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MEET

#GET
LOUD

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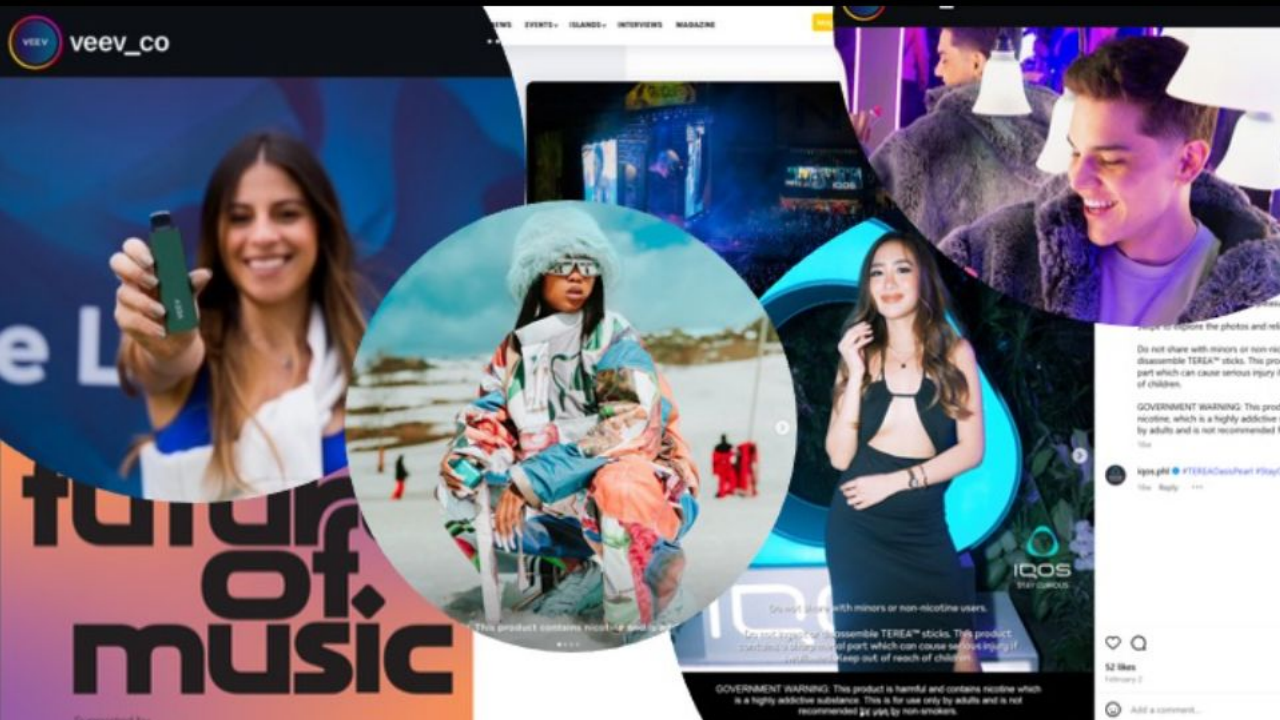
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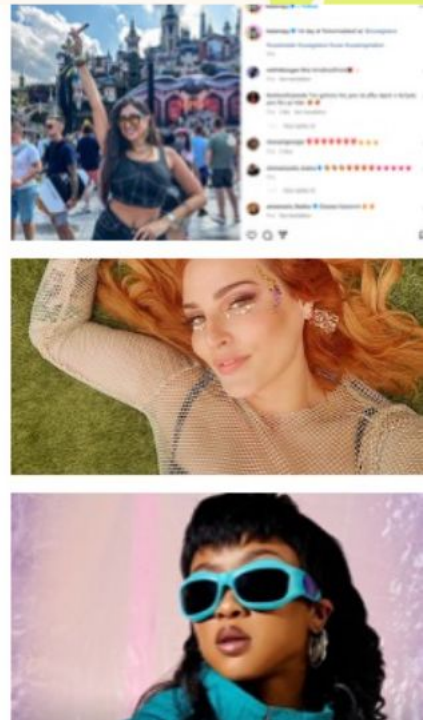
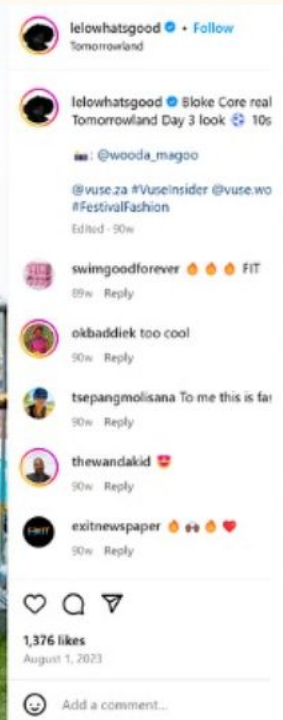
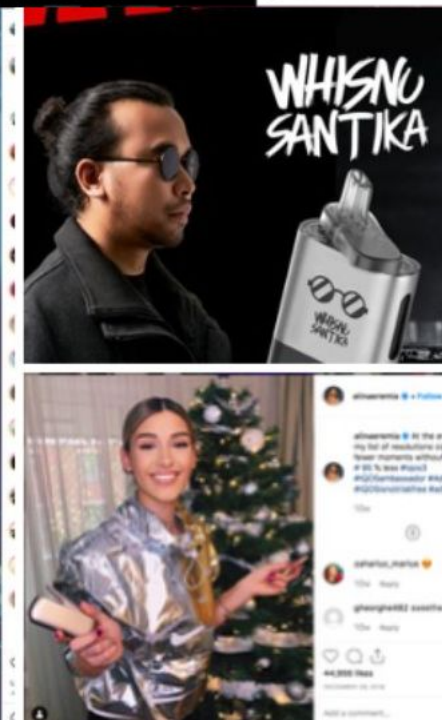


