

CREATOR OFFER

Short videos, clear prices

Pick one concept from the attached 24-script menu. Each price is per video.

One vertical video, 10 to 15 seconds, with captions and one minor edit.

UGC for Capsemble

A\$20-40

We publish it on our channels and may run it as an ad.
The price beside each script on pages 2 and 3 is the total fee.

Reel on your account

A\$40

You create and post one Reel to your own Instagram account.
This does not give Capsemble paid ad rights or raw footage.

Creators Program

Referral rewards

Use your personal link or code. Earn a fixed reward for a
qualifying event and a share of each referred customer's first paid plan.

Included in the UGC fee

Worldwide, perpetual use of the finished video on Capsemble channels,
website and paid ads, including captions, cropping and short cutdowns.

See capsemble.com/creators for referral rates, eligibility and payout terms.

This rate card replaces older deliverable and social incentive notes in the script pack.

Raw footage, clean masters, products and travel are excluded. Ask before accepting.

24 CONCEPTS | 1 OF 2

Choose a video concept

Fixed total per finished UGC video. Concept codes match the script pages.

MEMORY

UGC FEE

M1	Real experience	A\$40
M2	Problem and solution	A\$25
M3	How to	A\$25
M4	Product explainer	A\$30
M5	Privacy and control	A\$30
M6	Emotional storytelling	A\$35

CREATORS

UGC FEE

C1	Creator opportunity	A\$20
C2	Real creator experience	A\$40
C3	How to join	A\$25
C4	Rewards explainer	A\$25
C5	Use it at your own event	A\$40
C6	Creator merchandise	A\$35

24 CONCEPTS | 2 OF 2

More concepts and scope

Fixed total per finished UGC video. Creator posting is A\$40 separately.

STORE

UGC FEE

S1	Store overview	A\$25
S2	How to order	A\$25
S3	Memory to keepsake	A\$35
S4	Event host solution	A\$35
S5	Unboxing experience	A\$40
S6	Crew merchandise	A\$40

MARKETPLACE

UGC FEE

P1	Host problem and solution	A\$25
P2	How it works for hosts	A\$25
P3	Provider recruitment	A\$30
P4	Concierge explainer	A\$25
P5	Proposal comparison	A\$30
P6	Early provider story	A\$40

Capsemble UGC Creator Video Script Pack

Memory Creators Store Marketplace

Twenty four short form concepts for authentic creator led videos

What this pack provides

Each concept is built around a natural 10 to 15 second core cut. The creator receives more than a voiceover: a strong opening hook, a complete spoken script, four timed visual beats, on screen copy, a clear CTA and an optional extension for a 20 second edit. The aim is to make each video feel native to the creator's feed rather than like a compressed advertisement.

6 Memory	6 Creators	6 Store	6 Marketplace
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Recommended creator direction

- Speak as one person sharing something useful, not as a brand announcer.
- Show the product action while describing it. Avoid a full video of talking head footage.
- Use a real event, real product or real provider experience whenever the script uses first person language.
- Keep captions large and short. The video must still work with sound turned off.

Links

- Website: <https://capsemble.com>
- Creators Program: <https://capsemble.com/creators> [You are welcome to join and earn for every referral and we offer tasks from time to time].
- Marketplace: <https://capsemble.com/marketplace>
- Store: <https://capsemble.com/store>
- Facebook: <https://facebook.com/capsemble> [like and follow and we add AUD \$10 for at least 3 months and we follow back]
- Instagram: <https://instagram.com/capsemble>
- Tiktok: @capsemble

Capsemble brand direction

Say it cap-SEM-bl, rhyming with ensemble. Capsemble means captured together by many and assembled into one.

The word and the story

- Write Capsemble as one word with a capital C when naming the brand. Never write Camsemble, Cap Semble, CAPsemble or Capsemble App.
- Use lowercase when it is the thing an event produces: our capsemble, add it to the capsemble, the capsemble drops tomorrow.
- The primary line is A thousand moments. One capsemble. For first-touch explanation, use Captured by everyone. Assembled as one.
- Capsemble Memory and Capsemble Live remain product line names. The event's collected whole is a capsemble, not a Memory or gallery.

