Shot by Students – UGC Campaign

SAE CONTENT AGENCY

Overview

The purpose of this brief is to capture short-form, vertical video content created by SAE students as part of our Shot by Students campaign.

We are looking for authentic, user-generated style videos that answer one of the following:

• Why should someone study at SAE?

• Why should someone choose your course?

• Why should someone attend an SAE Open Day?

The student applying for this brief will be both the subject and creator of the content.

The video should feel natural, honest and personal, not scripted or overly produced. These videos will be used across social media and paid digital campaigns to help prospective students understand what it's really like to study at SAE.

What will you be delivering?

A successful submission will:

· Be a short-form vertical video (UGC style)
  · Clearly answer ONE of the campaign prompts
  · Speak directly to camera in a confident, natural way
  · Include campus footage, classroom shots or relevant visuals where appropriate
  · Feel genuine and unscripted (not corporate or over-rehearsed)
  · Include a strong opening hook in the first 3 seconds
  · End with a clear call to action (e.g. "Come to our Open Day" / "Apply now")

The final video should feel like content you would naturally post yourself, but with a clear message and purpose.

Format & Length

- **Video format**: MP4

- **Length**: 30–60seconds

- **Orientation**: Vertical (9:16 mandatory)

- **Resolution**: 1080p minimum

Brand & Tone

- **Style:** Natural, modern, and authentic

- **Tone:** Honest, energetic, and welcoming

- **Visual approach:**
  - Speak directly to camera
  - Keep movement natural
  - Use real campus environments
  - Avoid heavy filters or influencer-style edits
  - No text overlays (we will add subtitles on)

Additional Information

- AI-generated content must not be used

- Consent must be obtained if any other individuals are clearly identifiable

- Avoid filming students who do not wish to be included

- Minor trimming and colour correction is expected

- Avoid heavy transitions, meme-style edits, or distracting graphics

Marketing Contact & Payment Information

- **Payment for Project:** £30

- **Project/Support Contact:** Ryan Crawley, Marketing Manager (marketing@sae.edu)