Storytelling / Short-form Video / 30-45 min

The Hidden Character

The idea

If you frequently mention a specific name, place, or concept in your lyrics or art (e.g., "The Midnight Man," "Room 404"), make a video formally introducing this entity and explaining its role in your universe.

Objective

Deepen catalog engagement by providing the "decoder ring" for your lyrics/art.

Why this works

It deepens the parasocial rabbit hole. Fans love inside knowledge. Defining a recurring motif gives them a key to unlock the deeper meaning of all your past and future releases.

Hook bank

Direct / Who is [Character Name] in my songs?
Curiosity / If you listen closely, I mention this one name on every project...
Personality / It’s time to explain the lore behind my lyrics.
Sarcastic / Addressing the conspiracy theories about this character.

How to execute

1. Plan the opener

Try this opener as a starting point: “Who is [Character Name] in my songs”. Choose the first image or moment that makes its promise clear.

2. Make the first pass

"You guys keep asking who 'Caroline' is. She isn't a real person. 'Caroline' is the name I gave to my anxiety. Every time I mention her in a verse, I'm talking about a panic attack, not a breakup."

3. Shape the sequence

Use this order for your first cut: Highlight the Motif/Name > The Fan Questions > The Real Meaning. 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: "Did anyone actually guess this correctly?" Preview the finished post and verify that any link, tag, or instruction works.

Suggested sequence

Highlight the Motif/Name > The Fan Questions > The Real Meaning.

Call to action

"Did anyone actually guess this correctly?"

What to avoid

Introduce the character or place in a way a first-time viewer can follow. Do not require a full catalog history before explaining its basic role.

Make it yours

1. Producers: Explain the meaning behind your famous producer tag, who said it, and why it represents your brand.
2. Creatives: Explain the specific meaning of the recurring motif (a specific bird, a shape) hidden in the corner of all your paintings.
3. Show its first appearance, one later change, and the question about it your next project explores.

Try this next

The Hater's Review
Unplugged at the Park
Remixing the Hater

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.