Promotion / Short-form Video / 20-25 min

The Silent Teaser

The idea

Post a highly aesthetic, cinematic 10-second video clip. Do not include any audio from the new song- only ambient noise (wind, traffic, white noise). At the very end, flash the release date.

Objective

Disrupt the algorithm and build mystery through sensory deprivation.

Why this works

Silence is disruptive on a timeline full of loud trending audio. It forces the viewer to stop and pay attention. Hiding the audio builds massive curiosity for the actual release.

Hook bank

Direct / A first glimpse. The sound comes next.
Curiosity / You aren't ready for what this sounds like...
Personality / I wanted the first glimpse to feel like this before you hear a note.
Sarcastic / The song is not in this teaser. My inability to keep a secret almost is.

How to execute

1. Plan the opener

Try this opener as a starting point: “A first glimpse. The sound comes next”. Choose the first image or moment that makes its promise clear.

2. Make the first pass

Use compelling B-roll (a slow pan of a studio, a burning car, a rainy window). Ensure the audio is intentionally unsettling or quiet. Flash the date in a bold, clean font.

3. Shape the sequence

Use this order for your first cut: Silent B-Roll > Tension Build > Date 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: (None. Let the silence do the work). Preview the finished post and verify that any link, tag, or instruction works.

Suggested sequence

Silent B-Roll > Tension Build > Date Reveal.

Call to action

(None. Let the silence do the work).

What to avoid

Give the clip one clear visual idea and a readable final date. Do not make the teaser so cryptic that people cannot tell what is being announced.

Make it yours

1. Creatives: A hyper-zoomed-in, silent pan across the texture of a new painting, revealing the drop date.
2. Bands: A silent slow-motion clip of the drummer smashing a cymbal.
3. Record a detail from the actual video location and let its natural room or outdoor sound carry the clip.

Try this next

The Stolen Gear Tragedy
The Exaggerated Emotion
Collaborative Mind-Meld

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.