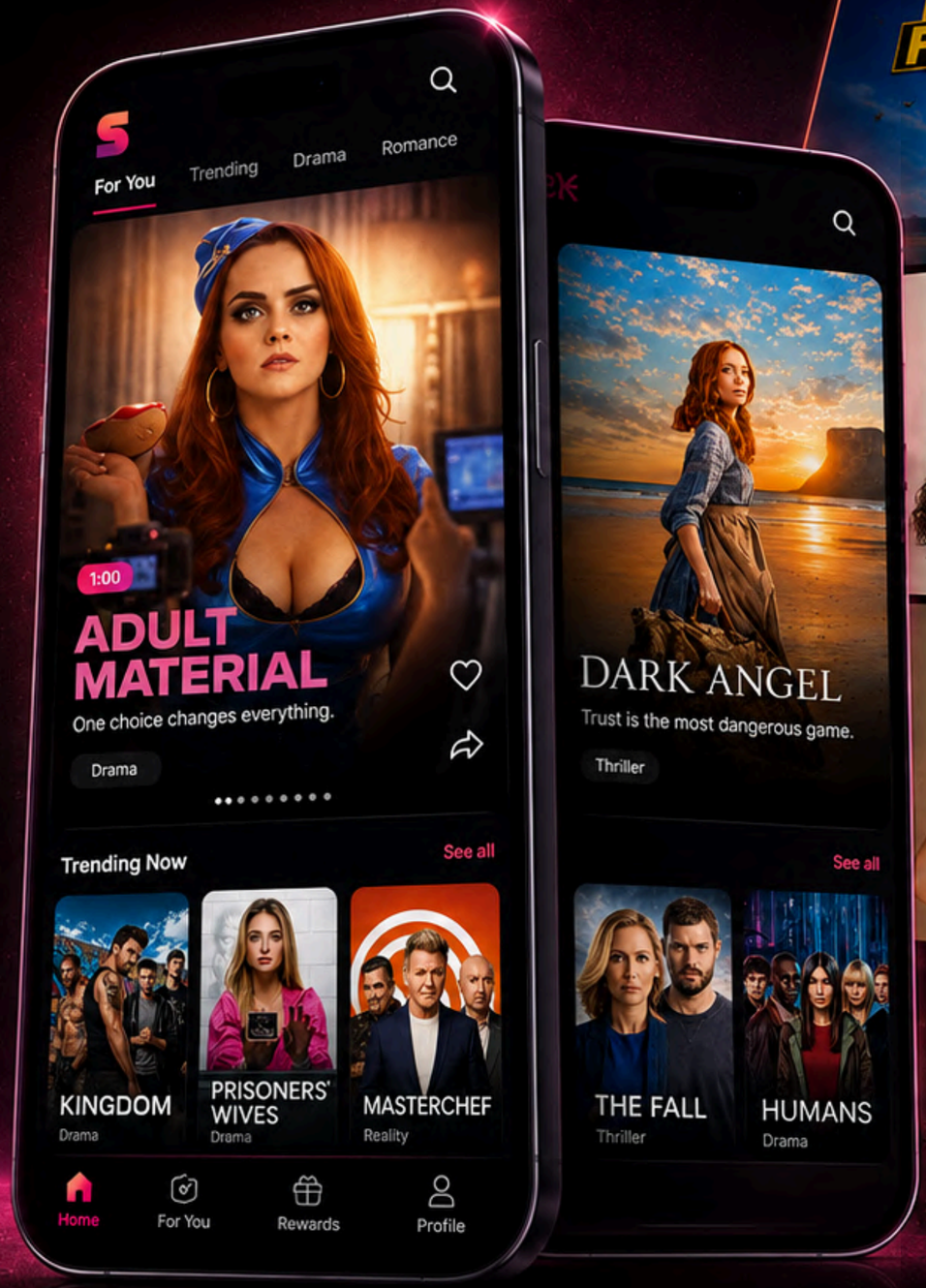
snips

Big stories.
Short format.

SNIPS CREATOR CHALLENGE

Create a 9:16 creator ad, 30–60 seconds, that turns an everyday break into must-watch drama.

▶ Watch now for free



SNIPS,
IN ONE GLANCE

Premium series and movies,
recut into vertical mobile episodes.

Fast to start. Easy to continue.
Built for your phone—and your life.

