Engagement / Short-form Video / 10-15 min

Name This Track

The idea

Play a snippet of an unreleased, untitled song. Let the audience know you are completely stuck on a title, and ask them to name it in the comments.

Objective

Crowdsource creativity to drive comments and pre-release investment.

Why this works

People love to feel like A&Rs. Giving them the power to name a track guarantees they will return to stream it when it officially drops.

Hook bank

Direct / I need you guys to name this unreleased song.
Curiosity / I have the beat and the lyrics, but I have absolutely no idea what to call this...
Personality / The song exists. The title part of my brain does not.
Sarcastic / Another masterpiece currently named New Recording 47.

How to execute

1. Plan the opener

Try this opener as a starting point: “I need you guys to name this unreleased song”. Choose the first image or moment that makes its promise clear.

2. Make the first pass

Play the best 15 seconds of the track while vibing to it. Put text on screen officially asking for name submissions.

3. Shape the sequence

Use this order for your first cut: The Dilemma > Play the Track > Call for Names. Watch the first cut muted to check that captions and visuals carry the hook, then play it with sound to check levels.

4. Check and publish

Use this call to action as your starting point: "The comment with the most likes becomes the official title." Preview the finished post and verify that any link, tag, or instruction works.

Suggested sequence

The Dilemma > Play the Track > Call for Names.

Call to action

"The comment with the most likes becomes the official title."

What to avoid

Play a useful snippet and explain the mood before asking for names. Avoid promising to use the winning title if the choice is only exploratory.

Make it yours

1. Producers: Play an instrumental and ask what mood/vibe it should be named after.
2. Creatives: Ask for a title for a new painting.
3. Describe the scene the song belongs in and ask viewers to suggest a title that matches that scene.

Try this next

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The Free Asset Drop

Before you post

Read the caption out loud. Check that the first frame and the opener make the same promise. Verify captions, credits, and any link or tag. Save a copy of the final asset and caption so you can reuse what works.