

GLOBAL YOUTH MUSIC VIDEO CAMPAIGN ON TOBACCO CONTROL

PARTICIPANT KIT



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WHAT IS #GETLOUD?

NATIONAL CAMPAIGNS, GLOBAL COMPETITION

#GetLoud is a global music video competition for youth-led or youth-facing advocacy organizations funded by the Campaign for Tobacco-Free Kids (CTFK). This is an opportunity to use creativity, musicality and fun to call out Big Tobacco.

Participants will create and film a music video, then launch a national campaign to make it go viral. The goal is to create earworms, memes and buzz that expose industry tactics and help advance policy campaigns. Promotional campaigns should be focused on social media, but may also include media and in-person events to promote your music video.



#GETLOUD AT A GLANCE

This is your chance to get creative and build a national campaign to expose and counter the deceptive tactics of the tobacco industry.

1

You will create an original music video with original music and lyrics to build a narrative about the industry.

2

You will run a campaign to promote and share the music video.

3

Your music video and promotional campaign should be directly linked to your country's tobacco control objectives, adding momentum to existing calls for policy change.

4

CTFK will provide up to \$1,000 USD of seed funding to your organization to support the production of your music video and the campaign to promote that video.

5

Your campaign must be launched no later than **1 June 2027** and be promoted for a minimum of 6 weeks to be eligible for the #GetLoud global competition.

6

Upon completing your campaign, you will submit your music video and evidence of impact by **15 July 2027** (see Submission Requirements for full information). An international panel will judge the music videos based on creativity and the policy advocacy impact, with winners announced in **late summer 2027**. Winning organizations will receive global recognition and an award from CTFK.

HOW TO #GETLOUD?

Please complete and submit the following by **30 September 2026**

1

Approximate timeline for your music video production and promotional campaign

Your campaign can be launched anytime to coincide with your national policy priorities. It must be launched no later than **1 June 2027** to allow for at least six weeks for promotion.

2

Basic budget of anticipated costs for up to \$1,000 USD

(Budget should include expected costs to produce the music video and promote it. Some groups may not require funding, in which case, no budget is required)

The promotional campaigns should be completed by **15 July 2027**. Upon completion of your campaign, you will submit the music video and metrics to the #GetLoud website. You must also sign a non-disclosure agreement as part of your submission.

Awardees will be publicly announced in **late summer 2027**.

ELIGIBILITY

You must be part of a youth-based or youth-serving advocacy organization currently funded by CTFK in order to participate in this competition. Eligibility also requires the following:

01

Your music video and promotional campaign must align with your country's tobacco control policy objectives.

04

We encourage collaboration with your existing TC coalition in your country, to ensure the campaign fits your country's advocacy strategy. You may apply on behalf of your country coalition or independently.

02

Only one music video will be accepted from each country.

03

All creative and strategic teams creating the music videos and corresponding campaigns must consist of young people 18-30 years old.

05

All participants must adhere to the terms and condition to #GetLoud Competition.

REQUIREMENTS

MUSIC VIDEO



Your campaign will be grounded in at least **one music video** with originally produced music and lyrics.

The music video **must have a strong message** that aligns with your country's policy objectives and advocacy strategy.

Your music video should be in your native language and **be relevant** to your local culture and audiences.

Please **provide a transcript or subtitles in English** when you submit your video at the end of the competition so we can accurately judge it.

The music video must be **no longer than 3 minutes**.

Videos will be judged on a variety of creative criteria, including music, lyrics and art direction. As such, participants are **strictly prohibited from using AI**. The music, lyrics, video footage and all aspects of the work should be **self-created**.

PROMOTIONAL CAMPAIGN

Your supporting promotional campaign **must align with your country's tobacco control policy objectives**.

Videos and campaigns should **include the #GetLoud logo** along with your organizational and campaign logos/brand identities.

The campaign must launch by **1 June 2027** and run for a minimum of 6 weeks.

The campaign strategy must include:

- Plans to amplify the music video across diverse digital platforms (must have at least one social media platform as the main channel).
- Campaigns should use outreach and promotional tactics to reach policy makers. The youth groups should use all efforts possible to make the music video a part of national tobacco control advocacy. This may include social media promotion, community engagement, media outreach and live events. The goal is to get decision makers to see and engage with the music videos and campaigns, and add them to policy discussions.