Swipe. Tap. Binge.

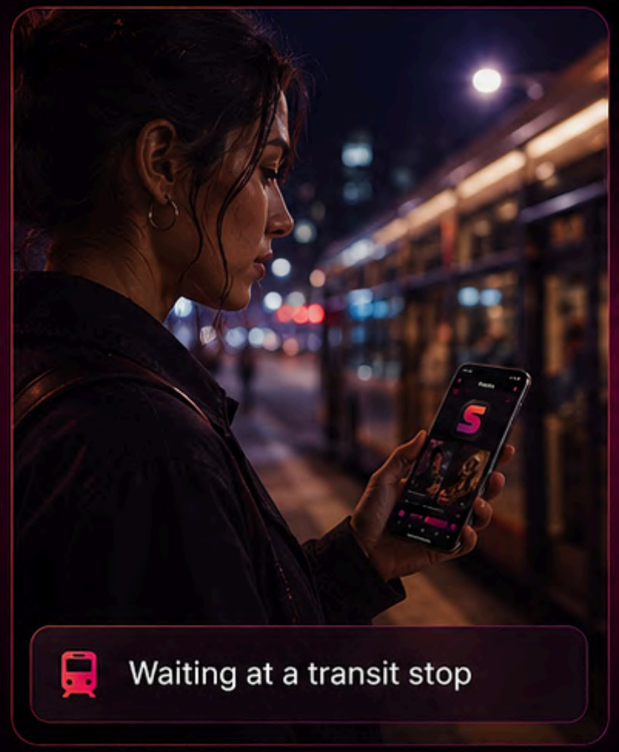
snips

snips

SNIPS CREATOR CHALLENGE

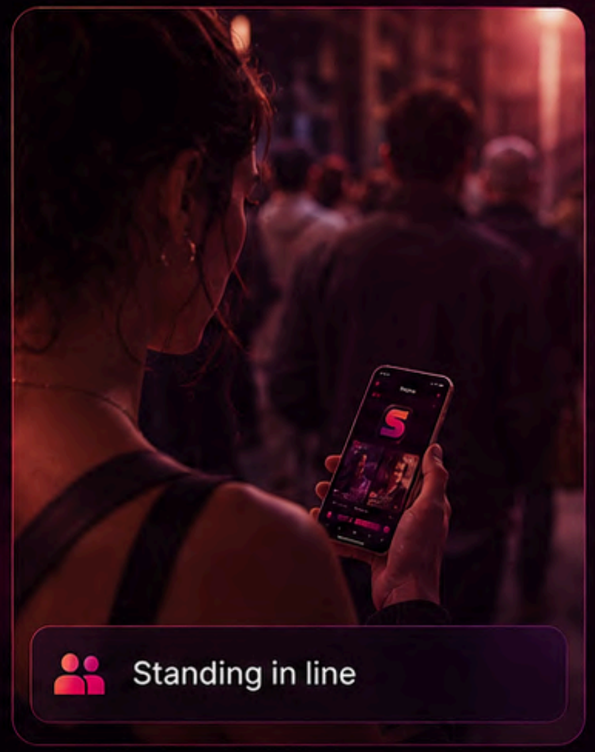
SMALL WINDOWS. BIG DRAMA.

Show Snips inside the moments people already have:

