

Audio Brand

**1-Week TikTok
Content Calendar**

Brief

- 1 A new audio gear brand is entering the highly competitive Manila market.
- 2 Targeting young, casual listeners who want value-for-money audio gear for daily use.
- 3 The **goal** is to build initial awareness and brand affinity on TikTok. Content should be casual, relatable, and authentic.

1-Week TikTok Calendar Overview

Day	TikTok Video Title
Monday	POV
Tuesday	Study with me!
Wednesday	Commute with me from [location] to [location]
Thursday	The Better Playlist
Friday	Unwind and Listen
Saturday	Rating Viral Products So You Don't Have To
Sunday	Sunday Reset

Monday

Concept: You walk into school/work and suddenly everyone's eyes are on you all because of your headphones. Slow-mo moment as EXO – Love Me Right starts playing, and a plot twist happens!

Hook: POV: Your headphones turn you into the main character

Caption: *Me pretending I'm in a K-drama every time I put these headphones on*

Hashtags: #pov #headphones #mondaymotivation #manila #fyp #viral #relatable #ThatFeeling #LoveMeRight



Tuesday

Concept: Use the trending “study with me” format, but highlight how wireless earphones make studying easier through a voiceover.

Hook: If tangled earphones keep ruining your focus... stop scrolling

Caption: *Study session hits different when you finally go wireless*

Hashtags: #studywithme #studytok #affordabletech #manila #college #aesthetic #fyp #studenthacks #budgetfriendly



Wednesday

Concept: Relatable Manila commute content showing how good headphones make even the worst traffic bearable.

Hook: Commuting from [location] to [location]

Caption: *Listening with headphones makes morning commutes bearable!*

Hashtags: #manilacommute #philippines
#trafficvibes #commuterlife #manila #jeepney
#mrt #headphones #fyp #pinoy #citylife



Thursday

Concept: You and your friend argue over who gets to connect to the new Bluetooth speaker. The “fight” escalates by playing rock–paper–scissors before one finally wins and plays the playlist.

Hook: ikaw vs. your friend fighting over who has the better playlist

Caption: *real friends know the struggle* 🤝🧠

Hashtags: #bestfriend #audiofinds #bluetooth
#affordabletech #friendshipgoals #realones
#manila #fyp #dontgatekeep #budgetfinds



Friday

Concept: A checklist-style TikTok. Cut to a cozy POV shot of you putting on your headphones and vibing to your favorite song as you unwind for the weekend.

Hook: If you survived this week... this one's for you 🥺

Caption: weekend unlocked = headphones on, stress off 🙌✨

Hashtags: #fridayvibes #weekendready
#rewardyourself #manila #weekendreward #fyp
#survivalmode #weekendvibes



Saturday

Concept: Trending "rating viral products" format. Quick, honest reviews of popular headphones/earphones.

Hook: Rating the headphones everyone's talking about...

Caption: doing the research so you don't have to!

Hashtags: #productreview #headphonesreview
#tiktokmademebuyit #ratingviraltiktokthing
#affordable #honest #manila #studentbudget #fyp
#worthit



Sunday

Concept: Use the popular “Sunday reset” trend. Focus on preparing your audio setup for the new week. Show short clips charging the wireless headphones and updating your playlists.

Hook: Sunday reset: Audio edition ✨

Caption: prepping my audio setup for another chaotic week 🎧✨

Hashtags: #sundayreset #audiosetup #organized #aesthetic #weekprep #headphones #cozy #manila #studentlife #fyp #selfcare #motivation



Content Brief for POV

Content Brief: POV

Overview: Create a 15–30s TikTok where the actor walks into the room wearing their headphones. As they enter, the entire environment shifts into slow-motion and EXO's "Love Me Right" starts playing. Everyone turns and stares in awe — the headphones becoming the main object of attention. Plot twist: the actor actually can't hear anything (thanks to the noise-cancellation), so they miss what people are saying and end up getting scolded.

Objectives:

- Showcase the headphones and position them as a must-have lifestyle accessory.
- Drive likes, comments, and shares by tapping into relatable "main character" energy and K-drama fandom.

Deliverables and Timeline:

- 1 day for drafting
- 3 days for production
- 2 days for editing
- 1 day for review
- 1 day for posting

Shotlist: POV

Scene	Description	Camera Angle/Movement
1	Actor walks into room wearing headphones	Wide shot, steady cam
2	Slow-motion kick-in as actor steps fully inside; EXO's "Love Me Right" begins	Slow-motion, dolly backward
3	Cut to classmates/bystanders turning heads and staring in awe	Quick cuts, close-ups
4	Close-up on actor bobbing head to music, oblivious to surroundings	Medium shot, slight push-in

Shotlist: POV

5	Wide shot: classmates talking, pointing and whispering (audio muted)	Static shot
6	Actor removes one earcup, confused—realizes noise-cancellation hid everything	Close-up, handheld
7	Plot twist reveal: teacher/peer steps forward and scolds actor (dialogue audible to viewer)	Over-the-shoulder, push-in
8	Final frame: product shot of headphones with overlay text "Noise-Canceling for Your Moment"	Static product close-up