Voice and vocabulary

Use	Avoid
Moment - one photo, clip or voice note	asset, media or upload in viewer-facing copy
the capsemble - the event's collected whole	gallery, project or a Memory
the Wall and the film	slideshow, feed, montage or highlight
Start a capsemble and Add a Moment	Create event and Upgrade plan
Warm, quick, specific and a little cheeky	Corporate language, hype or gushing praise

Visual system

INK	CORAL	CORAL TEXT	CANVAS	ON DARK
#1A1A2E	#F26522	#C14509	#F7F8FC	#FFA76A

Typography Fraunces for display, Manrope for body copy and a mono face for labels, timestamps and counts.

Layout Hard-edged editorial. Use only ink or canvas backgrounds and reserve coral for one action per screen. No rounded cards, blur shadows or soft app gloss.

UGC video production brief

The required video is a native vertical Reel or TikTok that feels filmed from inside the experience. It should combine a creator speaking naturally with visible proof of the product, event, keepsake or provider workflow. It is not a polished television advertisement, a stock-footage montage or a creator reading a feature list to camera.

Master video requirements

Requirement	What to supply
Frame	Vertical 9 by 16 at 1080 by 1920 pixels
Length	10 to 15 second core cut with an optional 20 second extended cut
Footage	Four to six short clips including face, proof, action and final CTA
Camera	Phone camera at eye level, handheld or lightly stabilised, close to the action
Audio	Clear natural voice; music may sit underneath but must not compete with speech
Captions	Burned-in captions plus a clean version when requested; keep text inside safe area
Delivery	Edited master, clean master without captions, selected raw clips and cover frame

Photography and movement

- For Memory and Creators, use direct on-camera flash where appropriate, eye-level guest footage, motion blur, glowing phone screens and real reactions. Slightly imperfect is right.
- Avoid golden-hour editorial footage, staged laughter, drone openers, generic stock and polished professional frames that look disconnected from the guests.
- Let frames overlap or sit slightly rotated like a pile of prints. Use mono timestamps and live counts such as 23:41, +612 MOMENTS or 8 SECONDS AGO when genuine.
- Make Moments arrive from the edge and lock into place. Use firm cuts. Nothing should bounce or fade lazily.
- For Store, prioritise hands, texture, opening, turning pages and the product in use. For Marketplace, film providers working in their real environment and show only genuine or clearly labelled demonstration screens.

Required logo and end frame

Use the official Capsemble wordmark without recolouring, outlining, rotating or stretching it. Keep clear space equal to the icon tile height. On ink, use the all-white wordmark. The end frame should carry one action only, such as Start a capsemble, Apply as a creator, Explore the Store or List your business.

Video format options

Type	Use when	Required proof
Real experience	The creator has used the product	Actual event, physical product or real provider outcome
Problem solution	The audience recognises the pain quickly	Messy before state followed by Capsemble action

How to	One workflow can be shown clearly	Readable screen recording plus hand or face shot
Product explainer	The audience has never heard of Capsemble	Creator plus two or three distinct product moments
Recruitment	Inviting creators or providers	Creator or provider speaking from their real work setting
Unboxing reveal	A physical Store item has arrived	Real opening, close-up detail and product in use

How to use this script pack

Choose one concept based on the creator's audience and what they can genuinely demonstrate. Record the 15 second core cut first. If the delivery feels rushed, keep the core wording but move the final detail into the caption or use the optional extension to make a 20 second version.

