

THE UGC PLAYBOOK

FOR CREATORS

2025 UGC Creator Pricing Guide

No more undercharging. Use this up-to-date guide to
price your UGC confidently

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No more undercharging. Use this up-to-date guide to price your UGC confidently and competitively in 2025. This includes a rate card, licensing rules, add-ons, packages, and a quote worksheet plus negotiation lines you can use verbatim.

How to Use This Guide (2 mins)

1. Pick your creator tier below.
2. Build your price with the formula:
3. $\text{Total} = \text{Creation Fee} + \text{Usage/Licensing} + \text{Add-Ons} + \text{Extras}$ (rush/exclusivity) [+ VAT if applicable].
4. Use the Quote Worksheet to send a clean number with options.

1.2025 UGC RATE CARD

Who this is for: creators pricing short-form UGC (15–45s vertical video) in 2025. **Base deliverable includes:** 1 concept, basic edit + burned captions, 1 revision, **3 months organic usage** on brand-owned channels, delivery in MP4, 1080×1920, ≤ 50MB.

Creator Tiers (per video, creation only)

- Starter (0–5 paid deals): £150–£250
- Growing (5–25 paid deals): £300–£500
- Pro (25+ deals or proven ad ROAS): £500–£900
- Day rate: £300 • £450–£650 • £650–£900 (by tier)

Formula: Total = Creation + Usage/Licensing + Add-Ons + Extras (rush/exclusivity) [+ VAT].

Usage/Licensing (per asset)

- Organic (brand socials/site/email):
- Included 3 months → +£150 to extend to 12 months → +£400 perpetual organic.
- Paid ads (per 30 days):
- 1 platform £250–£450 • 2 platforms £450–£800 • All major platforms £700–£1,200
- Whitelisting/Spark (per 30 days): £250–£600 (in addition to paid usage)
- Renewals: 60–80% of original monthly usage.

Common Add-Ons

Raw footage £150–£350 • Extra hook £60–£120 • Cut-down £60–£120 • .SRT £25–£45 • Platform crop £20–£40 • 10 edited photos £180–£350 • Scriptwriting £60–£150.

Extras

Rush 72h +40% (creation portion) • 24h +80% • Exclusivity: +20–200% of project (scope dependent).

2. LICENSING & USAGE EXPLAINER (2025)

Why usage matters: Creation covers making the content. Usage covers the commercial value the brand extracts.

Definitions

- Organic usage: Posting on the brand's own channels (socials, website, email).
- Paid ads usage: Any paid placement (Spark/Boost/Ads Manager).
- Whitelisting: Paid ads run from the creator's handle.
- Territory: Global unless limited in writing.
- Term: Time the brand is allowed to use the asset.
- Exclusivity: Creator agrees not to work with competitors in a defined category/time.

Standards (Per Asset)

- Organic: 3 months included → +9 months +£150 → Perpetual + £400.
- Paid ads (30 days): 1 platform £250–£450 • 2 platforms £450–£800 • All platforms £700–£1,200.
- Whitelisting (30 days): £250–£600 on top of paid usage.
- Renewals: 60–80% of the monthly usage.
- Landing pages/CTV/OOH: quote separately (typ. 2–5× social paid usage).
- Perpetual paid usage: Not recommended; if required, price 4–6× 30-day all-platform rate.

Practical Notes

- Keep usage as a separate line in your quotes.
- Track start/end dates in your pitch tracker.
- Send polite renewal reminders 5–7 days before expiry.

3. ADD-ONS MENU (BUILD YOUR OWN)

Editing & Deliverables

- Extra hook/intro (per hook) — £60–£120
- Extra cut-down (10–15s) — £60–£120
- Platform crops (1:1 or 16:9) — £20–£40 each
- .SRT captions file — £25–£45
- Thumbnail/cover graphic — £25–£60
- Raw footage (per asset) — £150–£350

Creative Services

- Scriptwriting (concept + shotlist) — £60–£150
- On-camera voiceover only (≤30s) — £100–£200
- Product photo set (10 edited) — £180–£350

Production & Logistics

- Rush 72h — +40% (creation portion)
- Rush 24h — +80% (creation portion)
- Location/props budget — At cost + 10% handling (if you purchase)
- Additional revision (beyond 1 included) — £40–£80
- Reshoot due to brief change — New creation fee or day rate

Rights & Access

- Whitelisting (30 days) — £250–£600
- Organic term upgrade to 12 months — +£150
- Perpetual organic — +£400

Tip: Position add-ons as performance multipliers (hooks, cut-downs, whitelisting) to increase A/B testing and ROAS.