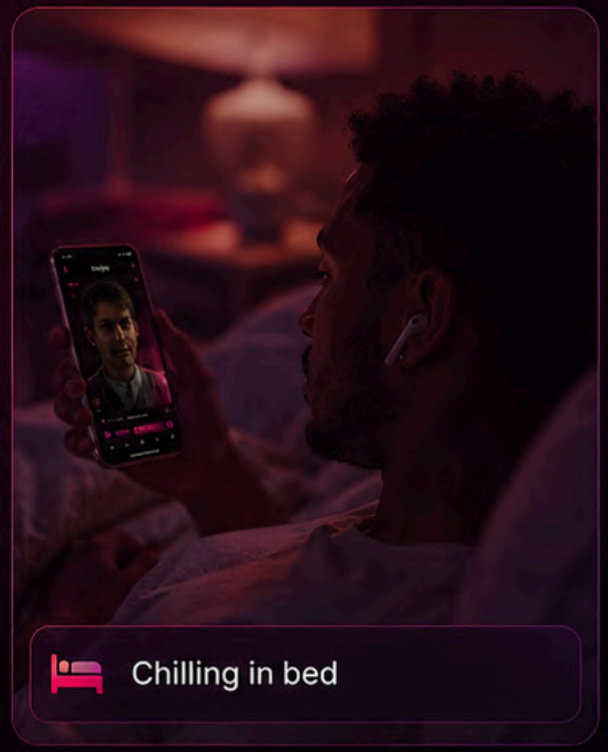


Waiting at a transit stop

Two minutes over coffee



Standing in line



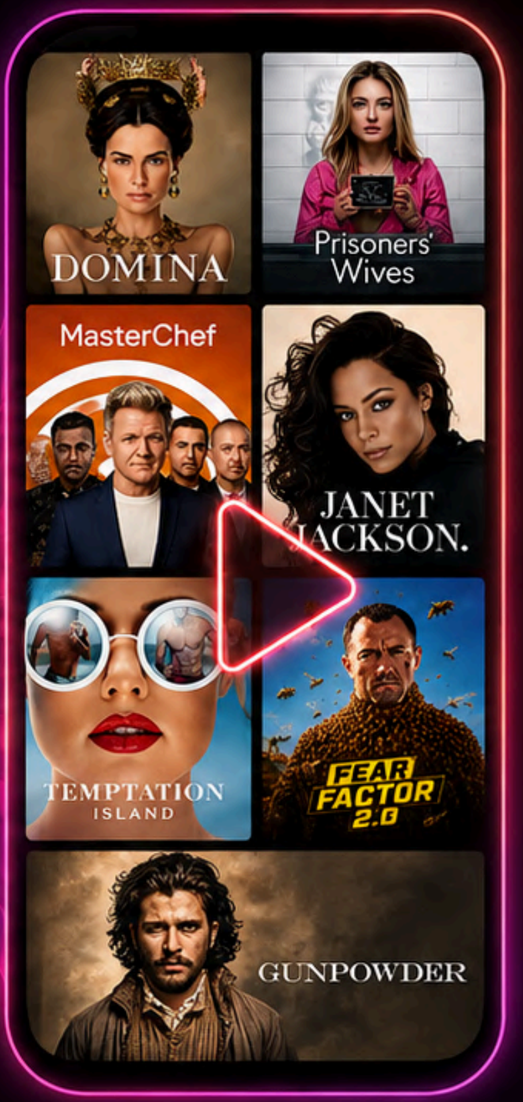
Chilling in bed

Ordinary pause → cinematic escape.

ONE PROMISE. THREE REASONS.

FULL STORY, HALF THE TIME.

Premium stories in 1–2 minute episodes—usually 60–90 seconds.



GET YOUR FREE PASS.

Start all series for free, watch now.

PAY ONLY FOR WHAT YOU LOVE.

Continue only with the stories you choose.
No classic monthly commitment required.

MADE FOR YOUR MOMENTS.