The short form structure

Timing	Purpose	Creator action
0 to 3 seconds	Hook	Name a recognisable frustration or unexpected benefit
3 to 7 seconds	Proof	Show the event, product action, provider or interface.
7 to 11 seconds	Payoff	Explain what changed for the host, guest, creator or provider
11 to 15 seconds	CTA	Give the viewer one next action and display it on screen

Non negotiable accuracy rules

- Use an experience script only after the creator has genuinely used that feature or received that product.
- Guests choose every photo, clip and voice note they add. Capsemble does not automatically take a person's camera roll.
- Do not promise creator earnings, acceptance, fixed rates or unlimited creator discounts. Refer viewers to the current creator terms.
- Disclose affiliate, gifted and paid relationships in the video or caption as required in the creator's market.
- Do not imply that Marketplace has providers in every location or category. Show only real listings or clearly labelled demonstrations.
- Do not imply a Store item has been received when the creator is showing a digital preview or mock-up.

Quick script index

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M2 Problem and solution	C2 Real creator experience	S2 How to order	P2 How it works for hosts
M3 How to	C3 How to join	S3 Memory to keepsake	P3 Provider recruitment
M4 Product explainer	C4 Rewards explainer	S4 Event host solution	P4 Concierge explainer

M5 Privacy and control	C5 Use it at your own event	S5 Unboxing experience	P5 Proposal comparison
M6 Emotional storytelling	C6 Creator merchandise	S6 Crew merchandise	P6 Early provider story

Capsemble Memory

Use these videos to show how separate guest perspectives assemble into one capsemble. The strongest footage is a real celebration, a QR scan, a guest choosing a Moment, and the host seeing something they missed.

M1 Real experience

FORMAT Direct to camera with event cutaways | **AUDIENCE** Event hosts | **CORE CUT** about 15 seconds

Hook I thought I had seen our whole event. I had not.

Spoken script I thought I had seen our whole event until everyone added their photos and clips to our Capsemble. Suddenly, we had the laughs, reactions and little moments I completely missed while I was busy hosting.

Optional extension It felt like seeing our own celebration through everyone else's eyes.

Visual beats

- 0 to 3 seconds: Creator speaks to camera while holding their phone.
- 3 to 7 seconds: Cut to two or three candid guest moments.
- 7 to 11 seconds: Show guest Moments arriving in the capsemble.
- 11 to 15 seconds: Return to the creator and finish with the event album or wall.

On screen text The moments I missed | Captured by our guests | One Capsemble

CTA Start your event at capsemble.com

Creator note Use only after the creator has genuinely used Capsemble at an event. Replace 'our event' with the real occasion.

M2 Problem and solution

FORMAT POV voiceover with phone screen recording | **AUDIENCE** Wedding birthday and celebration hosts | **CORE CUT** about 15 seconds

Hook Your event photos are probably scattered already.

Spoken script After an event, photos usually disappear into group chats and camera rolls. Capsemble gives everyone one private place to add the Moments they captured, so the host gets more than one person's view of the day.

Optional extension No more chasing every guest with a message the morning after.

Visual beats

- 0 to 3 seconds: Show multiple chats and photo folders on a phone.
- 3 to 7 seconds: Replace the clutter with one Capsemble event screen.
- 7 to 11 seconds: Show guests selecting photos and a short clip.
- 11 to 15 seconds: End on a collection of different perspectives from the event.

On screen text Not five group chats | One capsemble | Photos clips and voice notes

CTA Bring the moments together with Capsemble

Creator note Do not imply that Capsemble automatically reads a guest's camera roll. Guests choose every Moment they add.

M3 How to

FORMAT Fast screen tutorial with creator voiceover | **AUDIENCE** First time hosts | **CORE CUT** about 15 seconds

Hook This is how guests add their moments in seconds.

Spoken script The host starts a capsemble and shares its private link or QR code. Guests join without downloading an app, choose the photos, clips or voice notes they want to add, and the host controls what appears.

Optional extension Put the QR code on invitations, tables or the venue screen.

Visual beats

- 0 to 3 seconds: Show the host creating or opening an event.
- 3 to 6 seconds: Show the private link or printed QR code.
- 6 to 11 seconds: A guest scans and selects a Moment.
- 11 to 15 seconds: The host reviews the added Moment.

