Promotion / Short-form Video / 30-45 min

The First Listen Reaction

The idea

Before the song comes out, put headphones on a friend, a local peer, or a random person on the street. Film their genuine physical reaction to hearing the drop for the very first time. Do not play the audio for the viewer.

Objective

Manufacture extreme curiosity and FOMO by withholding the art.

Why this works

It leverages FOMO (Fear Of Missing Out). Seeing someone else react physically (head nodding, stank face) to audio the viewer can't hear yet creates unbearable anticipation.

Hook bank

Direct / Playing the new unreleased single for my producer.
Curiosity / Wait for his reaction to the beat drop...
Personality / I have heard this track all month. Watching someone meet it is completely different.
Sarcastic / The song is a secret. Their face is having trouble keeping it.

How to execute

1. Plan the opener

Try this opener as a starting point: “Playing the new unreleased single for my producer”. Choose the first image or moment that makes its promise clear.

2. Make the first pass

Keep the audio muted or play only a muffled, low-pass filter version of the song. Focus entirely on the listener's facial expressions. Drop the release date at the end.

3. Shape the sequence

Use this order for your first cut: The Setup > The Visual Reaction > The Audio Tease/Date. 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: "Pre-save link in bio. You aren't ready." Preview the finished post and verify that any link, tag, or instruction works.

Suggested sequence

The Setup > The Visual Reaction > The Audio Tease/Date.

Call to action

"Pre-save link in bio. You aren't ready."

What to avoid

Ask before filming and keep the first listen genuine. Do not direct the reaction or imply silence means the viewer's audio is broken.

Make it yours

1. Creatives: Film your mom's reaction to seeing your finished painting for the first time.
2. Bands: Film the drummer hearing the final master.
3. Put the listener's one-sentence reaction on screen after the silent clip so the audience gets a little context.

Try this next

The Community Playlist
The 24-Hour Recap
Fan Tattoo / Fan Art Hall of Fame

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.