

The Roll-Out Plan

HOP HOP – SUPER-RESOLUTIONS

NEW YEAR 2026

*You won't follow a resolution you make.
But you'll follow a superstition.
So here's something better.
Your HOP HOP Super-Resolution*

THE CORE THOUGHT

Every New Year, people set resolutions.
And every New Year, they fail - not because they don't care, but because consistency is hard.

Yet, even when resolutions fail, people *religiously* follow superstitions:

- Nazar utarna
- Lucky colours
- Right-foot entry
- "First day energy"
- "If I do this, the year will behave"

These beliefs are absurd.
They may or may not work.
But people follow them anyway.

Insight:

If people don't follow resolutions but *do* follow superstitions -
why not combine the two?

That's where **Hop Hop Super Resolutions** are born.

WHAT IS A SUPER RESOLUTION?

A Super Resolution is:

- A personal goal
- An absurd, belief-like ritual
- A Hop Hop product at the centre

It doesn't promise success.
It promises participation.

Because belief beats discipline.
And participation beats perfection.

THE ROLE OF HOP HOP

Hop Hop doesn't motivate.
Hop Hop doesn't preach.
Hop Hop replaces old, meaningless beliefs with new, ridiculous ones -
that people will actually follow.

We don't say: "*This will change your life.*"
We say:
"This is stupid. You'll still do it."

And that honesty is the hook.

HOW THE STORY FLOWS TO CONSUMERS

(*Simple. Linear. Designed to be felt, not explained.*)

PHASE 1 **THIS IS WHAT YOU WANT**

January Delusion Season

POST 1 - REEL (All gotten from an initial vox-pop)

Visual:

People confidently declaring goals.
Dead serious faces. Zero irony.

On-screen copy (fast cuts):

“This year, body banegi.”
“This year, paisa rukega.”
“This year, toxic log cut.”

Beat. Pause.

(January really thinks it's special.)

Caption:

New Year.
New confidence.
Same lies.
~~ackfortheaboveisbelow.~~

PHASE 2 **THIS IS HOW YOU MESS IT UP**

No nazar. Just bad decisions.

POST 2 - REEL

Visual:

Choices doing DAMAGE:

- Alarm snoozed like it's a sport
- Gym bag untouched
- “One cheat day” turning into a lifestyle
- Swiggy, Amazon, Netflix working overtime

On-screen copy:

It's not bad luck.
It's not Mercury retrograde.
It's you being you.

End frame:

Resolutions don't fail.
You ghost them.

Caption:

Planner khareeda.
Intentions theek the.

But Follow-through? Haha. Left the chat.
Watch this space.

PHASE 3 **BUT THIS? YOU OBEY**

Selective discipline, Indian edition.

POST 3 - CAROUSEL / REEL

Visuals:

- Black cat freezes traffic
- Nazar utarna mid-conversation
- “Lucky colour pehno” logic
- Right foot entry like it’s a life-or-death decision

On-screen copy:

Discipline: optional

Superstition: **non-negotiable**

Next slide:

Gym rules? “Dekhte hain.”

Black cat rules? **FULL STOP.**

Caption:

You won’t follow your own plan.

But ek random belief break nahi karoge.

Interesting personality trait.

PHASE 4 **THE ROAST**

Calling out the madness

POST 4 - REEL

Visual:

Text-led. Brutal honesty.

On-screen copy:

You don't trust effort.

You trust vibes.

You don't trust consistency.

You trust signs.

You don't trust yourself.

But superstitions? 100%.

Beat.

Fair enough.

PHASE 5 **THE FLIP**

INTRODUCING HOP HOP SUPER-RESOLUTIONS 2026

POST 5 - HERO LAUNCH REEL

On-screen copy:

Resolutions = ignored

Superstitions = followed

So we upgraded the system.

Introducing

HOP HOP SUPER RESOLUTIONS 2026

Your goal.

Our ridiculous belief.

Chat with us on IG.

Hop your superstition.

Caption:

If you're going to blindly follow something...
at least make it work *for* you.

POST 6 - STATIC

HOW TO GET YOUR HOP HOP SUPER-RESOLUTION

FORMAT:

Static / Carousel (5–6 frames)
Bold typography. Minimal visuals. Campaign font.

FRAME 1 - HOOK

Text:

Still trusting resolutions?

Cute.

Sub-line:

Try a Super-Resolution instead.

FRAME 2 - STEP 1

Text (Big):

STEP 1

FOLLOW HOP HOP

Sub-line:

Super-Resolutions only work
when you are clear about them. commit publicly.