On screen text Start | Invite people in | Guests add Moments | Host stays in control

CTA Start a capsemble at capsemble.com

Creator note Keep the screen recording readable. Zoom into only the action being described instead of showing the entire interface.

M4 Product explainer

FORMAT Green screen explainer over product footage | **AUDIENCE** People new to Capsemble | **CORE CUT** about 15 seconds

Hook Think shared camera roll but made for the whole event.

Spoken script Capsemble Memory brings guest photos, clips and voice notes into one capsemble. The host stays in control, and those Moments can appear on the Wall, in a shared album and in the film.

Optional extension It captures more than the official shots because everyone sees something different.

Visual beats

- 0 to 3 seconds: Creator introduces the idea against a Capsemble event page.
- 3 to 7 seconds: Show different guests capturing different moments.
- 7 to 11 seconds: Show an approved Moment on the Wall.
- 11 to 15 seconds: Show the album and film views.

On screen text Everyone captures | The host curates | One living story

CTA See Capsemble Memory at capsemble.com

Creator note Say that Capsemble helps assemble the Moments into an album or film. Do not describe an unfinished output as automatically final.

M5 Privacy and control

FORMAT Talking head with simple screen inserts | **AUDIENCE** Privacy conscious hosts and guests | **CORE CUT** about 15 seconds

Hook A shared event should not mean sharing your whole phone.

Spoken script With Capsemble, guests choose the exact photos, clips or voice notes they want to add. Nothing is taken automatically, and the host decides what can appear on the Wall.

Optional extension That makes sharing feel intentional instead of giving away your entire camera roll.

Visual beats

- 0 to 3 seconds: Creator holds up their phone and states the concern.
- 3 to 7 seconds: Show a guest selecting one specific photo.
- 7 to 11 seconds: Show a host review or approval action.
- 11 to 15 seconds: End on the approved moment appearing on screen.

On screen text You choose every Moment | Nothing taken automatically | Host controlled Wall

CTA Learn how Capsemble works

Creator note This is a trust video. Use a calm delivery and demonstrate the selection step clearly.

M6 Emotional storytelling

FORMAT Voiceover over candid event footage | **AUDIENCE** Families couples and friendship groups | **CORE CUT** about 15 seconds

Hook The best moment might happen while the host is somewhere else.

Spoken script No one person sees the whole celebration. One guest catches the entrance, another catches the reaction, and someone else records the message you will treasure later. Capsemble brings those separate moments into one story.

Optional extension Because the memory belongs to everyone who helped make it.

Visual beats

- 0 to 3 seconds: Open with the host occupied elsewhere at the event.
- 3 to 7 seconds: Show a guest capturing a reaction.
- 7 to 11 seconds: Show another guest recording a voice message.
- 11 to 15 seconds: Finish with the moments assembled together.

On screen text No one sees the whole day | Everyone captures a piece | A thousand moments One Capsemble

CTA Capture the whole story with Capsemble

Creator note Choose candid footage with emotional range rather than a montage of posed photographs.

Capsemble Creators

These scripts recruit creators who host or influence real gatherings. The message is authentic product use first, transparent referrals second. Creators must disclose the affiliate relationship whenever they share their link or code.

C1 Creator opportunity

FORMAT Direct to camera with community event footage | **AUDIENCE** Lifestyle wedding travel and community creators | **CORE CUT** about 15 seconds

Hook If your audience celebrates together this may fit naturally.

Spoken script Capsemble is inviting creators who already share weddings, birthdays, trips and community events. You can use the platform at your own gatherings, show the real experience, and earn when referred customers host genuine events.

Optional extension It is designed for recommendations your audience can actually watch you use.

Visual beats

- 0 to 3 seconds: Creator addresses their niche directly.
- 3 to 7 seconds: Show a real gathering relevant to their audience.
- 7 to 11 seconds: Show guests using Capsemble at that gathering.
- 11 to 15 seconds: Display the creator application page and CTA.

