

■ The UGC Mini-Guide – 5 Easy Video Ideas That Brands Love

By Studio Syty

You don't need a big following, fancy equipment, or hours of editing. Here are 5 simple video ideas that brands absolutely love — and you can film them all with just your phone.

1. Product in Use

Show how you naturally use the product in your day. Example: Pouring a vitamin drink, applying skincare, lighting a candle.

■ Goal: Authentic lifestyle moment that feels real.

■ Video How-To:

- Length: 6–10 seconds
- Angle: film from side or slightly above
- Use natural light near a window
- Add text overlay: “My morning must-have ■”

2. Before & After

Show transformation or result. Example: hair product, cleaning, skincare glow, outfit styling.

■ Goal: Visual proof that builds trust instantly.

■ Video How-To:

- Length: 8–12 seconds
- Use split clips or “swipe” transition
- Show a quick reveal at the end
- Add text: “The difference is real ■”

3. Unboxing / First Impression

Film yourself opening or testing a product for the first time. Keep reactions genuine and natural.

■ Goal: Emotional connection and curiosity.

■ Video How-To:

- Length: 10–15 seconds
- Camera on tripod or steady surface
- Capture hands + face reaction
- Natural expressions — no overacting
- Add text: “First time trying this...”

4. 3 Reasons I Love This Product

Speak directly to camera — short and honest. Example: “3 reasons I love this hand cream...”

■ Goal: Quick talking-head format that brands use in ads.

■ Video How-To:

- Length: 12–20 seconds
- Film vertically, mid-frame shot
- Smile and speak clearly, 1 reason per 3–4 sec
- Add text titles for each reason

5. Lifestyle B-Roll with Product

Capture soft clips of your daily life while the product appears naturally. Example: walking with coffee cup, working on laptop, cozy home vibes.

■ Goal: Visual storytelling — calm and aesthetic.

■ Video How-To:

- Length: 5–8 seconds per clip
- Use soft focus and natural movements
- Add slow instrumental music
- Text idea: “Morning flow ■■”

■ *Bonus: Use AI to enhance your videos*

■ ChatGPT → video hooks & captions

■ CapCut → edit in minutes

■ Canva → add text & visuals

■ HeyGen / Synthesia → voiceovers or avatars

■ *You’re ready to create your first 5 videos!*

Want to learn how to pitch brands, price your work, and automate your UGC business?

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Authentic UGC content that inspires trust & engagement