

UGC Creator Brief

Electrified Engineering Limited (EEL) | Reliable power for everyday Nigerian life

About the brand

Electrified Engineering Limited (EEL) is a Nigerian power and energy solutions brand. We help homes and businesses get reliable, clean electricity through solar and backup power systems, including portable BLUETTI power stations. Our goal is simple: help people stop depending on an unstable grid and fuel generators.

What we stand for

Reliable, accessible power. Power that keeps life, work and business moving, whatever the grid is doing.

Who we speak to

Homeowners, remote workers, small business owners, creatives and content producers, and anyone in Nigeria dealing with regular power outages.

Tone and voice

Confident, practical, relatable and modern. Real-life results over technical jargon. Speak like a person, not a brochure.

Do and don't

DO

- Keep it authentic and natural
- Show the product in real use
- Shoot with good lighting and clear audio
- Use natural Nigerian context and language

DON'T

- Make exaggerated technical claims
- Show unsafe use of the equipment
- Mention or compare with competitors
- Over-script or over-polish the video

Products to feature

- BLUETTI portable power stations
- Solar and backup power solutions
- Electrical and compliance test
- Facility management

Key messages

1. Reliable power when the grid fails
2. Power your work, your home, your business, your content
3. Clean, quiet alternative to fuel generators
4. Simple to use, built for everyday Nigerian life

Content angles

- A day without light vs. a day with EEL power
- Working from home or running a business through an outage
- Unboxing and demo of BLUETTI power stations
- What you can power (laptop, fridge, lights, camera gear), shown honestly
- Everyday life moments where reliable power makes the difference

Suggested hooks

- "NEPA just took light again, watch this."
- "I worked a full day with no light. Here's how."
- "This is what I use instead of a generator."

Required mentions, hashtags and handles

Tag: @electrified_engineering

Call to action: [e.g. visit link in bio / DM to order]

Gig overview

We are looking for UGC creators to produce authentic, engaging video content that shows EEL's power solutions in real-life use. This is a one-month engagement.

Deliverables

- 1 video per week for 4 weeks (4 videos total)
- Follow the content angles and do's and don'ts in this brief as a reference.
- Good lighting and clear audio on every video

Before selection: sample video

Send a short sample (about 30 seconds) that shows you understand the brand. A mock concept is fine, such as a power-outage scenario or product demo moment.

- Submit as an open viewing link (Google Drive, Dropbox or unlisted YouTube)
- We select creators on creativity, quality and brand fit

What we expect from selected creators

- Consistent weekly delivery, on schedule
- Natural, relatable content, not overly scripted
- Willingness to take feedback and revise
- Respect for the brand guidelines

Social media pages

Instagram	TikTok	LinkedIn
Electrified_engineering	electrifiedengltd	[add link / handle]

Submission and contact

Send samples to: 07044200462

Submission deadline: Friday

Contact person: David