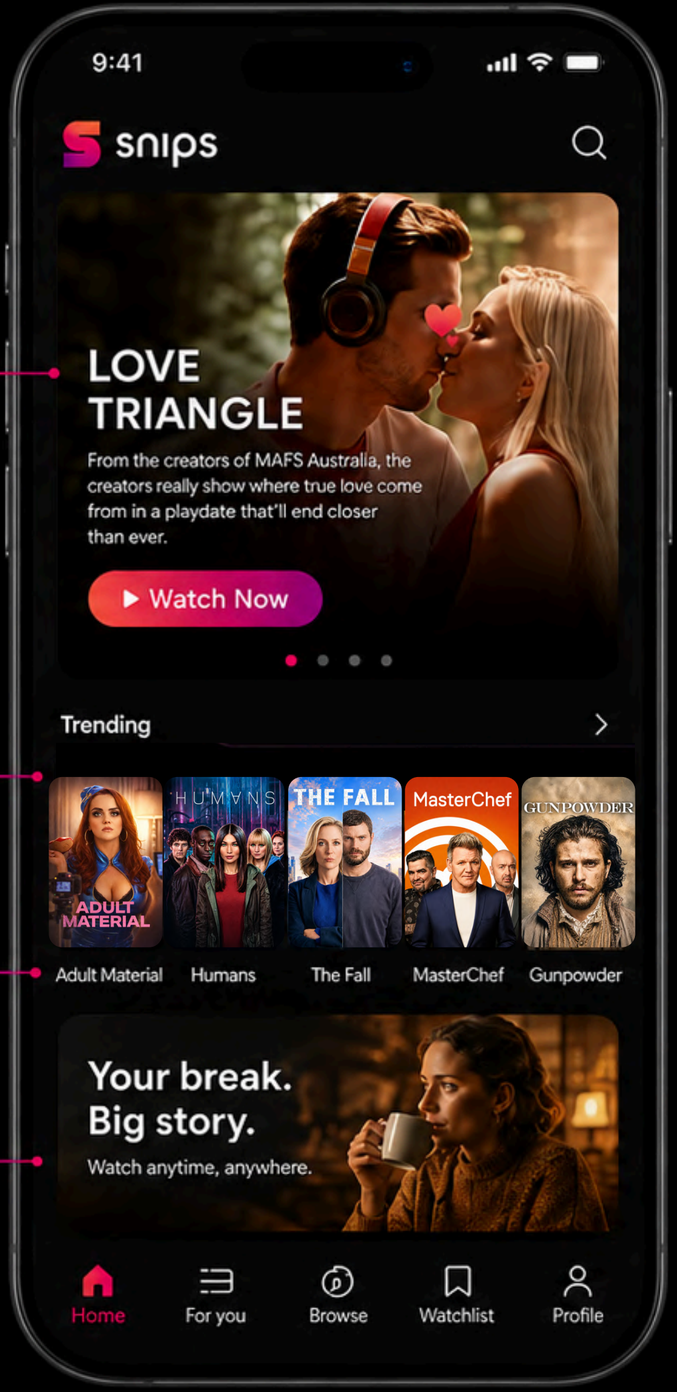
Short, premium episodes that fit your life—
anytime, anywhere.

snips

SHOW IT RIGHT

MUST SHOW

- Snips logo or official app icon
- Real Snips UI on a vertical phone
- One recognizable everyday break
- One core message



APPROVED LANGUAGE

- "Premium stories in 1 to 2 minute episodes."
- Get your Free pass – Start all series for free, watch now."
- "Full story, half the time."

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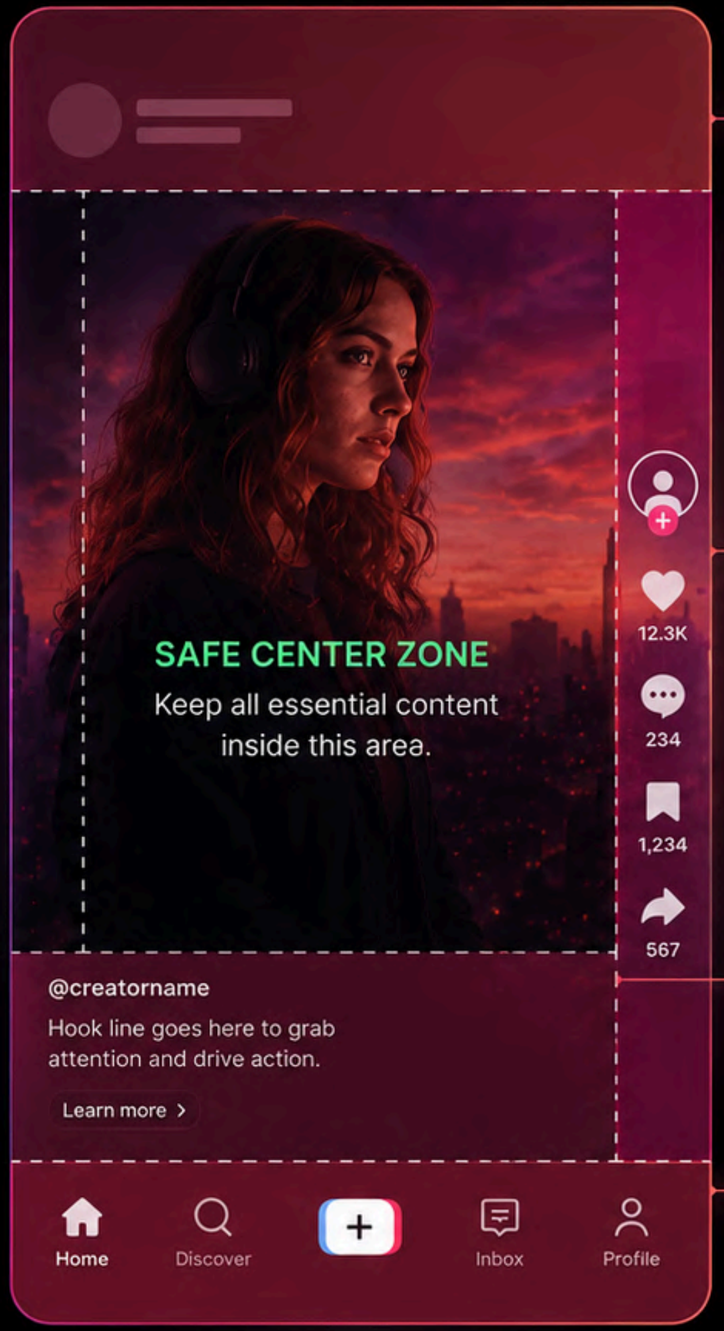
SNIPS CREATOR CHALLENGE