On screen text Use it for real | Show it for real | Earn from real events

CTA Apply at capsemble.com/creators

Creator note Include an appropriate affiliate or paid partnership disclosure in the post and spoken video where required.

C2 Real creator experience

FORMAT Creator diary style with event cutaways | **AUDIENCE** Existing approved creators | **CORE CUT** about 15 seconds

Hook I wanted to recommend something I could actually use first.

Spoken script I used Capsemble at my own event before sharing it with you. Guests added the moments they captured, I could see the story coming together, and now I have a creator link for anyone who wants to try it.

Optional extension If you use my link, I may earn from your first qualifying purchase.

Visual beats

- 0 to 3 seconds: Creator speaks while arriving at or setting up the event.
- 3 to 7 seconds: Show guests scanning and adding Moments.
- 7 to 11 seconds: Show the creator reviewing the capsemble.
- 11 to 15 seconds: Show the creator link or code on screen.

On screen text I used it first | My creator link | Affiliate disclosure

CTA Try Capsemble through my link

Creator note Use only after genuine use. The creator should describe what actually happened rather than repeating claims they did not verify.

C3 How to join

FORMAT Screen recording with face camera overlay | **AUDIENCE** Prospective creators | **CORE CUT** about 15 seconds

Hook Here is how to become a Capsemble Creator.

Spoken script Apply through the creator page, tell Capsemble about your audience and the events you genuinely cover, then receive your link and creator code if approved. Share it transparently whenever Capsemble fits your work.

Optional extension Your creator area shows the rewards and status attached to your referrals.

Visual beats

- 0 to 3 seconds: Open the creator program page.
- 3 to 7 seconds: Scroll through the application and creator criteria.
- 7 to 11 seconds: Show a sample creator link or code without exposing private data.
- 11 to 15 seconds: Return to the creator with the application CTA.

On screen text Apply | Get approved | Share your link | Disclose the relationship

CTA Apply at capsemble.com/creators

Creator note Do not guarantee acceptance. Approval depends on the creator program criteria.

C4 Rewards explainer

FORMAT Talking head with animated keywords | **AUDIENCE** Creators wary of low quality affiliate schemes | **CORE CUT** about 15 seconds

Hook This creator program is not built around empty clicks.

Spoken script Capsemble rewards genuine outcomes. A person arrives through your link, becomes a customer and hosts an event where real guests participate. Your creator area then shows what is pending, approved or paid.

Optional extension Exact rates and payout terms are always shown inside your creator area.

Visual beats

- 0 to 3 seconds: Creator challenges the usual click based model.
- 3 to 7 seconds: Animate link to customer to real event.
- 7 to 11 seconds: Show genuine guests adding Moments at an event.
- 11 to 15 seconds: Show a generic dashboard status sequence.

On screen text Not empty clicks | Real customers | Real participating events | Transparent status

CTA Read the Creator Program details

Creator note Do not quote a rate unless the creator has confirmed their current published terms.

C5 Use it at your own event

FORMAT Event setup vlog | **AUDIENCE** DJs performers organisers and community creators | **CORE CUT** about 15 seconds

Hook Your next show can also become your best product demo.

Spoken script Run your meet-up, launch or show with Capsemble Live, let the crowd add their moments, and show your audience the actual experience. Approved creators can access creator pricing for a set number of events.

Optional extension The product your followers see is the same one you are using in the room.

Visual beats

- 0 to 3 seconds: Creator sets up their show or meet-up.
- 3 to 7 seconds: Show the event QR code and audience participation.
- 7 to 11 seconds: Show approved moments on the venue screen.
- 11 to 15 seconds: Creator turns the camera back to themselves for the CTA.

On screen text Host it | Show it | Share it authentically

CTA Explore Capsemble for creators

Creator note Creator pricing and eligibility can change. Avoid presenting it as unlimited or universally available.

C6 Creator merchandise

FORMAT Merch design and product reveal | **AUDIENCE** Creators with events communities or fan groups | **CORE CUT** about 15 seconds

Hook Your event does not have to end when everyone goes home.

