

belle

UGC CREATOR PROGRAM

FALL 2026

Creator brief

How to shoot Belle lip balm so it looks like you, sounds like you, and still feels like us.

5 FLAVORS 3 PLATFORMS 4 WEEK WINDOW



10ml

HYDRATE · SOFTEN · GLOW

What we're making

Short, first-person videos of Belle balm in real life: morning routine, car mirror, coffee run. Phone-shot, natural light, no studio look.

GOAL

Make a \$12 balm feel worth queueing for

AUDIENCE

18–27, buys beauty from her For You page

SUCCESS

Saves and shares, not just views

The five flavors

Same formula, five moods. Shoot the one you'd actually keep in your pocket.



Strawberry
THE EVERYDAY ONE



Raspberry Jelly
THE GOING-OUT ONE



Mango Pineapple
THE HOLIDAY ONE



Espresso
THE 7AM ONE



Cinnamon Roll
THE COSY ONE



03 · AUDIENCE

Who you're talking to

SHE ALREADY OWNS FOUR BALMS

So don't sell hydration. Sell the one she reaches for first.

SHE SCROLLS WITH SOUND ON

Your voice matters more than your lighting. Talk, don't caption.

SHE CAN SMELL AN AD

Say what you don't love about it too. It buys you the rest.

Four content pillars

Across your three videos, cover at least two different pillars.

01 Pocket check

What's in your bag today, and why the balm survived the cut.

02 Flavor ranking

All five, ranked honestly. Bottom place included, and that's the point.

03 Get ready with it

Balm as the last step before you leave. One clean application shot.

04 Two week check-in

Same balm, fourteen days later. Does it still live in your pocket?

Openings that work

First three seconds, spoken to camera.
Steal these or write your own in the
same shape.

“I bought all five so you don't have to.”

“This is the one that lives in my back pocket.”

*“Espresso flavored lip balm sounded wrong.
It isn't.”*

“Two weeks in, here's what I'd change about it.”

“Ranking every Belle flavor, worst to best.”

*“Nobody asked, but the packaging is half
the reason.”*

06 · SHOT LIST

Five shots, every time

- 01 Tube in hand, cap on, logo readable
- 02 The squeeze, product visible on the applicator
- 03 Application, close, no cut mid-motion
- 04 Lips after, in daylight, unfiltered
- 05 Where it lives: bag, car door, bedside



TECHNICAL

9:16 vertical · 1080p minimum · natural light ·
phone audio is fine · no music bed

Do and don't

Do

Say the flavor name out loud, once

Shoot where you actually get ready

Keep one unbroken application take

Mention the price if it comes up naturally

Tag @belle and use #bellepocket

Don't

Claim medical or SPF benefits

Name or compare competitor brands

Use heavy filters or beauty smoothing

Add licensed music to the raw file

Read the script word for word



08 · EXAMPLE

Sample script: Strawberry

0–3s

Hook to camera, balm already in frame

3–9s

Why this flavor won over the other four

9–17s

Squeeze and apply, one take, keep talking

17–24s

The honest caveat: texture, scent, anything

24–30s

Where it lives now, plus one line to camera

What you deliver

PLATFORM	FORMAT	LENGTH	QTY
TikTok	Spoken to camera	20–35s	2
Instagram Reels	Get ready with it	15–25s	1
Stills	Product in your space	n/a	6
RATE	\$450 per creator per round · paid on approval · 60 day paid usage rights		

Four weeks, kit to live

One round of notes on the first cut.
Everything else is yours.

WEEK 1

Kit arrives

All five flavors, plus the brief
in your inbox.

WEEK 2

Live with it

Use it daily. Note what
you'd actually say.

WEEK 3

First cuts due

Raw files uploaded. Notes
back in 48 hours.

WEEK 4

Posting window

You post, we boost the ones
that land.

belle

Next steps

- 01 Reply with the flavor you want to shoot
- 02 Confirm your shipping address and handle
- 03 Upload first cuts to the shared folder

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@BELLE

#BELLEPOCKET