DOS

1

Submit your expression of interest and budget request by **30 September 2026** to **GetLoud@tobaccofreekids.org**

2

Ensure your #GetLoud campaign complements and supports your ongoing advocacy work and is linked to your policy objectives.

3

Ensure your advocacy partners + CTFK country teams are aware and supportive.

4

Create original creative music (no AI or adaptations/covers of existing music). All entries must remain 100% original and human-created.

5

Include the official #GetLoud logo* in your music video and alongside your campaign/organizational logos on all materials [\[click here\]](#).

6

Ensure the video content and campaign conform with the laws and practices of your country.

7

Include a visibility strategy to ensure your video is seen by decision makers and opinion leaders.

DON'TS

1

Do not use AI-generated visuals, background music, synthetic voice overs, deep fakes, scripts/lyrics, or other creative outputs in any part of the music video production process.

2

Do not name company representatives by name – focus on tobacco companies or general industry tactics, not specific people.

3

Do not share campaign content that contains insults, hateful narratives, discrimination, harassment, stereotypes, sexually exploitative content, or culturally insensitive messaging related to ethnicity, religion, race, nationality, gender, or inter-group relations.

4

Do not spread fake news, hoaxes, manipulated statistics, unverifiable claims, or deliberately misleading tobacco control information within campaign materials. All information presented in the campaign must remain accurate, verifiable and evidence-based.

5

Do not use defamatory, offensive, or harmful content directed toward participating organizations, international peers, other countries, judges, organizers, or CTFK in any campaign or communication materials.

6

Do not publicly share confidential communications, discussions, coordination materials, or sensitive information exchanged between participants and organizers during the competition period. All official communications between participants and organizers are considered confidential and are not intended to be publicly distributed or posted on social media platforms.

COMPETITION CRITERIA



Once submitted, your music videos and the results of your promotional campaigns will be judged for the potential to win awards and international recognition:

CRITERIA	INDICATOR
ALIGNMENT OF CAMPAIGN THEME & OBJECTIVES	• Strong alignment with policy advocacy or social movement.
CREATIVITY AND PRODUCTION QUALITY	• Originality and production quality. • Music and lyrics. • Choreography and staging. • Visuals and art direction. • Quality of storytelling.
CAMPAIGN PERFORMANCE	• Digital platforms used optimally (promotion done for at least 6 weeks across platforms). • Result in reach/awareness, engagement rate. • Impact towards local TC advocacy.
ADVOCACY IMPACT	Any notable advocacy outcomes including: • Reaching decisionmakers. • News media coverage. • Sharing or engaging with music video by policymakers or other stakeholders. • Mention of music video in policy settings or discussions. • Any other examples of the advocacy impact of your music video and campaign.

TiMEliNE

**10 – 14
August 2026**

**Campaign Resources and Educational Materials
Distribution**
(Online advocacy & digital training)

**17 August –
30 September
2026**

**Participant Send Proposal + Budget Plan
via Google Form**

**2 – 30
September 2026**

Send Funding and Coordination

**1 September
2026 – 1 June
2027**

Campaign Development and Launch
(Must be promoted for a minimum of 6 weeks)

**Latest by
15 July 2027**

Campaign Result Submissions Due
(Music videos and campaign results via Google Form)

**19 July –
20 August
2027**

Judging Period
*(A final evaluation to determine the overall submissions based
on the competition criteria)*

**Late Summer 2027
(September 2027)**

Awards Announced

DISCLAIMER

ASSETS PERMITTED

01

By entering the competition, participants agree that all submitted ideas, creative concepts and music video designs will become the intellectual assets of CTFK. CTFK retains the royalty-free right to utilize, adapt and distribute these materials for promotional, marketing and campaign purposes across all digital media platforms.

COPYRIGHT GUARANTEE

02

Participants must certify that submission is entirely their own original work. The inclusion of any copyrighted music, stock footage, or unauthorized third-party property will lead to immediate disqualification, with the participant bearing full liability for any legal disputes.

FINALITY OF DECISIONS

03

All judging panels' decisions regarding winners, and rule interpretations are final and inviolable.

