

Brief examples from Clip

Version 1

- *A more freestyle approach, the one labeled **up to the creator** - in this version, I give creators options of hooks, CTAs, and features to talk about so they can pick whatever from them.*
- *This can also be adapted for other types of videos, such as testimonials. You just need to select that type of clip and then provide options for them to choose from.*
- *Replace with your product features and talking points.*

Context

We're looking for videos on how creators like you can help brands on our platform. The idea is simple: this is an "up to the creator" video, so we rely on your creativity to tell us in this video how you can help brands.

Here are some ideas:

- I can help brands with honest testimonials about their products
- I can help brands with unboxing videos
- I can create engaging videos where I use the brand's products

These are some ideas, more for guidance. When creating the video, you must ask yourself: How can I help brands on this platform?

And then create a video based on this. You can also think of this as a "testimonial" since it's close to this.

Creative direction

Hooks

Here is a selection of hooks to pick from. Use any of the below in the first 5 seconds of the video while you talk in front of the camera.

- ➡ Are you struggling to find high-quality UGC videos for your brand?
- ➡ Looking for UGC videos to scale your ads?
- ➡ Looking for UGC videos to Meta and TikTok ads?
- ➡ Interested in UGC videos from authentic creators?
- ➡ Looking for affordable UGC videos?

Pick any of the above to start the video.

Video body

This is the part we rely on you for. Basically, after we open the video with a hook, it's time for your creative take. Tell brands how you can help them.

Call to action

This is a selection of final CTAs to pick from. Use any of the below in the last 5 seconds of the video while you talk in front of the camera.

- ➔ Swipe up to get UGC videos in 7 days
- ➔ Swipe up to learn more
- ➔ Swipe up to work with creators like myself
- ➔ Swipe up for affordable UGC videos
- ➔ Get UGC videos for your marketing channels

That's it. Pick any of the above CTAs to wrap up the video.

Let's recap:

The bottom line is this: We're seeking your honest opinion on how you can help brands on our platform. The videos will be used in ads to attract more brands. The better you do, the more brands will join and work with you.

You have a selection of hooks (intro lines) for the first 5 seconds of the video and then a selection of ending CTAs to pick from.

Message us if you have questions. This is a paid campaign.

Brand guidelines

We're quite easy in terms of guidelines, and we don't have any specifics to mention here. Feel free to replace this sentence with yours if you have.

Version 2

- *scripted version, where I want the creators to focus and say exactly what's in the script.*
- *Replace with your own product features and talking points.*

Context

We're looking for a "testimonial" video in which the script below is respected entirely. These videos will be running on our paid social channels, so it's super important to respect the script below.

Creative direction

Hook - the first 3 seconds of the video -

Looking for high-quality UGC videos?

Feature - the next 7 to 10 seconds

Get premium videos delivered in less than 10 days: testimonials, unboxing, how-to, and more. All the videos come with licensing and one round of revisions included.

Call to action - last few seconds of the video -

Swipe up for fresh videos in less than 10 days!

That's it. Let's recap:

This is a 15 to 20-second video in which the script above must be respected 100%. The video will be used for ad purposes to attract more brands to our platform.

What's in for you?

- Paid campaign
- Guaranteed review at the end (attract more brands)
- Get more experience

Message us if you have questions.

Brand guidelines

We're quite easy regarding guidelines, and we don't have any specifics to mention here. Feel free to replace this sentence with yours if you have.

More to come

- The above are just two examples of briefs we are running, but we will update this document with more examples.
- As a next step, remember to provide inspirational videos for creators on our platform. Once you pick someone to work with, make sure to shoot them a message and ensure they understand the requirements.