Promotion / Short-form Video / 20-25 min

# Meaning Behind the Merch

## The idea

When dropping merchandise, do not just post a photo of the shirt and say "Buy this." Make a video breaking down the exact story, reference, or hidden meaning behind the graphic design on the shirt.

## Objective

Drive physical sales by selling the narrative context rather than the product.

## Why this works

People don't buy clothes; they buy identities and stories. Assigning deep narrative weight to a $30 t-shirt transforms it from a piece of fabric into a physical piece of your lore.

## Hook bank

Direct / The story behind the design on our new tour shirts.
Curiosity / This isn't just a random graphic. Here is what it means...
Personality / This graphic means something specific to me, and I wanted you to see why.
Sarcastic / It is a shirt, yes. It is also where I hid an unreasonable amount of project lore.

# How to execute

## 1. Plan the opener

Try this opener as a starting point: “The story behind the design on our new tour shirts”. Choose the first image or moment that makes its promise clear.

## 2. Make the first pass

Show the shirt close up. Explain the specific lyric, inside joke, or childhood memory the design represents. Drop the link at the very end.

## 3. Shape the sequence

Use this order for your first cut: Show the Item > Explain the Lore > Call to Action. 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: "Available on the site right now. Link in bio." Preview the finished post and verify that any link, tag, or instruction works.

## Suggested sequence

Show the Item > Explain the Lore > Call to Action.

## Call to action

"Available on the site right now. Link in bio."

## What to avoid

Explain the actual design story and show the detail clearly. Do not invent sentimental meaning just to make an ordinary product seem important.

## Make it yours

1. Producers: Explain the meaning behind the specific title and cover art of your beat pack.
2. Creatives: Explain the hidden lore in a physical art print.
3. Show the original sketch beside the finished print and point out the one detail that survived unchanged.

## Try this next

Live Loop Failures
The Silhouette Dance
Less is More

## 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.