

NAYA YEIRA

HIT RECORD — TIKTOK + INSTAGRAM CREATOR CAMPAIGN

Make Hit Record fit your account. Create something your audience would genuinely want to watch while giving them a reason to notice, hear and remember the song.

THE GOAL

Create original TikTok or Instagram Reels content using Naya Yeira's new single, Hit Record.

Your content should feel native to your account—not like a forced advertisement—but the track must be intentionally connected to the concept rather than added as interchangeable background audio.

Music-focused content is the priority for this campaign. Other niches are welcome where the concept has a clear creative connection to the song, its lyrics, its emotional world or Naya Yeira as an artist.

THE SONG

Hit Record is about reaching rock bottom, feeling like nobody has you and choosing to keep going anyway.

It captures the beginning of a transformation before anybody else can see it: growing in silence, documenting the difficult part and trusting that one day it will become the “before.”

The camera becomes the witness when nobody else is there.

CORE CREATIVE ROUTES

Choose one of these routes or use them as inspiration for an original concept that fits your account.

1. MUSIC DISCOVERY / COMMENTARY

Introduce Hit Record as a song or artist your audience should know.

Ideas include:

- Music recommendations and “songs you need to hear”
- First-listen reactions
- Song or lyric breakdowns
- “Artists to watch” content
- Alternative R&B, electronic-pop or emerging-artist recommendations
- Ranking, playlist or quiz formats
- Commentary on the production, lyrics, visuals or meaning

- “If you like [relevant artist/genre], listen to this”

Possible hooks:

- “POV: you found the artist before everyone else.”
- “A song for when rock bottom starts becoming the beginning.”
- “Alternative R&B artists you should know before they blow up.”
- “This lyric completely changed how I heard the song.”
- “For anyone quietly rebuilding their life.”

Make sure viewers hear a meaningful section of Hit Record rather than only discussing it.

2. NAYA YEIRA / ARTIST EDITS

Create an edit that introduces Naya Yeira, her visual world or her journey as an artist.

You may use approved content from:

TikTok: @nayayeiraofficial

Instagram: @nayayeira

YouTube: Naya Yeira

Ideas include:

- Artist-discovery edits
- Performance edits
- Visual-aesthetic edits
- “Meet Naya Yeira” introductions
- Career or journey edits
- Edits combining older and newer Naya content
- Memes or commentary built around Naya’s music and visuals
- DIY-artist or behind-the-scenes storytelling

Possible hooks:

- “Nobody saw the beginning of her glow-up.”
- “POV: you discover an artist right before everything changes.”
- “She built this visual world herself.”
- “An artist growing in silence.”
- “For people who miss when artists had their own world.”

Use footage meaningfully. Do not simply repost an existing video without new editing, framing, commentary or storytelling.

3. LYRIC-LED / EMOTIONAL STORYTELLING

Build a relatable story, POV or visual concept around the lyrics and emotional meaning of Hit Record.

Ideas include:

- Documenting a difficult period because one day it will be the “before”
- Quiet glow-ups and rebuilding in private
- Feeling alone but continuing anyway
- The camera or private account seeing what nobody else sees
- Outgrowing an old version of yourself
- Reflective montages, diary-style videos or cinematic edits
- Text-on-screen stories using a lyric as the emotional payoff

Possible hooks:

- “POV: documenting rock bottom because one day it’ll be the before.”
- “Nobody saw the beginning of my glow-up.”
- “When you grow in silence, but the camera sees everything.”
- “Rock bottom looks different when you know it’s only the beginning.”
- “For the version of me that kept going when nobody was watching.”

Personal stories can be fictional, humorous or sincere. You do not need to disclose anything genuinely private.

4. NICHE-NATIVE CONCEPTS

Fashion, beauty, dance, lifestyle, anime, gaming, cars, fandom, memes and other niches are welcome when Hit Record is essential to the idea.

Ideas include:

- A before-and-after transformation landing on the drop
- A character, storyline or fandom edit about isolation, growth or resilience
- Choreography or movement built around the selected section
- A meme or relatable scenario that uses the lyric as the punchline
- A visual transition from rock bottom to rebuilding
- A quiz or interactive concept connected to the music, lyrics or artist

The concept does not need to explain the song literally, but it should not work exactly the same way with any random audio.

OFFICIAL AUDIO, CREDIT AND TAGGING

Please follow these requirements carefully.

For TikTok:

- Use the official Hit Record Naya Yeira TikTok sound linked in the campaign.
- Tag @nayayeiraofficial in the caption.

