

OC17_UGC001 Brief

Onecompress Gloves Product page: [LINK](#)

Deliverables

1X Audio narration (15-30s long)

1X Speaking to Camera Video (15-30s long)

5X General Testimonial Clips (5-10s each)

10X B-roll product demo clips (5-10s each)

Total: 15 clips + 1 speaking video + 1 Audio

Best Practices

1. Please shoot in vertical orientation unless otherwise noted.
2. Please turn HDR off on your iPhone - [HERE'S HOW](#)
3. Always try to film with good lighting if possible
4. Please wear something that fits the scenes and makes the product and overall clip 'pop' please 😊 (if the products gray, don't wear gray)

Speaking to Camera Video

Angle

Can you please do 1 read through of the script (audio only)

And then following the prompts for filming / speaking to the camera as outlined below.

The idea is to say how hand pain is affecting your life very negatively and after using these Onecompress bamboo gloves - it has made a world of difference and you can do

all the things you used to do!

Section	Script	Visual
Audio Only	Can you please read the script all the way through like a narration once? Please try to sound authentic.	This is just an MP3 or audio file. You can film if you want, but just want audio of you reading the script through once.
Hook 1	Hand pain was ruining my life until I found these!	Speaking to the camera on tripod or in selfie mode, and then raise the gloves up, but don't be wearing them - so it makes people curious what it is

Section	Script	Visual
		 
Body 1	As I've gotten older, my hands started getting stiff, swollen and achy...	Just show yourself trying to garden, make jewelry, or do anything with your hands - but show that they're in pain. Don't wear the gloves.

Section	Script	Visual
		 A woman in a light blue t-shirt and shorts is in a garden, bending over to pick green apples from a wooden crate. She is holding her lower back with her right hand, indicating pain. A ladder is visible in the background.
Body 2	I tried over the counter meds and strange gels but nothing worked long-term	Show yourself opening an advil or Ibuprofen bottle..  An elderly man with white hair, wearing a grey and white striped sweater, is standing in front of a large window. He is struggling to open a small yellow pill bottle with his hands.
Body 3	Until I found these Onecompress circulation gloves!	Speak to the camera and show yourself wearing the gloves!

Section	Script	Visual
		
Body 4	They're made from a super soft bamboo compression material	Speak to the camera and show yourself putting the gloves on! Choose a fun background.

Section	Script	Visual
		
Body 5	I just wear them to bed, and wake up with MUCH younger feeling hands in the morning!	Speak to the camera - Wear the gloves and show yourself crawling into bed and getting ready to sleep! 
Body 6	I can finally garden again without having to stop every 10 minutes...	Wear the gloves - be gardening and make sure the gloves are visible :)

Section	Script	Visual
		
Body 7	I can get back to making jewelry for my grand daughters again	Wear the gloves - be making your jewelry and make sure the gloves are visible :) 
Body 8	And I can even groom my own dog again so he/she looks great!	Wear the gloves - be touching up your dog with scissors / grooming tools and make sure the gloves are visible :)

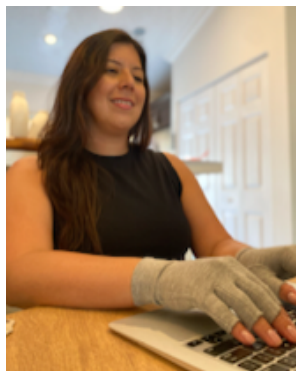
Section	Script	Visual
		
CTA	Thank you Onecompress for giving me my life back! Grab a pair for yourself at Onecompress.com	Speak to the camera - possibly while you're in the garden or with the garden in the background and make sure the gloves are visible 