FRAME 3 - STEP 2

Text (Big):

STEP 2

TELL THE BOT YOUR GOAL

Sub-line:

Fitness. Love. Travel. Money.
Anything accepted.

FRAME 4 - STEP 3

Text (Big):

STEP 3

GET ROASTED (GENTLY)

Sub-line:

Because when you fail, you need to know - don't you?

FRAME 5 - STEP 4

Text (Big):

STEP 4

RECEIVE YOUR

SUPER-RESOLUTION

Sub-line:

Is it stupid? Yes.

Will you do it? Also yes.

Because, superstition.

FRAME 6 - STEP 5

Text (Big):

STEP 5

RECORD IT. POST IT. TAG 3.

Sub-line:

Superstitions don't work in silence.

Ask your nani.

FRAME 7 - CTA / END FRAME

Text (Big):

START THE YEAR

THE HOP HOP WAY

Sub-line:

Hop Hop Super-Resolutions are live.

CTA:

 **Hop your superstition**

Scan / Click / Enter Bot

CAPTION (SPICY, HINGLISH, SHARE-LED)

Every year you say:
“Is baar pakka.”
And every year... lol.

So we’re upgrading the system.

Not resolutions. Not superstitions.
But **HOP HOP Super-Resolutions**.

- ✓ Follow Hop Hop
- ✓ Talk to the bot
- ✓ Get roasted
- ✓ Do something stupid
- ✓ Post it
- ✓ Tag your friends

Because superstitions are followed.
Resolutions are ghosted.

Hop your superstition.
Start again. Loudly.

#SuperResolution #HopHop #NewYearSameYou #BecauseSuperstition

PHASE 6 **BOT ENTRY MOMENT**

Where confidence goes to get humbled

CAN THE BOT REQUIRE A FOLLOW BEFORE REVEALING THE SUPER RESOLUTION?

Yes. And it should.
But not as a “brand demand”.
As a **belief rule**.

We don’t say “*Follow us to continue.*”
We say “*Beliefs need witnesses.*”

That's the difference.

THE LOGIC (IN SIMPLE WORDS)

Superstitions only work when:

- Someone knows about them
- Someone sees them
- Someone validates them

So before Hop Hop gives you a **Super Resolution**, it asks you to **declare belief**.

In today's world, that declaration = following the source of the belief.

HOW THE BOT FLOW WORKS (STEP BY STEP)

1. BOT ENTRY (UNCHANGED, STRONG OPEN)

BOT OPENER

New Year aa gaya.
Overconfidence bhi aa gaya.
Batao - kya fix karna hai is baar?

User enters their goal.

2. MID-ROAST (ONGOING THROUGH CONVO)

BOT MID-ROAST LINE (ROTATIONAL)

This sounds great.
Just like last year.

OR

Bold plan.
History disagrees.

OR

Main judge nahi kar raha.
Bas yaad dila raha hoon.

This keeps the tone intact.

3. THE PAUSE BEFORE THE SUPER RESOLUTION

(This is where the follow happens)

After the bot finishes roasting and analysing, instead of dropping the Super Resolution immediately, it pauses.

BOT LINE

Okay.
I have your Super Resolution ready.

Small beat.

Then:

But ek rule hai.
Superstitions don't work in private.

4. FOLLOW GATE (FRAMED AS BELIEF, NOT MARKETING)

BOT LINE

If you want this to work
(or at least look like it might),
you have to follow Hop Hop.

Belief needs a source.
And witnesses.

CTA BUTTON

[Follow Hop Hop to unlock your Super Resolution]

(Bot checks follow via platform integration / manual confirm)

5. CONFIRMATION (NO CORPORATE THANK-YOU)

Once followed:

BOT RESPONSE

Good.

Ab officially irrational ho gaye ho.

Nani would be proud.

6. SUPER RESOLUTION DROP (AS PROMISED)

BOT SUPER RESOLUTION DROP

This is your Super Resolution.

Is it stupid? Yes.

Will you actually do it? Also yes.

Because superstition.

Then the full Super Resolution is revealed.

7. VIRALITY RULE (NON-NEGOTIABLE)

Immediately after:

BOT HARD RULE

One condition.

Record it. Post it.

Tag 3 people.

Superstitions don't work in silence.

Ask your nani.

8. REWARD & LOOP TEASE (IMPORTANT)

BOT CLOSING

Post it and you'll show up on the board.
Skip it and this becomes
"another nice thought".