4. READY-MADE PACKAGES (COPY/PASTE)

A) Starter Test Bundle — £349–£495

- 1 × 15–30s video (1 concept)
- Basic edit + burned captions
- 3 months organic usage
- 1 extra hook OR 1 cut-down
- 1 revision
- Add 30-day paid usage: +£250 per platform

B) Growth Ads Bundle — £895–£1,295

- 3 × 15–35s videos (3 concepts)
- 2 total cut-downs (10–15s)
- 30-day paid usage for 2 platforms (e.g., TikTok + Meta)
- 1 × .SRT file
- 2 revisions total
- Add raw footage: +£250 per video

C) Scale Retainer (Monthly) — £1,750–£3,500

- 6–12 videos/month + 4 cut-downs
- 30-day paid usage for 2 platforms (renewable monthly)
- 10 product photos
- 1 strategy call + priority 72h lane
- Quarterly creative review
- Whitelisting & renewals billed monthly.

How to present: Quote Lite / Core / Pro side by side. Most brands pick the middle.

5. QUOTE WORKSHEET & EMAIL LINE

Step 1 — Fill This In

1. Creation fee: £_____ per video × _____ videos = £_____
2. Usage/Licensing:
 - Organic upgrade (if any) = £_____
 - Paid ads: _____ assets × _____ platforms × £_____ (30 days) = £_____
 - Whitelisting (if any) = £_____
3. Add-ons total = £_____
4. Extras: Rush £_____ + Exclusivity £_____ = £_____
5. **Subtotal** = £_____
6. VAT (if applicable) = £_____
7. **Project Total** = £_____

Step 2 — Send This (Copy/Paste)

“Project total for the scope above: £_____ + VAT if applicable.
Includes 1 revision, 3 months organic usage, and delivery within _____ days. Usage/whitelisting renew monthly. 50% deposit to secure the slot, 50% on delivery. I’ll send the invoice and kick-off checklist now.”

Optional Add-Ons paragraph

“Popular upgrades: extra hooks for A/B tests (£60–£120 each), cut-downs for retargeting (£60–£120), raw footage (£150–£350). Let me know if you’d like any added.”

Mini Example (Reference)

- Creation: $£380 \times 2 = £760$
- Paid usage: $2 \text{ assets} \times 2 \text{ platforms} \times £300 = £1,200$
- Raw footage: $£150 \times 2 = £300$
- Extra hooks: $£90 \times 2 = £180$
- Rush 72h (40% of creation): £304
- Total: £2,744 (excl. VAT)

6. TERMS & NEGOTIATION (COPY INTO YOUR CONTRACT)

Core Terms

- Payment: 50% deposit to book; 50% on delivery (files released after balance).
- Turnaround: Standard ___ business days from brief + product receipt.
- Revisions: 1 round minor revisions included (script-accurate). Extra rounds £40–£80.
- Usage: As quoted (term + platforms). Renewals billed in advance.
- Exclusivity: If required, priced at +20–200% depending on scope.
- Kill fee: 30% if canceled after pre-production begins.
- Late fees: Invoices net-7 for agencies; late payments +10% after 10 days.
- Deliverables: MP4 1080×1920, ≤50MB, unless otherwise agreed.
- Brand responsibilities: Provide product, brief, legal claims/constraints, and asset approvals in writing.
- Creator protections: No AI cloning of voice/likeness; no edits that create false claims.
- Attribution: Optional but appreciated (e.g., “UGC by @[handle]”).
- Confidentiality/NDA: Available on request.

Negotiation Lines

- Budget too low:
- “I can offer a Test Lite: 1 × 15–20s video with 30-day organic usage for £____. Paid usage is +£____/platform. That keeps results-based pricing fair for both of us.”
- Perpetual paid usage request:
- “Perpetual paid usage extracts ongoing value, so I price it at 4–6× the 30-day all-platform rate. Most teams prefer monthly renewals or a 12-month license at a reduced monthly rate.”
- Raw files ask:
- “Happy to include raw footage at £150–£350 per asset. Copyright remains with the creator; your license covers the agreed placements.”
- Tight deadline:
- “I can prioritize a 72-hour turnaround with a +40% rush fee (creation portion). For 24 hours, the rush is +80%.”

Renewal Reminder (Template)

Subject: Usage Renewal for [Campaign Asset]

“Hi [Name], hope the campaign’s going well! The 30-day paid usage for [Asset] ends on [Date]. If you’d like to keep it live, renewal is £____ for the next 30 days (or £____ for three months). Shall I invoice?”



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