SAFE ZONES FOR 9:16

Be ready for TikTok, Reels, and social overlays.

Keep all essential text, logos, subtitles, and CTAs inside the **safe center zone.**

Do not place critical copy inside **shaded overlay zones.**



PROFILE / TITLE AREA
Top overlays may cover this region.

RIGHT-SIDE ACTION BUTTONS
Keep important elements left of this zone.

CAPTION + CTA AREA
Captions and CTA buttons may be partially covered.

BOTTOM NAVIGATION / UI OVERLAP
Bottom UI may overlap content in this region.

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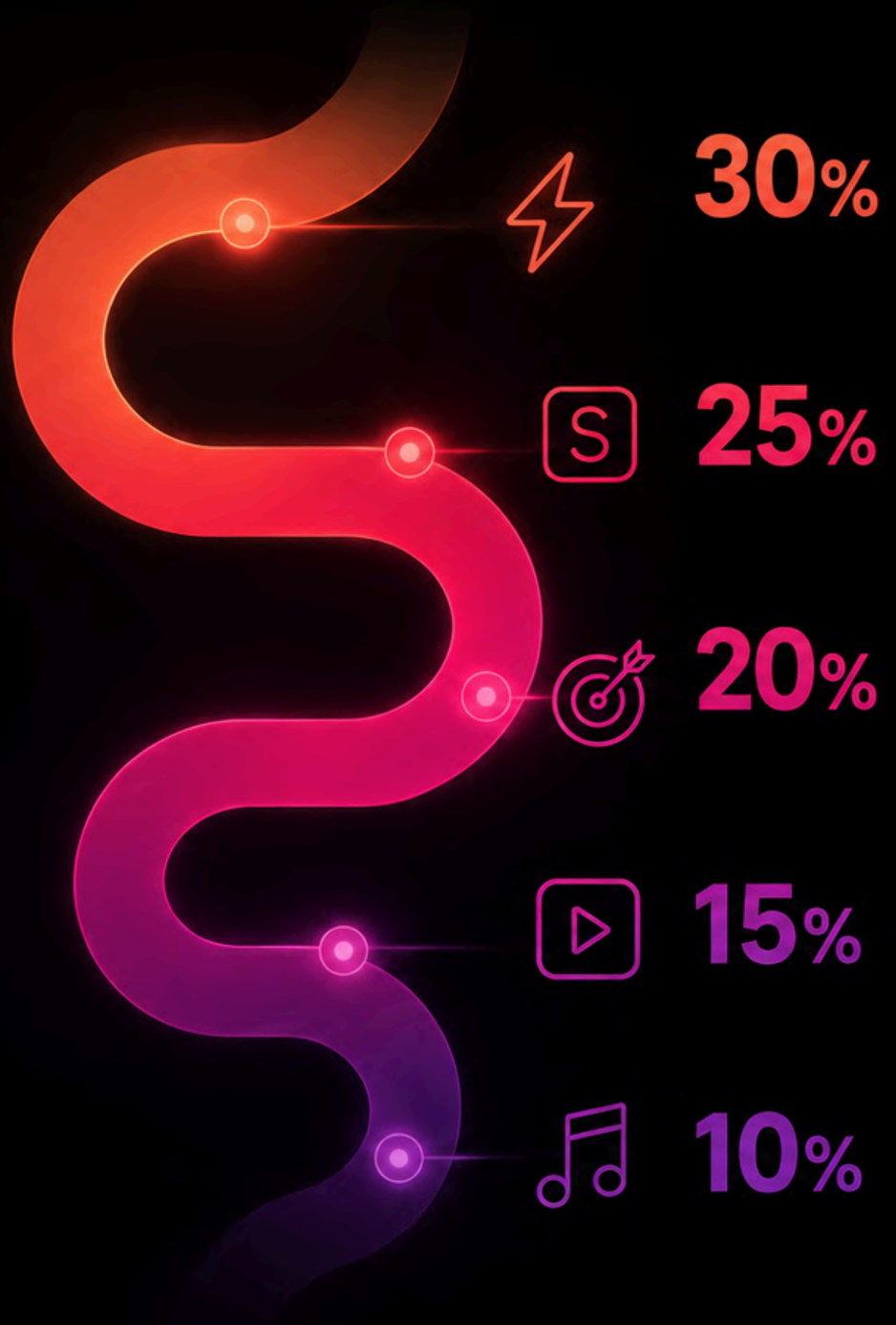
WHAT WINS

