISOO appears in your edit, **only use videos or photos from her official social channels and the official "ADDICTED" music video.**

NO AI

Do not use AI-generated or AI-manipulated content for this campaign.

NO IMPLIED ENDORSEMENT

Do not state or imply that **JISOO personally endorsed, approved, sponsored, or participated in your individual post.**

KEEP BLACKPINK CONTENT POSITIVE

BLACKPINK member edits are welcome, but avoid:

- Member vs. member comparisons
- Rankings
- Rivalry narratives
- Content designed to pit fandoms or members against each other

NO JISOO SHIPPING CONTENT

Do not create edits shipping JISOO with male idols or celebrities.

Avoid relationship speculation, dating rumors, or other potentially controversial narratives involving JISOO.

REQUIREMENTS

- Use the official **JISOO – "ADDICTED"** campaign sound.
- The campaign sound must be clearly audible.

- Your submission must be an original edit created by you.
- JISOO, BLACKPINK, recognizable K-pop figures, and celebrities are all eligible creative directions.
- If using JISOO, only use content from her official social channels or the official “ADDICTED” music video.
- AI-generated or AI-manipulated content is not allowed.
- Do not imply that JISOO endorsed or approved your post.
- Do not create rivalry or comparison content involving BLACKPINK members.
- Do not create JISOO shipping content involving male idols or celebrities.
- Do not use unsupported dating rumors, relationship speculation, gossip, or controversial narratives.
- Do not invent quotes, events, or context.
- Any editing software is allowed.
- 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 **“ADDICTED” feel naturally tied to a person, performance, look, era, or moment you genuinely can’t get over.**

Whether you build around JISOO, BLACKPINK, another K-pop favorite, or a recognizable celebrity, the pairing should feel intentional and native to your editing style.

For JISOO especially, keep the content positive, respectful, and grounded in her official content.

The strongest submissions should make viewers stop scrolling, immediately understand the obsession, and feel like **“ADDICTED” was made for the edit.**

Clarify the campaign budget and payoutsConsolidate repeated campaign requirements