I'll check in next week.
New superstition.
Same goal.
Less pretending.

PHASE 7 **INFLUENCERS**

Reluctant belief is the best belief

INFLUENCER REEL SCRIPT

Hook:

"So Hop Hop gave me a Super Resolution..."

Beat:

"...and I hate that this makes sense."

Does the superstition

(slight embarrassment, full commitment)

End:

Apparently agar main 3 logon ko tag nahi karti,
toh year ka kuch nahi hogा.

So.

@friend1 @friend2 @friend3

Good luck to all of us.

INFLUENCER CAPTION

Got my Super Resolution.
Did it despite my self-respect.
Now tagging people because tradition.

@friend1 @friend2 @friend3

Tumhare year ki zimmedari ab mere haath mein nahi.

#SuperResolution #HopHop

PHASE 8 **USERS TAKE OVER**

Public belief = real belief

USER STORY COPY PROMPT

Super Resolution mil gaya.

Kiya.

Post kiya.

Ab universe ka problem.

BOT WEEKLY NUDGE (ICONIC)

Reminder:

Skipping this doesn't cancel the superstition.

It just makes the year suspicious.

PHASE 9 **BRAND RESHARES (Meme-led)**

Dry. Observational. Savage.

STORY COPY OPTIONS

Belief: strong

Execution: debatable

Effort: respected

OR

Confidence toh hai.
Direction thodi off hai.

OR

The universe saw this.
So did we.
Can't unsee.

PHASE 10 **REWARDS (SUBTLE FLEX)**

BRAND COPY

No points.
No motivation quotes.
Just rewards for people who actually follow rules.

Superstition rules.

PHASE 11 **MOMENTUM POST (JAN 2–3)**

REEL

Visual:
Montage of people doing absurd Super Resolutions.

On-screen copy:

Resolutions were forgotten.
Super Resolutions were followed.

Predictable behaviour.

Caption:
Turns out discipline is hard.
But superstition?
Instant obedience.

FINAL TAKEAWAY (The hook)

You won't follow a resolution.
But you'll follow a superstition.

So here's a better one.

Hop Hop Super-Resolutions.

*Time to Hop your superstition.
Come chat with the HOP HOP bot on Instagram.*

Bot Conversation examples

THE SUPER-RESOLUTION RULEBOOK (IMPORTANT)

Every Super-Resolution must:

1. **Create a visible physical reaction** (shock, flinch, laugh)
2. **Be doable in under 10 seconds**
3. **Require ZERO dialogue**
4. **Look funny even without knowing the context**
5. **Be safe but slightly uncomfortable**
6. **Include Hop Hop clearly in-frame**
7. **Make the person look mildly foolish (key for virality)**

If it doesn't make someone watching think

"Why would you willingly do that 🤔"

- it's not strong enough.

SAMPLE CONVERSATION 1 - FITNESS / DISCIPLINE

BOT (Opener):

New Year aa gaya.

Gym ka confidence bhi aa gaya.

Batao - iss baar kya "definitely" fix kar rahe ho?

USER:

I want to get fit. Properly fit.

BOT:

Nice.

Exact same sentence you used last year.

With more hope.

USER:

Okay but this time I'm serious.

BOT:

Of course you are.

1st Jan seriousness is undefeated.

Tell me - gym resolution ya home-workout fantasy?

USER:

Gym. Daily gym.

BOT:

HAHHAHA.

Sorry. Muscle memory.

You don't really trust discipline...
but you *do* trust superstition, right?

Monday se start.

New shoes, new life.

USER:

Yes.

BOT:

Thought so.

BOT (GATE):

Alright.

Follow **Hop Hop** to unlock your Super-Resolution.
Superstitions work better when you commit publicly.

USER:

Follows page

SUPER RESOLUTION DROP

This is your **Hop Hop Super-Resolution**:

- Cook a bowl of Hop-Hop noodles
- Now do a 10 push ups while trying to eat it.

Is it stupid? Yes.

Will you do it? Also yes.

Because superstition.

One rule:

Record it. Post it. Tag 3 people and get them to generate their own.

Superstitions don't work in silence.

Ask your nani.

SAMPLE CONVERSATION 2 - DELUSIONAL LOVE GOAL

BOT (Opener):

New Year, new goals.
Some realistic.
Some... courageous.

Go on. What do you want this year?

USER:

I want to marry Ananya Panday.

BOT:

.....

Okay wow.

Confidence level: dangerous.
Probability level: spiritual.

USER:

Manifestation.

