UGC CAMPAIGN BRIEF

TikTok promotional video | Ice Block Business | Abuja, Nigeria

About the Business

We are an Abuja-based ice block business supplying frozen ice blocks to individuals, homes, shops, event organisers, restaurants and other businesses. We want to make it easy for customers in Abuja and surrounding areas to access ice blocks when they need them.

Campaign Objective

Create awareness of our ice block business and attract genuine enquiries and new customers in Abuja and nearby areas. The content should clearly show what we offer and how interested customers can contact us.

What We Need

- One engaging TikTok promotional video, approximately 30–60 seconds long.
- Clear, attractive footage of our actual ice blocks and, where available, the production or packaging process.
- A simple explanation that customers can enquire about purchasing ice blocks.
- On-screen text or captions so viewers can understand the message even with the sound off.
- A clear call to action directing interested viewers to our business contact details or TikTok page.

Target Audience

People and businesses in Abuja and surrounding areas, including households, provision shops, small businesses, food and drink vendors, restaurants and event organisers.

Creator Deliverables

- Create and edit one original 30–60 second video.
- Publish the video publicly on the creator's TikTok account, if this is included in the agreed package.
- Tag or mention our business account and include the agreed contact or ordering instructions.
- Share the published video link and basic performance results after posting, where available.

Style and Expectations

- Natural, friendly and convincing presentation; avoid exaggerated or unverified claims.
- Good lighting, clear visuals, legible captions and clean editing.
- Use genuine product footage. Do not use unrelated stock images or footage that misrepresents the product.
- The creator should confirm their Abuja-area audience reach and provide recent average video views before the booking is finalised.
- Agree the final content, posting date, usage rights and any revisions before work begins.

Budget

Our planned budget is ■5,000–■10,000 for this initial collaboration. Please state clearly what is included in your fee, especially filming, editing and posting.

Important: Please contact us before filming or publishing to confirm the business name, contact details, service area and any specific product information to include.