CENTA EXCHANGE

UGC CREATOR BRIEF

About the Brand

Centa Exchange is a WhatsApp-based crypto exchange service designed to make crypto-to-fiat transactions simple and convenient. Customers can contact the business directly on WhatsApp to initiate an exchange.

WhatsApp Contact

+234 806 595 1725

Campaign Objective

Create a short, natural and convincing social-media video that introduces Centa Exchange and encourages viewers to save the WhatsApp number and contact the business when they need to exchange crypto.

Creative Direction

The video should feel like authentic UGC rather than a traditional corporate commercial. The creator should speak naturally to camera, introduce the problem of finding a convenient way to exchange crypto, then present Centa Exchange as the service to contact.

Suggested Angle

Hook: Talk about how inconvenient it can be to find someone reliable when you need to exchange your crypto.
Solution: Introduce Centa Exchange and show the WhatsApp Business conversation/process naturally.
CTA: Tell viewers to save the Centa Exchange WhatsApp number.

Suggested CTA

“Save Centa Exchange on WhatsApp: **+234 806 595 1725**.”

Tone & Style

- Natural and conversational
- Young and social-media native
- Confident but not overly salesy
- Clean and premium
- Nigerian audience appropriate

Deliverables

- 1 vertical UGC video, 15–30 seconds
- 9:16 format, 1080p minimum

- Clear audio and good lighting
- Creator speaking naturally on camera
- WhatsApp/Centa Exchange shown naturally where appropriate
- Original high-quality video file

Important Guidelines

- Do not make unsupported claims such as “#1”, “fastest”, or “100% guaranteed.”
- Do not fabricate transactions, reviews, testimonials or payment confirmations.
- Do not use copyrighted music unless you have permission to use it.
- Keep the presentation authentic and easy to understand.
- The final CTA should clearly direct viewers to WhatsApp.

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Crypto exchange via WhatsApp
WhatsApp: +234 806 595 1725