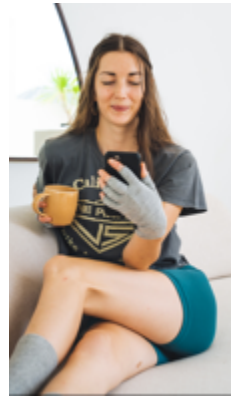
Testimonial Clips

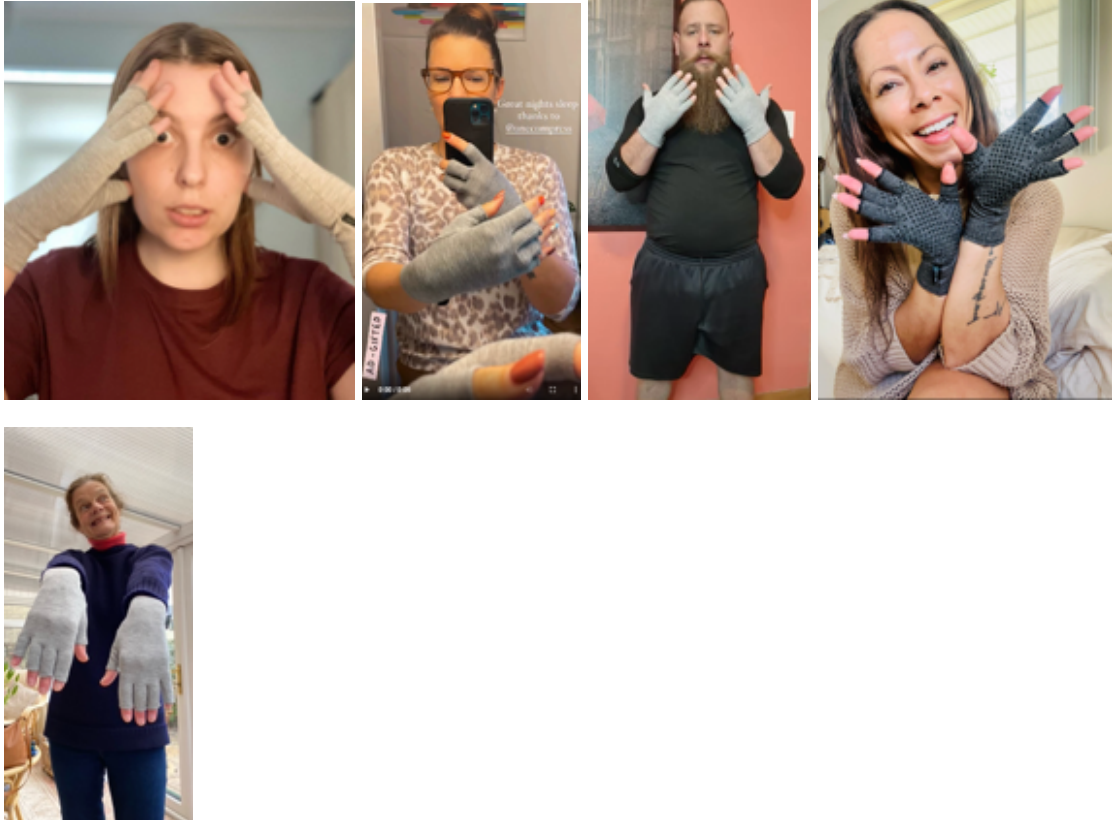
Visual

Please make it sound like this is just part of a conversation - don't sound extremely "salesy". Make sure the gloves are visible and choose a similar camera angle to examples below - feel free to change up the camera angles from testimonial to testimonial:

Here's a great example of the sincerity and tone to use: [CLIP #1](#) (*this is for a different product but same voice and tone style*)







Clip	Script
Testimonial 1	I'm [age] and these gloves make my hands feel 15 years younger.
Testimonial 2	These gloves gave me my life back, and I can't recommend them enough!
Testimonial 3	I can feel the blood start moving through my hands as soon as I put them on!
Testimonial 4	I've tried 5 or 6 other compression gloves, and nothing comes close to these Onecompress gloves!

Clip	Script
Testimonial 5	Don't buy a cheap pair of gloves on Amazon - save yourself time and money and just get the best right away!

