

YOUR ULTIMATE UGC PLAYBOOK

Harnessing Authenticity, Engagement, and Trust to Amplify Your Brand Story.

78%

of all online content will be user-generated by 2033.

92%

of consumers trust reviews more than traditional advertising.

80%

of marketers believe UGC can help improve the authenticity of brand messaging.



What is UGC?

User-generated content (UGC) is original, brand-specific content created by customers and published on social media or other channels.

Top Benefits of UGC:

- Brands that use UGC experience a **28%** higher engagement rate than those that don't.
- A brand incorporating UGC on its platforms will likely gain the trust of **65%** of consumers.
- 79%** of consumers say user-generated content highly impacts purchasing decisions.

Types of UGC:



What We Offer



UGC Explorer

8 creatives, 2 creators
€465 per creative

- ✓ 1 Aspect Ratio (9:16)
- ✓ Raw Footage included
- ✓ Usage Rights Buyout
- ✓ 3 Creative Concept
- ✓ Custom Briefings

€3,720

UGC Maestro

15 Creatives, 5 Creators
€370 per creative

- ✓ 1 Aspect Ratio (9:16)
- ✓ Raw Footage included
- ✓ Usage Rights Buyout
- ✓ 3 Creative Concept
- ✓ Custom Briefings
- ✓ Creator Selection

€5,550

GET STARTED

UGC Champion

30 creatives, 10 creators
€340 per creative

- ✓ 1 Aspect Ratio (9:16)
- ✓ Raw Footage included
- ✓ Usage Rights Buyout
- ✓ 3 Creative Concept
- ✓ Custom Briefings
- ✓ Creator Selection

€10,200

The Battle Cats on TikTok: A UGC Success Story

Period: June 2021

Market: ENG, EU

Platforms: TikTok

Content type: TikTok influencer videos (+Spark Ads)

Empowering Engagement with UGC!

UGC played a pivotal role in amplifying The Battle Cats' presence on TikTok.

It allowed us to spark organic conversations, drive user engagement, and cultivate a loyal and enthusiastic community.

6

Influencers

18M+

Total Impressions

1.5K+ H

Play Time



Read The Full Case Study



snackteam
1.4M+ Followers



coreytonge
4.4M+ Followers



douglasstahl
451.1K+ Followers



Unleash The Power Of UGC!

We look forward to working with you and bringing your products to the next level!

START NOW

Watch Our Showreel