A QUICK LOOK AT TOBACCO INDUSTRY TACTICS

CAMPAIGN for TOBACCO-FREE Kids

The tobacco industry has a long history of targeting youth. While the products and platforms may change, the industry's goal remains the same: recruit a new generation of customers.

Today, tobacco companies position themselves in youth-oriented spaces where young people gather, socialize and shape culture. These spaces include social media platforms, music festivals, sporting events and influencer-driven content.



AS A #GETLOUD CAMPAIGNER,

**your role is to look beyond the marketing and identify the tactics being used.
We encourage you to ask yourself:**

How is this product
being presented?

Who is the
intended audience?

What emotions, lifestyle or
identities are being presented
in industry advertising?

Is the industry's marketing
making nicotine use seem
normal, harmless or
desirable?

What information about
health risks is being left
out?

#GetLoud is a way to use our voices to expose the industry's tactics. Create content that highlights industry manipulation, challenges misleading narratives and helps your peers recognize when they are being targeted.

**The tobacco industry depends on young people
to ignore its devious tactics.**



**#GET
LOUD**

CLICK HERE TO
GET THE LOGO

MODULE 1

HOW TO CREATE AN ENGAGING MUSIC VIDEO





WHY MUSIC VIDEOS?

Music is one of the most direct ways to move people. A message set to music in a style your community actually listens will be easier to remember, to repeat, to share rather than the same message spoken plainly.

Public health campaigns have used this for decades, from HIV prevention in the 1970s, to Ebola response in Guinea and Liberia, to COVID vaccination campaigns in Brazil.

Research on health messaging has found that culturally adapted music improves not only what people remember, but how much they trust the message. That is the opportunity in **#GetLoud**. Your song is not separate from this advocacy, but rather an essential part of the message.



BUILD THE FOUNDATION FOR YOUR MUSIC VIDEO

Define Your Story and Message

- Identify the tobacco control issue you want to highlight and the story you want audiences to remember. Remember, it should align with the current policy objectives in your country.
- Ask your CTFK country representative for guidance.
- The strongest music videos turn complex advocacy topics into simple, relatable, and memorable messages that resonate with young people.