For Instagram Reels:

- Use the official Hit Record Naya Yeira Instagram audio linked in the campaign.
- Tag @nayayeira in the caption.

For all submissions:

- Use the official audio attached for the platform where you are posting.
- Use the campaign's selected song section.
- Videos must be at least 15 seconds long.
- The drop/hook should land approximately three seconds into the video.
- Keep the track playing for at least 12 seconds after the drop/hook.
- Build anticipation during the opening 0–3 seconds.
- Land the strongest visual change, reveal, statement or emotional moment on or immediately after the drop.
- Do not manually upload the track or publish it as original audio.
- Clearly credit Hit Record — Naya Yeira in the caption.
- Correct artist tagging is mandatory.

The aim is to give viewers enough time to hear and remember the song—not merely catch it briefly in the background.

LYRICS FOR INSPIRATION

You may use or build concepts around:

“I might hit record”

“Good things ignored / Tend to want more”

“When I have more / It's less of you”

“What do I do to outgrow you?”

“Nobody but this camera”

“Nobody got me”

Full lyrics are available in References.

HOOK VIEWERS EARLY

The first 1–3 seconds matter.

Open with a strong visual, question, statement, scenario, lyric, reveal or piece of information that gives viewers a reason to continue watching.

Avoid blank introductions, long setups, generic captions or unrelated footage before the concept begins.

The strongest moment should ideally work with the drop approximately three seconds into the selected audio.

CONTENT REQUIREMENTS

All submissions must:

- Use the official Hit Record Naya Yeira audio for the submitted platform.
- Be a new post created for this campaign.
- Be at least 15 seconds long.
- Follow the selected song section and timing.
- Keep the track playing for at least 12 seconds after the drop/hook.
- Credit Hit Record — Naya Yeira clearly in the caption.
- Tag the correct artist account:
 - TikTok: @nayayeiraofficial
 - Instagram: @nayayeira
- Contain original content or meaningful original editing.
- Have a clear connection to the song, lyrics, mood or artist.
- Feel natural to the creator's account and audience.
- Follow the applicable TikTok or Instagram platform guidelines.
- Generate all traffic organically.
- Maintain a minimum 1% like-to-view ratio at the time of campaign review.

ORGANIC TRAFFIC ONLY

All views and engagement must be earned organically.

The following are strictly prohibited:

- TikTok Promote
- Instagram Boost
- Paid advertising or paid distribution
- Purchased views, likes, comments, followers or shares
- Bots, automated traffic or artificial engagement
- View farms or click farms
- Engagement pods or coordinated engagement exchanges
- Incentivised traffic
- Third-party traffic-generation services
- Any attempt to artificially inflate performance or trigger the maximum payout

Abnormal traffic patterns, including sudden unexplained view spikes, extremely low engagement relative to views or repeated posts reaching payout thresholds—may result in rejection, payout reversal, removal from the campaign and a creator ban.

Creators may be asked to provide account analytics, audience information or traffic-source data during review.

SUBMISSIONS WILL NOT BE ACCEPTED IF

- The official Hit Record Naya Yeira audio for the submitted platform is not used.
- The track is manually uploaded or published as original audio.
- The correct artist account is not tagged:
 - TikTok: @nayayeiraofficial
 - Instagram: @nayayeira
- Hit Record Naya Yeira is not clearly credited in the caption.
- The video is under 15 seconds.
- The required song section or timing is not followed.
- The post existed before participating in the campaign.
- The content has no meaningful connection to the song or artist.
- It uses unrelated or recycled footage without meaningful creative treatment.
- It simply places Hit Record beneath interchangeable background footage.
- It is spammy, automated or mass-produced.
- Substantially the same footage is submitted repeatedly with minimal changes.
- It is primarily AI-generated.
- It uses paid, boosted, incentivised or artificial traffic.
- It falls below the minimum 1% like-to-view ratio at review.
- Required analytics, audience information or traffic-source data cannot be supplied when requested.
- It violates TikTok or Instagram guidelines.
- It violates any campaign requirement.

REVIEW AND PAYOUT

All submissions and associated traffic may be manually reviewed before payout clears.

Creative approval does not guarantee payment for invalid, paid, boosted or artificially generated traffic.

Held or pending payouts may be rejected or reversed where the content, engagement or traffic violates campaign requirements.

MOST IMPORTANTLY

Make something people genuinely want to watch.

Your content does not need to feel like an advertisement, and it does not need to explain every lyric. Use your own voice, audience and creative style—just make sure Hit Record is intentionally showcased and viewers receive enough of the song to hear it, remember it and want to discover more.