Promotion / Short-form Video / 20-25 min

The Fan Cameo Request

The idea

Before releasing a music video or visualizer, post a call-to-action asking fans to submit 3-second videos of themselves doing something specific (dancing, holding a sign, looking at the sky). Promise to include them in the official video.

Objective

Guarantee massive release-day views by deeply involving the community.

Why this works

It creates ultimate fan investment. If a fan thinks they might be in your official music video, they will watch it 50 times on release day and force all their friends to watch it too.

Hook bank

Direct / I want YOU to be in my next music video.
Curiosity / I am leaving exactly 15 seconds of this music video blank...
Personality / I want the people listening to this project to be visible in its world.
Sarcastic / My music video has opened a remote casting department.

How to execute

1. Plan the opener

Try this opener as a starting point: “I want YOU to be in my next music video”. Choose the first image or moment that makes its promise clear.

2. Make the first pass

Give incredibly clear, simple instructions (e.g., "Film horizontally, good lighting, lip-sync the chorus"). Provide an email address or submission link. Set a tight 48-hour deadline to force action.

3. Shape the sequence

Use this order for your first cut: The Opportunity > The Instructions > The Deadline. 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: "Submissions close in 48 hours. Let's make history." Preview the finished post and verify that any link, tag, or instruction works.

Suggested sequence

The Opportunity > The Instructions > The Deadline.

Call to action

"Submissions close in 48 hours. Let's make history."

What to avoid

Explain the clip length, orientation, deadline, and how submissions may be used. Do not promise to include everyone if the edit has limited space.

Make it yours

1. Creatives: Ask fans to submit photos of their pets for you to hide in a massive crowd illustration.
2. Producers: Ask fans to send voice notes to use as producer tags.
3. Provide a simple example clip and offer a face-free option, such as hands holding a lyric card.

Try this next

The A/B Test
Crowdsourced Memory
The Industry Hot Take

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.