Start with The Music

- Decide what you want a viewer to feel, remember, and do (call to action). Then choose music that serves and supports this, not simply music you enjoy.
- Match the tempo to the pace of your spoken message. Music that is too fast or too slow impacts how well the message is received. Let the message breathe and sink in.
- Decide early how much of your message is vocalized, spoken, or narrated over music.
- Your music should be in your own language and rooted in music your community actually listens to, connected with identity (Iwu et al., 2025). This is a competition requirement, and will serve you well.
- Simple and well-executed is preferable to complex and layered but lacking clarity (“muddy”).

Turn Your Idea into a Visual Plan

- Once your concept is clear, start developing your lyrics, storyboard, and content flow.
- Think about how music, visuals, and storytelling can work together to reinforce your message and create content that can be adapted for digital platforms.

Prepare for Production

- Create your own production timeline. Map out the filming schedule, the post-production process, and the digital campaign.
- Choose a filming location that supports the story you want to tell (It could be anywhere that helps your story - even be a sound stage or office!).

Realistic Timeline

- Work backwards, creating a timeline that will ensure you meet all the project deadlines.
- Remember, your music video is not only a production. It is a campaign that requires time for promotion.



PLANNING:

WRITE AND DEVELOP YOUR MUSIC



Choose audio tools you are comfortable with. For the tool matters far less than the idea, and committing to one too early could slow the creative process down. Try exploring friendly audio tools such as GarageBand, Bandlab, Soundtrap.

Prioritize **tools that make it easy to share** ideas with collaborators and stay organized.

Record and **document every idea**, including rough ones.

Ask yourself: What do you actually have to say? Does it sound **authentic and honest**? Would someone in your **community relate** to this message and the way it is being expressed?

Audio and video quality help you gain and hold attention. The message, and the **authenticity of what you created, is what will stay with someone.**

You can **start from the music** (listen to music close to what you imagine and let that shape your message) or **start from the message** (get clear on what you are saying, then find music that connects with it). Either works, and so does a combination.

Use **reference tracks for inspiration** and direction, but once you begin writing, step away from them and **keep your own work separate and original.***

*The competition requires 100% original music and lyrics, prohibits adaptations and covers, and makes inclusion of copyrighted material grounds for immediate disqualification with the team carrying legal liability.

RECORDING AND FINISHING YOUR MUSIC



START SIMPLE

- Most of your final quality is decided when you press record, not afterward. A quiet room, a close microphone, and a confident performance will beat any amount of processing later.
- A small room with soft surfaces works better than a large empty one. Blankets, curtains, and clothing all help.
- Sing or speak slightly across your phone rather than straight into it. This prevents popping on "p" and "b" sounds.
- Record more takes than you think you need, and label your files as you go.

WORK TOGETHER

- Choose a tool everyone on your team can open. Browser-based tools let collaborators contribute without installing anything.
- You don't all need to be online at the same time. One person records and saves, the next person picks it up.
- Keep one current version that everyone can hear. Over nine months, version confusion costs more time than any technical problem.

MAKE THE WORDS CLEAR

- If your audience can't follow the lyrics or narration, the campaign hasn't happened. Every mixing decision should serve that one goal.
- Less is more, especially with recordings made in ordinary rooms. Heavy processing amplifies whatever is wrong with the original recording.
- A simple order that works: set your levels first, then EQ (cutting works better than boosting), then gentle compression, then a little reverb last.
- Check your final mix on a phone speaker without headphones. That's how most people will hear it.

WHERE TO LEARN MORE

- The Tech Nook (technook.co) offers free tutorials and transcripts created by music therapists. The Audio Engineering and Video Production sections cover recording setup, Soundtrap basics, collaboration, and video gear.
- These search terms will find good free tutorials in most languages: "phone mic recording tips," "how to record vocals at home," "basic mixing for beginners."



You don't need everything at once. A minimal setup and a good performance will take you further than expensive equipment you're still learning to use.

