CREATOR BRIEF

Barbets: make a video about the app that lets your friends bet on you

$2 per 1,000 views | **$120 max per video** | **Unlimited submissions** | Every video over 1,000 views earns

Read this part first

Barbets is a **free, play-money** app. There is no real money in it anywhere. Tokens cannot be bought, sold, cashed out, or converted into anything. It is a social game, not a betting app, and that distinction matters for your account as much as it does for ours.

> **You must say "no real money" or "play-money tokens" once**, in the video or in the caption. Either is fine.

US audiences only. If most of your viewers are outside the US, this campaign will not work for you and your submissions will be rejected. We check.

What the app actually does

Your friend group gets its own private prediction market. Somebody makes a market about someone in the group. "Will Danny be on time to a single thing this month." "Over or under 3 drinks before Marcus starts talking about crypto." Everyone bets play-money tokens on the outcome.

Three things make it different from every other app like this:

1. **Nobody can see who bet what until betting closes.** For three days everyone lies to your face.
2. **The market can be hidden from the person it is about.** There may be a market about you right now. Your friends can see it. You cannot.
3. **There is no house.** When you lose, your friends personally divide your tokens among themselves, and the app shows you the itemized list of who took what.

What to make

Almost whatever you want. Skit, POV, storytime, group reaction, review, rant, or a faceless walkthrough in your own voice. Alone or with your friends, on camera or not. We are not sending you a script and we are not approving your edit.

1. Real human voice. No AI narration, no text-to-speech.

This is the one hard format rule and it is not negotiable at any view count. Your voice, your friends' voices, or no voiceover at all if the video works without one. A generated voice is an automatic rejection.

2. Beyond that, work in whatever format you already work in.

On camera or faceless, both get approved. Put your friends in frame, play all four of them yourself with a shirt change, shoot it POV, or never show your face and talk over your own screen recording.

Being straight with you about a preference, since it is better you know it than guess: **we like skits with a few people on camera best.** It is a group app, so a group on screen sells it fastest. That is a preference and not a filter. We are

not paying more for it, we are not rejecting you without it, and a faceless video that lands will out-earn a skit that does not, because the rate is the rate. If you work alone or off camera, submit anyway.

3. The app is not the subject of the joke. Your friends are.

The app is just what makes their behavior visible. That is why it can sit on screen for six seconds without feeling like an ad.

4. End it pointed at the viewer's friends, not at the app store. This one is required.

Some version of "which one of your friends is this" or "tag the person in your group who would do this." It is checked before you get paid. We need groups, not downloads, and it also performs better for you, because comments outrank link taps in the algorithm. It costs you one line.

Premises that work

Starting points, not assignments. Pick one, change it, or ignore all five and do your own.

THE HIDDEN MARKET

There is a market about you right now. Your friends can see it. You cannot. The app is on their side.

Get on screen: your feed scrolling, visibly not containing anything about you. Then the reveal when it finally resolves.

"My friends made a bet about me and the app is not allowed to tell me."

SEALED UNTIL CLOSE

Nobody can see who bet what until betting closes. So for three days, everyone lies to your face.

Get on screen: the market with bets sealed and no odds, then the moment it closes and the split appears.

"Everyone swore they bet on me. The app just showed me the actual number."

THE CHALLENGE

He says he "basically" finished it. The group settles it by secret ballot, and he cannot see who voted what.

Get on screen: his resolution proposal with its justification, the challenge, the vote, the result.

"My friend said he basically finished the marathon so we put it to a vote."

NO HOUSE

When you lose, your friends personally split your tokens, and the app shows you an itemized list of exactly who took what.

Get on screen: the settlement ledger scrolling, name by name. Then the leaderboard with you at the bottom.

"I lost four hundred tokens and the app told me which friend took each one."

THE BAR BET THAT WOULD NOT DIE

You have had the same argument for six years and it has never once been settled. Now it has a scoreboard and a permanent record.

Get on screen: the market being created fast, mid-argument. Then weeks later, resolved, with the winner's record on the leaderboard.

"We had the same argument for six years. It took this app eleven days to end it."

If one of your videos does well, make a part two and submit that too. Submissions are unlimited and every one earns at the same rate, so a follow-up to your own video is the easiest money here. Your audience already knows the premise, so you are not spending the first five seconds explaining it, and part twos routinely outperform the original for exactly that reason.