BOT:

Ah yes.
Astrology with Wi-Fi.

You don't follow a plan.

But you believe the universe will "figure it out", right?

USER:

Yes.

BOT:

Naturally.

BOT (GATE):

Before we go further -
Follow **Hop Hop** to get your Super-Resolution.
If you believe in manifestation,
you can believe in a follow.

USER:

Follows page

SUPER RESOLUTION DROP

This is your **Hop Hop Super-Resolution**:

- Balance a bottle of Hop-Hop Schezwan Sauce on your head
- Now recreate an iconic Bollywood step

No dialogue.

No explanation.

If gravity humbles you,
maybe love will find you.

Rule:

Record it. Post it. Tag 3 people and get them to generate their own.
Embarrassment is the offering.

SAMPLE CONVERSATION 3 - TRAVEL / LIVING MORE

BOT (Opener):

New Year aa gaya.

Same city, same café, same corner seat.

So - what's the dream?

USER:

I want to travel more.

BOT:

Classic.

You travel a lot... on Instagram.

USER:

No ya, actually.

BOT:

Sure.

After office. After savings.

After one more reel.

But tell me -

you believe "first trip of the year sets the tone", right?

USER:

Yes.

BOT:

Perfect.

Because planning clearly isn't your strength.
superstitions are.

BOT (GATE):

Follow **Hop Hop** to unlock your Super-Resolution.

New year, new belief system.

USER:

Follows page

SUPER RESOLUTION DROP

This is your **Hop Hop Super-Resolution**:

- Get some samosas and Hop-Hop Schezwan Chutney on a plate
- Eat it all while running across all the rooms in your house.
- The plate needs to be clean when you reach back where you started.

Travel doesn't need planning.

You just need to start small.

Like leaving the sofa and actually moving.

Rule:

Record it. Post it. Tag 3 people and ask them to follow the same.

Confusion = success.

Final Posts

POST 1 - REEL

SOURCE: Vox-pop style clips

Tone: Sincere. Earnest. Almost hopeful.

Why it works: We don't mock yet. We let people recognise themselves first.

VISUAL

Real people. Neutral backgrounds.

Phone camera. No filters.

Each person looks straight into the lens and says their resolution with full belief.

ON-SCREEN COPY (FAST CUTS)

"This year, I'll drink more water."

"This year, I want to lose weight."

"This year, no outside food."

"This year, I'll travel more."

"This year, I'll finally write my book."

"This year, I'll start my Instagram art page."

(Each line delivered confidently. No smiles. No irony.)

BEAT. PAUSE.

Ambient sound drops.

ON-SCREEN COPY (SOFTER, SMALLER):

January really does this to us.

CAPTION (POETIC, RELATABLE, NON-JUDGEMENTAL)

Every New Year begins the same way.

With clean notebooks.

Full water bottles.

Big plans. Bigger belief.

And for a moment, it all feels possible.

Not because we've changed -

but because the year has.

So what are these resolutions we have?

They're hope.

Repeated annually.

OPTIONAL HASHTAGS

#NewYearEnergy

#Resolutions

#JanuaryConfidence

#SameUsEveryYear

POST 2 - CAROUSEL

Theme: Resolution vs Reality

Purpose: Start the conversation, not give the answer

Tone: Observational, human, slightly funny, not preachy

SLIDE 1 - HOOK

Copy (big):

People don't set bad resolutions.

Sub-copy (small):

They mean them. Every year.

SLIDE 2

Copy (top):

"This year, I'll drink more water."

Visual:

Coffee cup. Another coffee.

Water bottle sitting untouched in the corner.

SLIDE 3

Copy (top):

"I want to lose weight."

Visual:

Gym bag by the door.

Person on the bed, scrolling.

SLIDE 4

Copy (top):

"I want to travel more."

Visual:

Google tabs open.

No bookings. Calendar empty.

SLIDE 5**Copy (top):**

"Stopping outside food."

Visual:

Phone lights up: *Your order is on the way.*

SLIDE 6**Copy (top):**

"I'll finally write my book."

Visual:

Laptop open. Cursor blinking.

Netflix autoplay countdown.

SLIDE 7 - PAUSE / TURN**Copy (big):**

The goal was clear.

The intention was real.

SLIDE 8 - QUESTION**Copy (big):**

So where does it go wrong?

Sub-copy (small):

Every year.

Same place.

SLIDE 9 - COMMENT BAIT / CTA

Copy (big):

Why do resolutions fade...

Sub-copy:

even when people really want them?

