



UGC Creative Brief Template

[Insense](#) has been in the game for years supporting eComm brands & growth agencies with their UGC ads + influencer marketing campaigns. So we've put together this creative brief template to help streamline your content production process.

This template is for Just Content/UGC campaigns. We also have brief templates for [Organic Posting](#) and [Whitelisted Ads](#).

* We have pre-filled the brief with an example campaign to help you better understand what to include in each field. **[Make a copy of this GoogleDoc and fill out your brief.](#)**

1. Brand details

Brand/ Client Name	Wonderskin
Social Media URLs	https://www.instagram.com/wonderskin
Brand Website URL	https://wonderskin.com/
Brand Overview (incl. brand identity, what the brand sells/provides, target audience)	<i>WONDERSKIN is beauty innovation, powered by women just like you. We don't simply make products—we invent them. We listen to what you want, then we make it happen. How? By scouring the globe for first-of-a-kind, breakthrough technology, then collaborating with top female beauty experts—doctors, makeup artists, skincare pros, and editors—to funnel our exclusive technology into easy-to-use products that fit your lifestyle and work fast to deliver groundbreaking results.</i>

2. Product info

Product Name (include the product URL)	WonderSkin WONDER BLADING Brow Kit
--	------------------------------------



Product Overview (provide as much detail as possible about the product)	WONDER BLADING Brow Kit mimics the realistic look of professional microblading in two quick, easy steps, with stunning results that stay flawless for days. The patent-pending formula fills in and shapes brows so they seem naturally full and defined—without the matte, stamped-on finish of some long-wear brow makeup. https://wonderskin.com/collections/makeup/products/wonder-blading-brow?variant=32676280860769
Product USPs	▪ Waterproof and transfer-proof ▪ Lasts up to two days ▪ Won't budge, fade, flake, or make brows stiff.
Shipment (will you ship the product to them or should they purchase it and you reimburse them)	Send us your email, name, surname, phone and address, and we'll ship the product to you.

3. Campaign info

Campaign Name	WonderSkin WONDER BLADING Brow Kit Testimonial Video
Campaign Deadline	30.05.2023
Target audience (Persona)	● 20+ females ● Based in the US ● Beauty and skincare enthusiasts ● Looking for innovative beauty products
Ideal Creator Profile (e.g. 40+ female, based in US)	● Location: United States ● Category: Lifestyle, Beauty + Care ● Gender: Female ● Age: 25 + older



Platform(s) (where will you use you UGC)	Instagram (no posting required)
Payment (money/ barter)	\$50-300
Deliverables (an overview of what you want to receive from the creator)	Create 1 short 30-60s video testimonial with the product. 5 B-rolls. Fully edited as well as the raw footage.

4. Creative specifications

Storyline	We would like you to apply WONDER BLADING Brow Kit so you can give an authentic review of your experience with the product. Please include the following in your video: - Film yourself applying the product - When creating your video review, please do only 1 eyebrow first. Show a before and after comparison so that viewers can clearly see the difference and the result. Then please proceed to the other eyebrow for a full reveal. - Please refer to the product as "WONDER BLADING Brow Kit by Wonderskin". - Clearly show the step by step application of the product - Show your reaction when you swipe off and see the amazing results - Please show the product within the first 10 seconds of the video. - Please ensure your background and video is aesthetically pleasing. - Please ensure you have good lighting. Please use front-facing lighting and avoid lighting from the top, bottom, side or back. - Please frame your video as a close-up from your chest up. - Please ensure you have clean, tidy and
-----------	--



	manicured nails. Neutral and not over design nails preferred. - Please frame it as a close up like this https://bit.ly/39o3MBc - Use neutral and plain clothing.
B-rolls	Also send raw footage of these CTAs: • "I used to spend hours getting my lipstick even until I discovered this product" • "Here is something I can't live without"
Content Messaging	Some points you could cover in your testimonial; - What's your favorite thing about the product? - Do you like the packaging? - How long did it last for you? - What are your thoughts on the application process? - How is the color payoff? - What's your favorite step during the application? - Did you find it easy to apply?
Must-haves (what the creator <u>MUST</u> include e.g. text overlays, close up of the logo)	We will require you to purchase the product from Amazon. This step is compulsory. We'll reimburse you the amount once you've sent us a screenshot of your order via Paypal. Please let us know if you're uncomfortable doing so. We're happy to send you the amount first. We as the brand, reserve the right to the usage of your content.
Do's + Don'ts (to avoid reshoots)	- Please do not add any text to your video.



	- Please do not use any filters. - Please do not use more than 2 transitions.
References (attach similar examples)	