

{ID} - {Title}

Video Production Briefing

Camera settings

1080HD & 60fps with HDR turned off → set as default setting ([YouTube: How to turn off HDR Video on iPhone](#)) (VERY IMPORTANT).

Length

The final videos will have a length of 20 sec - 1 min.

Format

Videos have to be in vertical format (9:16), but all important parts should also be recognizable in 4:5 format. So if you crop the video from 9:16 to 4:5, no subtitles or anything else should be missing. Place the products as centrally as possible.

Light

Make sure there is good light coming from the front - e.g. daylight at the window, sunset. Make sure the background is reasonably tidy and clean.

Text

The content is scripted. Please stick to the exact wording for the hooks and CTA. The content part may slightly vary/ be adapted in your own words. Changes should be minor, make sure to not unnecessarily extend the video. The content must be presented as authentic. Say it a way, it feels natural to you.

Sound

For indoor recordings, the microphone of a smartphone is fine. Make sure to avoid any background noise, and close the windows. If you have a professional microphone that is NOT visible, use it. For outdoor recordings, you will get separate instructions.

Video content

- Hold the camera as steady as possible -maybe even use a tripod.
- Show yourself, and yourself with the product/ yourself talking into the camera, using the product/ wearing the product (for jewelry)
- Use different backgrounds, scenes, and angles
- Record the hook part in all versions. The hooks are scripted, please stick to the exact wording. If you have an additional idea, feel free to add it.
- Most creators record one take in one go, then separately record the additional hooks & CTAs
- Look into the camera!

Edits

No edits. Please provide RAW material. Don't add any visual effects, music, text or filters, logo, or watermark.

UGC Examples

[- Leaf Shave](#)

[- Spacegoods](#)

[- Rosental Organics](#)

[- Wldoho](#)

Product Infos

English Link

German Link

Please state the Video ID at the beginning of each video, if possible. This makes the editing easier.

UGC Briefing - ENGLISH

Only for English-speaking creators - for other languages scroll down

1- Hook

Hook 1

Hook 2

Hook 3

2 - Content**3- Call to Action**

CTA 1

CTA 2

4- B-Roll

UGC Briefing - GERMAN

Only for german speaking creators

1- Hook

2 - Content

3- Call to Action

4- B-Roll