CAPTION (SHORT, OPEN-ENDED, HUMAN)

People don't lack ambition.

They don't lack intention.

So what actually breaks?

Time?

Discipline?

Life?

Or something else?

Tell us. 

(We're listening.)

POST 3 - CAROUSEL

Theme: People follow superstitions more than resolutions

Tone: Observational, curious, non-judgy

Goal: Make people go “...wait, that’s true” and comment

SLIDE 1 - THE TRUTH BOMB

Big copy:

People break resolutions every year.

Sub-copy:

But they follow superstitions every day.

SLIDE 2 - VOX POP REALITY (DATA + HUMAN)

Copy:

Studies show 60–70% of people believe luck or rituals can influence life - even in everyday choices. [GambLizard+1](#)

Sub-copy:

That's more than the number who stick to resolutions every year.
(Only ~12% actually keep them through the year.) [Pacific Standard](#)

SLIDE 3 - RELATABLE REALITY

Copy:

Gym by Jan 10?

“Let’s see.”

Black cat crosses the road?

FULL STOP. 

SLIDE 4 - CULTURAL MOMENT

Copy:

Lucky colours.

Right-foot entry.
Nazar checks.
“Shaam ke baad mat kaato.”

Plans fade.
superstitions stay.

SLIDE 5 - THE QUESTION (SETUP FOR NEXT PHASE)

Big copy:
So why do superstitions stick
when resolutions don't?

Sub-copy:
Think about it.



CAPTION

People don't dismiss superstitions the way they do resolutions -
even when those superstitions are random, old, or weird.

Turns out, more people trust a *lucky charm* than a *to-do list*.

Is it comfort? Culture? Habit?
Or something else entirely?

What superstition do you actually follow -
even if plans don't last?

Tell us A yellow arrow pointing downwards.

POST 4 - REEL (VOX POP)

Format: Quick cuts, real voices, imperfect delivery

Cast: Same vox-pop participants

Tone: Observational, lightly humorous, *Eureka-at-the-end*

STRUCTURE & FLOW

OPEN (FAST, FAMILIAR)

Cut 1:

Person 1:

“I don’t start anything important on a bad day.”

Cut 2:

Person 2:

“If I don’t do it... I feel like something will go wrong.”

Cut 3:

Person 3 (laughing):

“Look, I don’t believe in it fully...

but I still follow it.”

MIDDLE - THE FEAR SIDE (WHY IT STICKS)

Cut 4:

Person 4:

“If I don’t follow it, I keep thinking-
what if today becomes bad *because of that?*”

Cut 5:

Person 2:

“It’s not worth taking the risk.”

Cut 6 (casual shrug):

“Better to just do it.”

TURN - THE POSITIVE SIDE (WHY IT FEELS GOOD)

Cut 7:

Person 1:

"Once you do it, you feel calmer."

Cut 8:

Person 3:

"Like... okay, now things will go fine."

Cut 9:

"It gives confidence somehow."

THE REALISATION (EUREKA MOMENT)

Cut 10 (slightly slower beat):

Person 4:

"So basically-
you're scared if you *don't* follow it,
But you feel hopeful if you *do*."

Cut 11 (natural agreement, smiles):

"Yeah."

"Exactly."

"True."

END FRAME (TEXT-LED, CLEAN)

On-screen text:

That's why people follow superstitions.

Not because they're irrational.

Because they mix **fear** and **belief**.

[Beat.]

What if resolutions did that too?

SUPER - VERY SOFT INTRO

Final frame:

HOP HOP Super-Resolutions. Coming soon.

POST 5 - HERO LAUNCH REEL (BRAND-LED, SIMPLIFIED)

Format: Reel

Role: First-touch, scroll-stopping declaration

Tone: Modern. Optimistic. Slightly cheeky.

Focus: *What Hop Hop is doing this New Year.*



ON-SCREEN COPY

Frame 1:

This New Year,
India is doing something different.

Frame 2:

No more mere resolutions. Ones that end before you start.

Frame 3:

Goals are getting clearer.
Attempts are getting smarter. (and funnier)

Frame 4:

And change doesn't have to be boring anymore.

Frame 5 (HERO):

Introducing
HOP HOP
SUPER-RESOLUTIONS 2026

Frame 6:

Not advice.
Not motivation.

Frame 7:

Just a ridiculous little push
that actually sticks this NY.

Frame 8 (CTA):

Follow Hop Hop.
Chat with the bot.
Get your Super-Resolution.



