Performances / Short-form Video / 30-45 min

The Unlikely Cover

The idea

Take a massive, recognizable hit song from a completely different genre and perform it translated into your specific style (e.g., drill remix of Adele).

Objective

Leverage established IP to funnel listeners into your style.

Why this works

Hacks the algorithm because the audience already loves the melody. The genre-flip creates cognitive dissonance forcing them to watch how you pull it off.

Hook bank

Direct / What if [Popular Artist] made an R&B track?
Curiosity / I tried turning a 90s rock anthem into a drill beat...
Personality / My toxic trait is thinking I can rap over Taylor Swift instrumentals.
Sarcastic / Apologizing to country music fans for what I just did to this song.

How to execute

1. Plan the opener

Try this opener as a starting point: “What if [Popular Artist] made an R&B track”. Choose the first image or moment that makes its promise clear.

2. Make the first pass

Reel. Text: "If Frank Ocean wrote 'Wonderwall'." Artist plays lush neo-soul chords and sings Oasis lyrics with heavy R&B vocal runs.

3. Shape the sequence

Use this order for your first cut: The "What If" Hook -> Recognizable Intro -> Drop/Style Switch. 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 song should I ruin... I mean, remix, next?" Preview the finished post and verify that any link, tag, or instruction works.

Suggested sequence

The "What If" Hook -> Recognizable Intro -> Drop/Style Switch.

Call to action

"What song should I ruin... I mean, remix, next?"

What to avoid

Keep the original song recognizable while changing one clear stylistic element. Avoid presenting the cover as your own composition or letting the gimmick bury the performance.

Make it yours

1. Producers: Take pop a cappella and build an underground beat live.
2. Rappers: Freestyle original lyrics over a cartoon theme song.
3. Creatives: Redraw an iconic movie poster in a clashing aesthetic.

Try this next

Fan Tattoo / Fan Art Hall of Fame
The Whiteboard Map
The Inconvenient Instrument

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.