How to have something to film

Read this before you shoot. The order matters and it will save you a reshoot.

Get the app: search **Barbets** in the App Store or Google Play. Free, nothing to buy inside it. **Film the installed app, not the website.** A browser URL bar in frame is the single most common reason a submission gets rejected.

1. **Shoot the demo first, before you join anything.** The demo always ends with you winning, so the payout screen lands every time. It opens by itself the moment you finish signing up, and after that you reach it from the Groups tab with the "Try a live demo" button. That button disappears as soon as you belong to any group, so if you need a winning-bet shot, get it now.
2. **Join a public group for something live to bet on.** Tap "Open to anyone" on the Groups tab. **NFL** and **CFB** each run one marquee game a week, and **Weather** runs one market a day. Real markets, real pools, real payouts, and you can bet in about thirty seconds. Worth knowing: everyone filming that week sees the same game, so if you want your video to look like nobody else's, use option 3 or 4.
3. **Best by a mile: start a group with your actual friends.** It is funnier, it looks real because it is real, and it gives you a second video when the market resolves. This is the only way to film the premises above the way they are written, because a market **about a specific person**, and one **hidden from that person**, only exist inside a real group. Two things that trip people up: you need **at least three people** before you can make a market about somebody, and a market needs **one other member to endorse it** before betting opens.
4. **Or just ask us and we will build you one.** Tell us what your idea needs and we will set up a group with members already in it and markets ready to go, then send you the invite code. Usually a day. This is a real offer and not a formality, so use it, especially if you work alone or your friends will not install anything.

> **Do not open the demo in your phone's browser.** The app blocks every page there and you will get a "get the app" screen instead. Use the installed app.

Rules, all checked before you get paid

- ✓ **A real human voice, or no voiceover at all.** No AI or text-to-speech narration
- ✓ **An ending pointed at the viewer's friends**, some version of "tag the one in your group who would do this"
- ✓ Branded content toggle **on**, and **#ad** visible in the caption
- ✓ The phrase **"no real money"** or **"play-money tokens"** once, in video or caption
- ✓ `mybarbets.com/go/cr-yourhandle` in your bio, live from the moment you post through day 14. Swap in your actual handle, no spaces. This is how we know your post worked
- ✓ Footage you shot or captured yourself. Any format, on camera or faceless, cast size up to you. Not a re-cut of the reference materials we gave you
- ✓ Real app footage, not a mockup or a screenshot
- ✓ Your first submission only: a screenshot of your analytics showing audience geography. One time, then you are cleared for the rest of the campaign

Do not say

These put **your** account in front of an automated reviewer that will never learn the tokens are fake.

gamble · gambling · wager · odds · sportsbook · bookie · casino · parlay · cash out · real money · any $ amount on a bet

Say instead

bet tokens | play money | tokens | the pool | call it | predict | my group | the market

What gets rejected

Publishing this list so nobody wastes an hour. A rejection is not a strike against you, it just does not earn.

- ✕ An AI or text-to-speech voiceover. Any view count, no exceptions
- ✕ No ending pointed at the viewer's friends
- ✕ A video built out of the reference assets in this brief rather than footage you made
- ✕ Audience is mostly outside the US
- ✕ No branded content toggle, or no #ad
- ✕ A banned word, or a dollar figure attached to a bet
- ✕ No tracked link in bio at the time we review
- ✕ Browser URL bar in frame (you filmed the website)
- ✕ Reused footage, stock clips you did not shoot, or a video that is not actually about Barbets
- ✕ A view count that does not match the engagement on the post

The details

Rate	**$2.00 per 1,000 verified views**
Minimum to earn	1,000 views
Maximum per video	$120
Submissions per creator	Unlimited
Platforms	TikTok, Instagram Reels, YouTube Shorts
Account requirement	90 days or older. No follower minimum, we genuinely do not care
Voiceover	Human only. No AI or text-to-speech
Format	On camera or faceless, both fine. We like skits best but do not pay more for them
Campaign runs	30 days, or until the pool is empty

No follower minimum, and that is not a formality. We pay on views. A 400-follower account that hits 90,000 views earns exactly the same as a 40,000-follower account that hits 90,000 views.

By submitting you agree we can repost your video to Barbets' own channels with credit.