Engagement / Short-form Video / 10-15 min

The Gear Mythbuster

The idea

Bust a myth about expensive gear. Compare a $3,000 vintage synth/camera to a $50 plugin/phone app, showing that the audience cannot tell the difference in a blind test.

Objective

Empower audience and drive comments through a blind A/B test.

Why this works

It empowers your audience, showing them they don't need money to be great. It also proves your ear/eye is elite, regardless of the tool.

Hook bank

Direct / You don't need a $3,000 synth to make this sound.
Curiosity / Can you tell which of these sounds cost $2,000 and which cost $20?
Personality / I wanted to know whether my ears could justify the price difference.
Sarcastic / My shopping wishlist may not survive this blind test.

How to execute

1. Plan the opener

Try this opener as a starting point: “You don't need a $3,000 synth to make this sound”. Choose the first image or moment that makes its promise clear.

2. Make the first pass

Play Audio A and Audio B. Let them guess in the comments. Reveal the answer at the very end of the video to guarantee high watch-time.

3. Shape the sequence

Use this order for your first cut: The Myth > The Blind Test (A vs B) > The Reveal. 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: "Did you guess A or B? Be honest." Preview the finished post and verify that any link, tag, or instruction works.

Suggested sequence

The Myth > The Blind Test (A vs B) > The Reveal.

Call to action

"Did you guess A or B? Be honest."

What to avoid

Match performance, volume, and processing before running the comparison. Do not fake the results or claim one test settles every gear question.

Make it yours

1. Singers: Compare a $1,000 studio mic to singing into your iPhone with a blanket over your head.
2. Creatives: Compare iPad drawing to expensive Wacom.
3. Ask people to choose A or B before revealing the equipment and explaining the differences you heard.

Try this next

The Acapella Walk
Crowdsourced Concept
Acknowledging the Wait

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.