B-Roll Clips

Main Goal

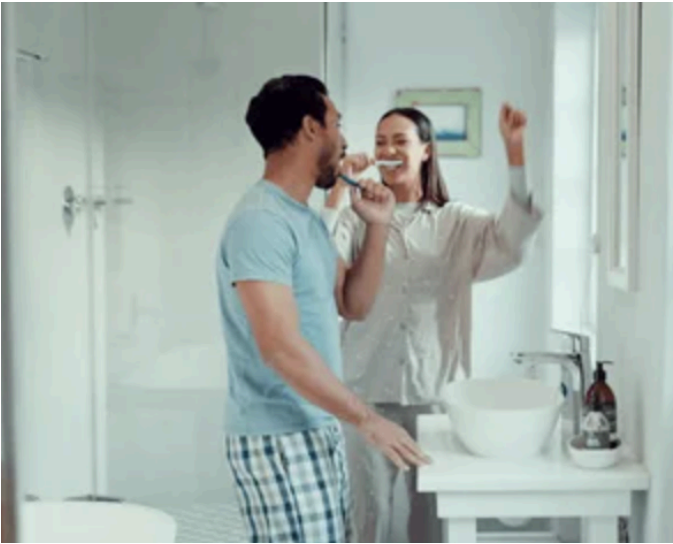
These clips are meant to showcase the benefits of the compression gloves, and aid visually with the scripted video above. Please try to pick places with great lighting and do your best to make the clips as high quality as possible!

Clip length doesn't matter and no need to edit anything - we will do that! Just try to get as much footage as you can :)

Clip	Description	Visual Inspiration
B-Roll 1	Make a few funny faces while wearing the gloves! Have fun with it 😊	

Clip	Description	Visual Inspiration
B-Roll 2	Wearing some crossfit or yoga attire, drink a smoothie or some sort of refreshment while wearing the gloves, and make sure the gloves are visible.	

Clip	Description	Visual Inspiration
B-Roll 3	Film yourself putting the gloves on from a first person point of view if possible. Try to make it look very smooth.	

Clip	Description	Visual Inspiration
B-Roll 4	Wear the gloves while brushing your teeth, and getting ready for bed.	 A man and a woman are in a bathroom, both brushing their teeth. The man is on the left, wearing a light blue t-shirt and plaid pajama pants. The woman is on the right, wearing a light-colored long-sleeved shirt and white pants. They are standing in front of a white sink with a chrome faucet. A glass shower door is visible in the background.

B-Roll 5

Wear the gloves and film yourself making jewelry
- a few different camera angles would be awesome!

Also showing off the finished product would be sweet!!





Clip	Description	Visual Inspiration
		
B-Roll 6	Wear the gloves. Get a close-up of you gardening and try to get a fun unique shot with a plant or something you are growing :)	

Clip	Description	Visual Inspiration
B-Roll 7	Wear the gloves, and film yourself relaxing to watch TV or read a book - just show the gloves being worn while doing something relaxing.	

Clip	Description	Visual Inspiration
B-Roll 8	Wear the gloves and film yourself sleeping with the gloves on.	

Clip	Description	Visual Inspiration
B-Roll 9	Wear the gloves and film your hand while moving it around (move your fingers and turn your hand a bit so you can see all the different parts of the glove) Choose a cool background or somewhere neat in Virginia Beach if possible!	

B-Roll 10

Wearing the Gloves - Film yourself buttoning up a shirt or tying a shoe or something that requires hand dexterity.



Delivery:

Please name the files as follows:

(Name)_SpeakVideo1

(Name)_SpeakVideo2, etc...

(Name)_Testimonial1

(Name)_Testimonial2

(Name)_B-Roll1

(Name)_B-Roll2

Please upload files in the same folder as the brief. *(just click and drag them into folder)*

Payment:

I will send payment via PayPal or Zelle as soon as I receive the clips.