Great Snips don't happen by accident.
We judge what matters.



30%

Hook

Immediate scroll-stopping power in the first 1–3 seconds.

25%

Snips Fit

Authenticity to the app, vertical format, and mobile-first experience.

20%

Message Clarity

Clear presentation of core value props (Free episodes, no subscription required, full story in half the time).

15%

Story & Pacing

Engaging narrative progression and escalation.

10%

Craft & Audio

Production polish, clean edits, and seamless sound design.

THE GOLD STANDARD

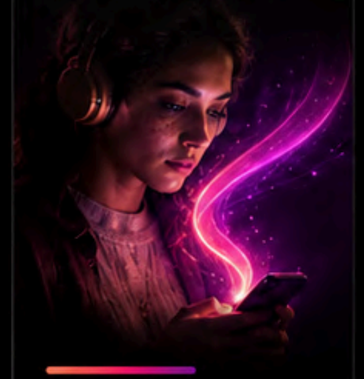
The gold standard.

Every great Snips starts with these non-negotiables.

01

Stop the scroll

Create immediate curiosity in the first 1–3 seconds.



02

Feel like Snips

Cinematic. Addictive. Mobile-first. Personal.

03

Be paid-media ready

Could Snips confidently run this advertisement tomorrow morning?

04

Hold attention

Every second must reveal, escalate, surprise or move the story forward.

05

Sound finished

Music, voice, dialogue, sound design and editing rhythm must feel like one piece.

06

Land the payoff

Finish on a twist, reveal, reaction, cliffhanger, app hero or clear CTA.

07

Polish everything

Consistent characters. Natural motion. Accurate branding. Readable text. Strong audio. Clear ending.

Do not submit a promising draft. Submit something Snips would be proud to publish.

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SNIPS CREATOR CHALLENGE

RIGHTS, AI & AUDIO RULES

Mandatory — every creator must read, accept, and sign the Creator Rights & Compliance Declaration upon submission.

1. No AI processing of show content

Do not upload, reference, or process show clips, posters, title artwork, or actor imagery in generative AI tools.

Show assets: edit only in Premiere, After Effects, CapCut, or DaVinci.

2. App UI exception

Snips app UI screens may be placed inside AI-generated scenes only if the UI/logo stays accurate and unmodified. Do not extract show content from screens.

3. No actor / celebrity cloning

No deepfakes, voice clones, or AI-generated look-alikes of actors or real people.

4. Official assets only

Use only the supplied Snips asset pack. No ripped footage from YouTube, social media, or other streaming services.

5. Correct product framing

Approved: "No subscription required."

Prohibited: "There are no subscriptions" or classic Netflix-style monthly framing.

6. Submission disclosure

List all AI tools used, music licensing sources, and featured series. Signed declaration required.

COMMERCIAL AUDIO RULES — CRUCIAL

Trending TikTok/Reels sounds and platform audio libraries are strictly prohibited for paid ads. Use only commercially licensed / royalty-free audio, original music, or brand-supplied assets.

READY TO SNIP?

Would Snips publish this tomorrow?

- Does the first second earn attention?
- Is the everyday moment instantly clear?
- Is one core message impossible to miss?
- Is every claim accurate?

Make the small moment feel huge.

9:16 VIDEO · 30–60 SEC

snips