PRODUCTION:

BRING YOUR VISION TO LIFE

1

SET YOUR MUSICAL APPROACH

Your recording method should reflect the musical approach defined in your plan. Whether you're creating an intimate acoustic piece or a layered studio production, adjust your recording process accordingly.

2

RECORDING & TEAM ARRANGEMENT

Play to your team's strengths. Keeping things simple and performing with confidence will often create a stronger result than attempting something overly complex.

3

BUILD YOUR PRODUCTION TEAM

- You may collaborate with musicians and production partners. If your concept requires expertise your team doesn't have, be sure to identify those needs and include them in your planning and budget from the start.
- You are allowed to work with musicians and production partners. If your idea needs skills your team does not have, plan and budget for that early.
- Consider your options, including using current team members or collaborating with professional production teams or freelancers.
- The production team will be responsible for bringing your creative vision to life and should work within your budget and timeline.

4

RECORD YOUR TRACKS

Record in a quiet environment, capture multiple takes to give yourself more options during editing, and keep all files well-organized with clear labels.

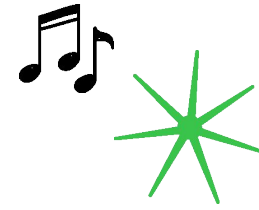
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CHOOSE THE RIGHT CAST

- Find cast members that align with your campaign values and objectives. They will become the “face” of your campaign.
- Conduct a social media screening of all cast members to confirm there is no conflict of interest with the tobacco industry.

POST-PRODUCTION:

MAKE IT BIGGER, MAKE IT MATTER



Craft the Story

- Organize and edit all footage into a coherent story that aligns with your original concept and message.
- Listen back and ask whether the finished audio delivers the feeling you intended to create. Prioritize fixing the audio and message before polishing visual effects.
- Focus on storytelling. Effects and transitions should enhance the narrative.
- Recommended editing software includes CapCut Pro, Adobe Premiere Pro, and DaVinci Resolve. Mobile-friendly options include CapCut and Edits by Instagram.

Review & Gather Feedback

- Conduct a first preview with a few people, ideally representing your target audience, and gather honest feedback.
- Confirm that the lyrics, narration, and key messages are easy to understand. If people struggle to follow them, simplify the edit or improve the audio clarity before launch.
- Check the final version on a mobile phone speaker without headphones to ensure the audio remains clear for everyday listening.

Polish the Final Cut

- Once the rough cut is complete, refine the video to achieve a polished and professional look.
- Review the final audio mix, subtitles, and overall pacing to ensure the story remains engaging from beginning to end.
- Recommended tools include Adobe After Effects and Adobe Audition for graphics and audio; Canva for social media assets.

Create Platform-Specific Assets

- Maximize your music video reach by adapting it for different platforms and audiences.
- Prepare 15s, 30s, and vertical cut versions, its essentials for your promotion campaign.
- Check that your core message remains clear and impactful across every version, regardless of length or format.
- Prepare an English transcript or subtitles for your final submission to support judging and wider accessibility.



MODULE 2

HOW TO PROMOTE YOUR MUSIC VIDEO



DIGITAL CAMPAIGN STRATEGY



1

Identify Your Audience

- a. **Demographics:** Pinpoint your audience's age and location to tailor your tone, visuals, and storytelling style.
- b. **Psychographics:** Shape your content and platform strategy by mapping the audience's interests, behaviors, and digital habits (such as the best posting time and content format preferences).

2

Spread Your Content Across Platforms

Prepare your content size and format based on the platform.

- a. Prioritize launching your music video on TikTok to leverage its highly effective algorithm.
- b. Expand to other popular channels (especially Instagram Reels, YouTube Shorts, X Video) to maximize reach and boost engagement based on your audience's location.

3

Optimize Each Platform

Don't simply repost the same content everywhere. Each platform has different audience behaviors and algorithms. Adapt your music video, captions, video length, thumbnails and creative style to fit the platform where it will be published. Creating platform-specific versions helps your campaign reach more people.