Spoken script Capsemble creators can design event merchandise such as a tee, tote or poster and place it around the event experience. Guests order what they want, while the creator keeps the amount above Capsemble's base price.

Optional extension It turns the crowd's shared experience into something they can take with them.

Visual beats

- 0 to 3 seconds: Show the creator sketching or selecting a design.
- 3 to 7 seconds: Reveal the design on a product mock-up.
- 7 to 11 seconds: Show the event page or merchandise placement.
- 11 to 15 seconds: Finish with the physical product or a clear mock-up.

On screen text Design your event merch | Guests order | You set the margin

CTA Join the Capsemble Creator Program

Creator note Use a digital mock-up only when clearly presented as a mock-up. Do not imply physical possession before receiving the product.

Capsemble Store

Store videos should make the product tactile. Show invitations being opened, a welcome sign at the venue, friends wearing a crew tee, or a photo book being turned page by page. Avoid generic product grids when a physical interaction is available.

S1 Store overview

FORMAT Styled tabletop reveal with voiceover | **AUDIENCE** Celebration hosts | **CORE CUT** about 15 seconds

Hook What if the whole celebration looked like it belonged together.

Spoken script Capsemble Store carries one celebration design across invitations, welcome signs, table pieces, apparel, thank-you cards and keepsakes. Instead of ordering a collection of unrelated items, you can build one coordinated event look.

Optional extension You review the exact proof before anything is sent to print.

Visual beats

- 0 to 3 seconds: Begin with mismatched event items spread across a table.
- 3 to 7 seconds: Sweep them away and reveal the coordinated set.
- 7 to 11 seconds: Show close-ups of an invitation, sign and keepsake.
- 11 to 15 seconds: End on the full event setup.

On screen text One celebration | One coordinated look | Printed on demand

CTA Explore the Capsemble Store

Creator note Use products that are actually available in the Store at the time the video is posted.

S2 How to order

FORMAT Screen tutorial with product close-up | **AUDIENCE** First time Store customers | **CORE CUT** about 15 seconds

Hook Here is how to turn one event moment into a keepsake.

Spoken script Choose your item in the Capsemble Store, select a design or add your photo, personalise the details and review the proof. Once you approve it, the item is printed on demand and shipped to you.

Optional extension Your order and tracking stay connected to your Capsemble account.

Visual beats

- 0 to 3 seconds: Choose a product such as a photo book or framed print.
- 3 to 7 seconds: Add a photo or select an existing design.
- 7 to 11 seconds: Show personalisation and proof review.
- 11 to 15 seconds: Reveal the ordered product or a clearly labelled preview.

On screen text Choose | Personalise | Approve the proof | Printed for you

CTA Make yours in the Capsemble Store

Creator note If the physical product has not arrived, label the final visual as a preview or mock-up.

S3 Memory to keepsake

FORMAT Emotional before and after voiceover | **AUDIENCE** Families couples and gift buyers | **CORE CUT** about 15 seconds

Hook Your favourite event photo deserves more than another scroll.

Spoken script Take a moment from your Capsemble and turn it into something you can hold: a photo book, framed print, mug, calendar or thank-you card. It is a simple way to keep the story present after the event.

Optional extension Or send that moment back to the people who helped create it.

Visual beats

- 0 to 3 seconds: Show a favourite photo on the phone.
- 3 to 7 seconds: Transition from the screen into the printed item.
- 7 to 11 seconds: Show someone holding or using the keepsake.
- 11 to 15 seconds: Place the item beside the original event invitation.

On screen text From Moment | To keepsake | Made from your celebration

CTA Turn your favourite Moment into something lasting

Creator note A real product reveal will outperform a static product page. Send the creator the item before commissioning this format.

S4 Event host solution

FORMAT Venue setup transformation | **AUDIENCE** Hosts planners and organisers | **CORE CUT** about 15 seconds

Hook One event should not need five different design suppliers.

