Engagement / Short-form Video / 20-25 min

1-Year Anniversary of a Flop

The idea

Instead of celebrating a hit, celebrate the 1-year anniversary of the project that completely bombed. Talk about how much it hurt, but how it forced you to improve.

Objective

Prove confidence and resilience by openly celebrating a failure.

Why this works

It is the ultimate sign of security. Artists hide failures; acknowledging them makes you impervious to trolls and builds immense respect from peers.

Hook bank

Direct / Happy anniversary to the biggest flop of my career.
Curiosity / Exactly one year ago, I dropped a song that absolutely no one listened to...
Personality / A year later, I can finally talk about what this release taught me.
Sarcastic / Happy anniversary to the project that mostly streamed to my own headphones.

How to execute

1. Plan the opener

Try this opener as a starting point: “Happy anniversary to the biggest flop of my career”. Choose the first image or moment that makes its promise clear.

2. Make the first pass

Show the artwork of the flop. Laugh at the terrible streaming numbers. Deliver a thoughtful lesson on resilience.

3. Shape the sequence

Use this order for your first cut: The Flop Reveal > The Terrible Numbers > The Lesson Learned. 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: "What is your favorite failure?" Preview the finished post and verify that any link, tag, or instruction works.

Suggested sequence

The Flop Reveal > The Terrible Numbers > The Lesson Learned.

Call to action

"What is your favorite failure?"

What to avoid

Use honest results and focus on what you learned. Avoid humiliating the people who supported the project or pretending a setback was secretly planned.

Make it yours

1. Creatives: The anniversary of a merch drop where you sold literally zero shirts.
2. Producers: The beat tape that got 12 plays.
3. Show one change you made to your next release because of what this one taught you.

Try this next

The Exaggerated Emotion
Analog in a Digital World
The "Zero Budget" Starter Kit

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.