DIGITAL CAMPAIGN STRATEGY

4

Plan Your Content Rollout

Plan your campaign before your music video launches. Build excitement early, maximize the launch day and continue sharing content long after publication.

STRUCTURE YOUR CAMPAIGN INTO THREE PHASES:

Phase 1: Teaser

Build anticipation by sharing:

- Behind-the-scenes footage
- Lyric previews
- Countdown graphics
- Cast introductions
- Production photos

Phase 2: Launch

Release your music video and support it with:

- Short vertical edits and highlight clips
- Quote graphics
- GIFs and still images
- Stories and live reactions

Phase 3: Grow

Keep your campaign visible by publishing:

- Audience reactions
- Follow-up clips
- Creator interviews and community highlights
- A consistent rollout gives audiences multiple opportunities to discover and share your campaign.



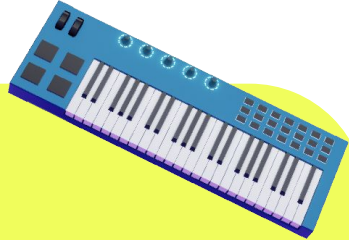
DIGITAL CAMPAIGN STRATEGY



5

Budget Allocation

Effective spending is a key component of how your digital campaign will be assessed. Invest wisely in creating a high-quality music video (for example, collaborating with freelancers or partnering with professional musicians) as well as strategic digital amplification (for example, using digital ads and securing influencer collaborations).



6

Measure, Learn, and Adapt

Monitor your campaign performance throughout the competition. Pay attention to watch time, shares, comments, saves and audience retention to understand what resonates most with viewers. Use these insights to create additional content that builds on your strongest-performing posts.



MAXIMIZING YOUR IMPACT



Empower Your Community

01

Your strongest supporters are often the people already connected to your campaign.

Empower your team's existing network and encourage team members, volunteers, partners, and the local community to actively share, comment, and engage with the music video. Grassroots momentum builds authentic credibility.

Make it Easy for Others to Share

02

The easier you make it for partners and supporters to share your video, the more likely they are to amplify your campaign.

Prepare a simple partner toolkit that includes:

- Ready-made captions
- Graphics and photos
- Suggested hashtags
- Video links
- Posting guidance and recommended posting dates

Providing these resources helps partners share consistent messages while expanding your campaign's reach.

Build Momentum

03

The first few seconds of every video matter most. Capture attention immediately with your strongest visual, catchiest lyrics, or an emotional moment.

Create content that people want to engage with by having dance moves, challenges, transitions or trends that audiences can participate in.

Ask questions, respond quickly to comments and keep conversations active. Engagement helps increase visibility.

If one post performs particularly well, don't stop there. Publish follow-up clips, reactions and behind-the-scenes content while interest is still growing. Momentum is one of your greatest assets.



MAXIMIZING YOUR IMPACT



Content Tips

- Film more footage than you think you'll need.
- Every music video should produce multiple pieces of content for social media.
- Focus on storytelling first. Effects should strengthen your message, not distract from it.

Remember that one music video should create many pieces of content. Prepare short clips, vertical edits, quote graphics, still images and behind-the-scenes moments to keep your campaign active throughout the competition.

Community Tips

- Shares often matter more than likes because they introduce your campaign to new audiences.
- Reply to comments and encourage conversation to increase engagement.
- Celebrate other #GetLoud campaigner by sharing and supporting their work.

Collaborate with musicians, youth creators, dancers, athletes, community leaders and other trusted voices whose audiences align with your campaign. Encourage #GetLoud campaigner to support one another by sharing and celebrating each other's work.

Campaign Tips

- Review your analytics regularly and learn from what performs best.
- Stay consistent throughout the campaign instead of relying on one viral moment.
- Think beyond the competition. The goal isn't simply to earn views. It's to inspire conversation, encourage participation and motivate people to take action.

Your music video is only the beginning. The conversation you build around it is what creates lasting impact.

GOOD LUCK AND

#GET
LOUD

2026



APPENDiX



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