

Rave Jesus — “Joy Is Coming” Clip Campaign

GUIDELINES

✓ You do not need a dedicated page for this campaign to participate — you can post on any page.

WHAT TO DO

Create and post original short-form video edits set to the official Rave Jesus audio for “Joy Is Coming.” You have full creative direction — there is no required clip subject and no required scene format. Build whatever fits your page and your audience, as long as the official audio drives the video and one approved tagline lands clearly. You are allowed to edit any videos from our Youtube Channel: https://youtube.com/@ravejesusmusic?si=S8WtS_OH88b_v8OK

Creative directions that work well (pick one or remix):

- Faith-forward energy: worship hands, festival crowds, sunrise / city skyline, light through clouds — cut to the drop.
- The “unexpected” angle: lean into the surprise that this is Christian house music. Quiet or churchy opener, then a hard cut to the beat.
- POV / first-person framing: “me realizing church music actually goes this hard.”
- Lyric or short testimony overlay timed to the build and the drop.
- Combination of our footage
- Slideshows

The song is available on the platform; point viewers to it.

Content Examples:

- https://www.tiktok.com/@mikaelaalarcon/video/7529055330530004255?is_from_webapp=1&sender_device=pc&web_id=7670694570569238046
- https://www.tiktok.com/@elevation.worship/video/7636193007544388877?is_from_webapp=1&sender_device=pc&web_id=7670694570569238046
- https://www.tiktok.com/@air1radio/video/7674300462916455694?is_from_webapp=1&sender_device=pc&web_id=7670694570569238046
- https://www.tiktok.com/@sarahwoahhh/video/7563888903111920951?is_from_webapp=1&sender_device=pc&web_id=7670694570569238046
- https://www.tiktok.com/@itsrichelle/video/7491433737410841874?is_from_webapp=1&sender_device=pc&web_id=7670694570569238046
- https://www.tiktok.com/@its_me376/video/7519989791639883030?is_from_webapp=1&sender_device=pc&web_id=7670694570569238046
- https://www.tiktok.com/@iamdjustified/video/7665804263989333262?is_from_webapp=1&sender_device=pc&web_id=7670694570569238046
- https://www.tiktok.com/@original_profecy12/video/7638028154069683487?is_from_webapp=1&sender_device=pc&web_id=7670694570569238046

- https://www.tiktok.com/@alexanderdisaggio/video/7657705620618988831?is_from_webapp=1&sender_device=pc&web_id=7670694570569238046
- https://www.tiktok.com/@waymaker.bangers/video/7675492008420478239?is_from_webapp=1&sender_device=pc&web_id=7670694570569238046

AUDIO (REQUIRED)

You MUST attach the official Rave Jesus — “Joy Is Coming” sound to your post. Do NOT use any other audio, a cover, a sped-up/other version, or no audio at all. Set the audio to no less than 40% so that the official audio is what is heard.

- TikTok Sound: <https://www.tiktok.com/t/ZT96NYSdbYJrs-RILsC/>
- Instagram Sound: <https://www.instagram.com/reels/audio/26774768995558575/>
- Spotify (for the “available on the platform” CTA):
<https://open.spotify.com/track/39kHDCMZOCnFXJj9LJnPIH>

⚠️ **IMPORTANT:** You MUST use the official audio links above. Using any other version of the song, a cover, or no audio at all will result in automatic rejection.

TAGLINES

Use one approved tagline as on-screen text and/or in your caption:

- “I make house music for Jesus”
- “House music for Jesus”
- “You thought Christian music was boring”
- “Faith meets house music”
- “You’ve never heard worship like this”
- Or anything else you prefer

CAPTION GUIDELINES

No specific caption wording is required. Keep it short, engaging, and natural. You can reference the song, the vibe, or the tagline — just make it feel authentic.

Examples:

- house music for Jesus actually 🙏🔥
 - you thought Christian music was boring 🙄
 - joy is coming — full track on Spotify
 - POV: church music that actually goes off
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ON-SCREEN TEXT

No rigid format is required — it is your call. Just make sure one approved tagline appears clearly on screen and is easy to read. Aesthetic or stylized fonts are fine as long as they are legible.

REQUIREMENTS

Post Specs

- Post original, campaign-relevant content.
- Include one approved tagline as on-screen text — see TAGLINES and ON-SCREEN TEXT.
- Official audio must be attached — see AUDIO.
- Post to TikTok and/or Instagram Reels.
- High-quality posts only — no blurry or low-effort content.
- Video must be AT LEAST 10 seconds long.
- English content only.
- Post must stay live for 30 days minimum — early deletion can result in a ban.

Performance

- Likes must be visible — hidden likes = automatic rejection.
 - Page audience should primarily be Tier 1–2 countries (30%+ Tier 3 may be removed).
 - No NSFW content.
 - By participating you agree to make your post FTC compliant.
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ADDITIONAL CONTENT:

<https://youtube.com/@ravejesusmusic?si=RcscZP4EE7gFXBks>

NOT ALLOWED

Content

- Using audio other than the official Rave Jesus — “Joy Is Coming” sound links.
- On-screen text or captions that do not include an approved tagline.
- Low-quality or lazy uploads.
- NSFW, violent, or controversial content.
- Ai Edits
- Watermarks

Engagement Fraud

- Bait posting — posting random viral content just to farm views; posts must be relevant to the campaign.
- Spam posting — do not copy the same video across multiple accounts; post fresh content on each page.
- Story boosting — posting the content to your story to generate views; story views do not count and will get you banned.

- Paid boosting or video promoting of any kind — using TikTok/Instagram promote tools or paid ads will result in a **Permanent Ban**.

Post Violations

- Removing the post before 30 days.
- Hidden likes.

Questions? Send all questions to the AXIOM Label Group team.