CAPTION

This year, resolutions don't need more pressure.
They need a better start.

So we built **Super-Resolutions** -
something fun enough to try,
simple enough to do,
and impossible to ignore.

Follow us.
Get yours.
Start small. Hop big.

POST 6 - STATIC (How to get your Super-Resolution)

Format: Static / Minimal graphic

Role: Clear entry point into the bot + participation loop

Tone: Simple. Assured. Lightly cheeky.

Objective: Get people to actually *do the thing*.



VISUAL DIRECTION

Clean background.

Big, bold headline at the top.

Steps clearly spaced.

Icons if needed, but text-first.



ON-SCREEN COPY

HEADLINE:

How to get your

Hop Hop Super-Resolution

STEP 1

Follow **@HopHop**

STEP 2

DM us or click the link in bio

STEP 3

Tell the bot your New Year goal

STEP 4

Get your Super-Resolution

(Yes, it's ridiculous. That's the point.)

STEP 5

Do it.

Record it.

Post it.

Tag 3 of your friends. Now hold each other responsible :)

FOOTNOTE (SMALL):

Super-Resolutions don't work in silence.



CAPTION

No planning.
No overthinking.
No “from Monday”.

Just follow → DM → do.

Your Super-Resolution is waiting.
And yes, you have to post it.

INFLUENCER POST 1 - FITNESS / SELF-IMPROVEMENT

REEL SCRIPT

(Front camera. Neutral face.)

Creator:

“So Hop Hop gave me a Super Resolution...”

Beat. Slight eye-roll.

Creator:

“...and I hate that this makes sense.”

Shows the Super-Resolution on screen (text overlay, no fancy UI):

**“Once this week, hold a plank for 20 seconds
while balancing a Hop Hop pack on your back.”**

Creator attempts it.

Fails once.

Retries. Commits. Slight laugh mid-way.

Gets up.

Creator:

“Apparently agar main isko record karke post nahi karti,
toh iska koi fayda nahi hota.”

Beat.

Creator:

“And agar 3 logon ko tag nahi kiya...”

Shrugs.

Creator:

“...toh year ka kuch nahi hogा.”

Tags on screen:

@friend1 @friend2 @friend3

Creator (soft threat):

“Sorry in advance.”



CAPTION

Got my Super Resolution from Hop Hop.
Did it despite my self-respect.

Now tagging people because tradition.
@friend1 @friend2 @friend3
Tumhare year ki zimmedari ab meri nahi.

#HopHopSuperResolution

INFLUENCER POST 2 - CAREER / MONEY / “GET SERIOUS” GOALS



REEL SCRIPT

Creator sitting on bed / couch.

Creator:

“So Hop Hop asked me what my New Year goal is.”

Beat.

Creator:

“I said ‘career clarity’ like an adult.”

Pause.

Creator:

“This is the Super Resolution they gave me.”

Text on screen:

**“Once this week, sit at your work desk,
stare at your screen seriously for 30 seconds,
without opening Instagram.”**

Creator sits.

Phone buzzes.

Resists.

Full serious face like it’s a ritual.

Timer ends.

Creator:

“...okay this felt illegal but productive.”

Beat.

Creator:

“And now I have to tag 3 people
wara nazar lag jaati hai.”

Tags:

@friend1 @friend2 @friend3

Creator:

“Ab tum dekho.”



CAPTION

Asked for career growth.
Got a Super Resolution instead.

Did it.

Posted it.

Tagging people because apparently that's how belief works.

@friend1 @friend2 @friend3
All the best.

#SuperResolution #HopHop

INFLUENCER POST 3 - CONFIDENCE / DELUSIONAL GOALS



REEL SCRIPT

Mirror selfie video.

Creator:

“So Hop Hop gave me a Super Resolution...”

Laughs already.

Creator:

“...and this is extremely unnecessary.”

On-screen text:

**“Once this week, look into the mirror
and give yourself a full Bollywood hero entry.”**

Creator does:

- Shoulder roll
- Slow walk
- Dramatic pause
- Overconfident nod

Stops.

Creator:

“I feel stupid.”

Beat.

Creator:

“But also... powerful.”

Shrugs.

Creator:

“And now I have to tag 3 people
because superstition.”

Tags:

@friend1 @friend2 @friend3

Creator:

“Enjoy.”



CAPTION

Confidence level: unearned.

Super Resolution level: completed.

Tagging people because Hop Hop said so.

And I'm not risking my year.

@friend1 @friend2 @friend3

Sorry.

#HopHopSuperResolution