

# UGC Content Brief

Media & Entertainment

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This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

## Background

Writes a UGC/creator content brief with objective, key messages, dos and donts, deliverables and mandatory ASCI disclosure, balancing guidance with authenticity. Use this to direct creators on what to make. To draft the paid contract use Influencer Brand-Deal Drafter.

## Purpose of this tool & output

Guide creators on what to make

## How the output is used

Use the brief to guide creators on what UGC to make — format, message and dos/donts.

## Important cautions

AI-generated brief; ensure ASCI disclosure compliance.

## Companion documents

- Influencer Campaign Brief
- Creator Shortlist Criteria
- Campaign KPI / Reporting Plan
- ASCI Disclosure Checker

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and processes vary by state and change over time — confirm with your state authority.