Promotion / Short-form Video / 20-25 min

# The "Wrong" Audience

## The idea

Play your new release for someone who is the absolute polar opposite of your target demographic (e.g., play your heavy metal track for your sweet grandmother, or your drill beat for a classical violinist).

## Objective

Market your audio indirectly through comedic, juxtaposed social proof.

## Why this works

It’s highly entertaining and extremely shareable. If the "wrong" audience member actually likes it, it provides massive social proof. If they hate it, it’s hilarious and still gets your audio heard.

## Hook bank

Direct / I played my new drill beat for my 80-year-old grandma.
Curiosity / My dad only listens to country music. I made him listen to my new hyper-pop track...
Personality / I wanted to hear what someone outside my usual listening circle noticed first.
Sarcastic / My target-audience spreadsheet did not prepare me for this review.

# How to execute

## 1. Plan the opener

Try this opener as a starting point: “I played my new drill beat for my 80-year-old grandma”. Choose the first image or moment that makes its promise clear.

## 2. Make the first pass

Film their genuine reaction. Don't force them to be nice. Their confusion or surprising enjoyment is the content. Have the song playing clearly in the video.

## 3. Shape the sequence

Use this order for your first cut: The Setup/Context > The Playback > Their Genuine Reaction. 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: "Out now everywhere. Even my grandma approves." Preview the finished post and verify that any link, tag, or instruction works.

## Suggested sequence

The Setup/Context > The Playback > Their Genuine Reaction.

## Call to action

"Out now everywhere. Even my grandma approves."

## What to avoid

Get the listener's agreement and let their response be honest. Avoid reducing them to a demographic stereotype or mocking unfamiliar taste.

## Make it yours

1. Creatives: Show your dark, surrealist painting to a toddler and ask what they think it is.
2. Singers: Play your heartbreak ballad for your completely stoic personal trainer.
3. Ask the listener to describe the track in one image or memory rather than rating whether it is good.

## Try this next

10K Streams Reality Check
The Stolen Idea
How It Started vs. How It's Going

## 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.