Engagement / Short-form Video / 10-15 min

Roast Our Setup

The idea

Give a rapid tour of your incredibly messy tour van, your cramped bedroom studio, or your chaotic desk. Invite the audience to roast your lack of organization in the comments.

Objective

Humanize the brand by exposing the unglamorous reality of the workspace.

Why this works

Aesthetic studios are boring. Showing the gritty, messy reality of the grind makes you highly relatable. Audiences love permission to be funny at your expense.

Hook bank

Direct / A tour of our absolutely disgusting tour van. Roast us.
Curiosity / How do we make good music in a room that looks like this...
Personality / This setup looks chaotic, but I can explain most of it.
Sarcastic / Cable management has been moved to next year's strategic priorities.

How to execute

1. Plan the opener

Try this opener as a starting point: “A tour of our absolutely disgusting tour van. Roast us”. Choose the first image or moment that makes its promise clear.

2. Make the first pass

Film handheld. Point out the weird, gross, or broken things (the duct-taped mic stand, the spilled coffee). Be completely unashamed.

3. Shape the sequence

Use this order for your first cut: The Hook > The Tour of Chaos > The Invitation to Roast. 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 the worst thing in this video? Be honest." Preview the finished post and verify that any link, tag, or instruction works.

Suggested sequence

The Hook > The Tour of Chaos > The Invitation to Roast.

Call to action

"What is the worst thing in this video? Be honest."

What to avoid

Hide private files, plates, and addresses before showing the setup. Make the joke about clutter without normalizing unsafe electrical arrangements.

Make it yours

1. Producers: Show the absolute chaos of your cable management.
2. Solo Artists: Show your "vocal booth" which is just a closet full of clothes.
3. Pick the three funniest improvised solutions and explain the useful job each one still does.

Try this next

The "I Need a Favor"
A Love Letter to My Hometown
The Local Radio Flex

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.