PROFESSIONAL CONDUCT

04

All participants must maintain a respectful and professional tone. Any content or behavior that denigrates your own organization, other participating countries, international delegates, or CTFK will result in disqualification.

***Every participating organization must submit signed NDA that requires agreement of the listed disclaimer**



CAMPAIGN
for
TOBACCO-FREE
Kids®



FREQUENTLY ASKED QUESTIONS



FREQUENTLY ASKED QUESTIONS (FAQS)

Q: Will participating in #GetLoud impact my current grant or work plan?

No. This competition is a standalone, extra activity and different from your regular programs that are approved by CTFK. However, your #GetLoud campaign should complement and support your existing work and help advance your current policy objectives.

Q: Can we submit more than one music video to the global competition?

No. #Getloud will accept only 1 music video per country. You are welcome to produce additional clips or other short-form videos for your promotional campaign, but you should create and promote only one music video with the goal of making it go viral.

Q: Can organizations across countries work together and create a regional music video?

No. #GetLoud is a country-based competition. Youth groups in each country may work together to create a music video, but the competition will not accept regional submissions.

Q: Can we collaborate with other organizations on our #GetLoud campaign?

Yes. Multiple organizations may collaborate on this campaign, as long as only a single video is submitted to the competition from your country.

Q: Can organizations collaborate with external creative teams, musicians, or production partners?

Yes. You may collaborate with external creative contributors or production partners to create your music video, as long as the content and campaign remain original, aligned with the competition guidelines, and fit into your existing advocacy work. The promotional campaign should be managed by your organization(s), without hiring ad agencies or other external partners.

Q: Whom may we contact if we have additional questions about #GetLoud?

You may contact us at any time with any questions at getloud@tobaccofreekids.org

FUNDING

Q: We don't have enough funding to produce a music video, can you support that?

Yes. Your organization is eligible to apply for up to \$1,000 USD in supplemental funding for any aspect of your #GetLoud campaign, from production to promotion.

Q: How and when will we receive the funding?

See How to #GetLoud above for instructions on how to submit your budget proposal. Pending approval, CTFK will provide the #GetLoud funding through wire transfer.

Q: What if the funding is insufficient? Will additional costs be covered?

No. You are encouraged to optimize available resources and develop campaigns that are practical, impactful and aligned with the scale of the program and budget. Your in-country CTFK teams can work with you to help realign workplan activities and budgets, if helpful.

ABOUT THE MUSIC VIDEO

Q: What if our music video content is flagged, restricted, or removed from digital platforms?

You will be provided with platform guidance, campaign dos & don'ts, and amplification recommendations to help reduce moderation risks. If content is flagged or removed, you are encouraged to document the issue, submit platform appeals where relevant, and re-upload or diversify amplification through alternative platforms or offline/community channels. Any significant engagement drops or platform restrictions may also be reviewed contextually by CTFK during the judging period.

Q: Is it okay to re-use or adapt or adapt previously recorded music for our video?

No. The #GetLoud competition will only consider 100% original productions.

Q: Can we use AI to help with any aspect of the project?

There are strict restrictions on AI-generated music videos included in the competition guidelines. We ask that all music videos use original lyrics, music, and video footage.

ABOUT THE DIGITAL CAMPAIGN

Q: Can we upload campaign content across multiple social media platforms?

Yes. You are free to utilize multiple social media platforms as part of the promotional campaign strategy. We want you to reach as many people as possible.

Q: Is it necessary to create a new social media account for the #GetLoud campaign?

No. You are free to decide whether you use your organization's existing social media accounts or create new campaign accounts.

Q: Are we allowed to use social media ads or paid promotion for digital amplification?

Yes. The use of social media ads, boosting, or paid digital promotion is fully allowed and may be incorporated as part of your campaign strategy and budget. You are encouraged to ensure that all promotional activities remain aligned with the competition guidelines and tobacco control advocacy objectives.

Q: Are campaigns online only?

CTFK encourages you to think creatively about how to build visibility through digital and also traditional communications activities that can be completed within the budget. We also encourage you to incorporate your music video and your key messages into your overall advocacy and activities that are already happening in your country.



