

UGC Creator Brief

Marketing & Advertising

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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 brief for UGC (user-generated content) creators producing ad-ready videos the brand will run as ads — hooks, scenarios, talking points, specs and dos/donts. Use it to source performance creative. For influencer posting deals use the Influencer Campaign Brief.

Purpose of this tool & output

Brief UGC creators for ad-ready content

How the output is used

Use it to brief UGC creators for ad-ready content — a UGC brief that produces authentic content you can run as ads.

Important cautions

Avoid unverified claims; content will be used as paid ads so keep it compliant.

Companion documents

- Influencer Marketing Strategy
- Influencer Campaign Brief
- Creator Shortlisting Framework
- Influencer Collaboration Agreement
- Influencer Campaign Tracker
- Influencer Pricing Estimator

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