Spoken script Use Capsemble Store to match the pieces guests see before, during and after the celebration: invitations, entrance signs, place cards, apparel and thank-yous. The event feels considered without rebuilding the design every time.

Optional extension Choose individual products or a bundled host kit based on the event.

Visual beats

- 0 to 3 seconds: Show a host switching between different supplier tabs.
- 3 to 7 seconds: Show the selected Capsemble design across several pieces.
- 7 to 11 seconds: Place those pieces around the venue.
- 11 to 15 seconds: Reveal the completed entrance or table setup.

On screen text Before | During | After | One event design

CTA Build your event set in the Capsemble Store

Creator note Avoid promising that every item has identical colours across materials. Say coordinated or matched rather than perfectly identical.

S5 Unboxing experience

FORMAT Creator unboxing with natural reaction | **AUDIENCE** Hosts and gift buyers | **CORE CUT** about 15 seconds

Hook This started as one photo from our event.

Spoken script I chose this moment from our event, added it to a Capsemble keepsake and approved the proof before printing. Seeing it arrive as something physical feels completely different from leaving it in my camera roll.

Optional extension This is the kind of event detail I would genuinely keep or gift.

Visual beats

- 0 to 3 seconds: Hold up the original photo on the phone.
- 3 to 7 seconds: Open the delivery packaging naturally.
- 7 to 11 seconds: Reveal the item and show print detail.
- 11 to 15 seconds: Place it in its intended home or hand it to someone.

On screen text One favourite Moment | Proof approved | Now something real

CTA Explore personalised keepsakes from Capsemble

Creator note Use only with a product the creator genuinely received. Keep the reaction natural and mention any material details accurately.

S6 Crew merchandise

FORMAT Outfit transition or group reveal | **AUDIENCE** Trips wedding parties clubs and event crews | **CORE CUT** about 15 seconds

Hook Every event has a crew. Give yours something recognisable.

Spoken script Capsemble Store can turn your event design into crew tees, hoodies, caps, totes and other pieces people can use together. It works for wedding parties, group trips, meet-ups, launches and community events.

Optional extension Add the design once, then build the pieces that suit your people.

Visual beats

- 0 to 3 seconds: Show the group in ordinary clothing before the transition.
- 3 to 7 seconds: Use a quick transition into coordinated event merchandise.
- 7 to 11 seconds: Capture the group using the items naturally.
- 11 to 15 seconds: End with a group photo or event entrance.

On screen text Your event crew | Your event design | Wear the story

CTA Design the crew set in Capsemble Store

Creator note Confirm current sizes, product options and delivery availability before mentioning them in captions.

Capsemble Marketplace

Marketplace videos have two audiences: hosts looking for the right event team and providers looking for qualified work. The platform is building its provider network, so early videos should invite providers to list while explaining the intended host journey without overstating current availability.

P1 Host problem and solution

FORMAT POV planning frustration to clean screen | **AUDIENCE** People planning an event | **CORE CUT** about 15 seconds

Hook Planning an event should not mean opening twenty tabs.

Spoken script Capsemble Marketplace is designed to help you find the venue, photographer, caterer, DJ, stylist and other professionals your event needs. Search in one place, compare proposals and bring your chosen team onto the event.

Optional extension Hosts can browse and book without paying a marketplace booking fee.

Visual beats

- 0 to 3 seconds: Show an overwhelmed host switching between search tabs.
- 3 to 7 seconds: Open Capsemble Marketplace and search by service and place.
- 7 to 11 seconds: Show categories and a proposal comparison view.
- 11 to 15 seconds: End on the event team view.

On screen text Find | Compare | Build your event team

CTA Explore Capsemble Marketplace

Creator note Do not say that every location or provider category is already populated. Show only live listings or clearly labelled examples.

P2 How it works for hosts

FORMAT Three step screen explainer | **AUDIENCE** Event hosts ready to source providers | **CORE CUT** about 15 seconds

Hook One enquiry can make comparing event providers much easier.

Spoken script Search or browse the service you need, send an enquiry and compare the proposals that come back. When you accept one, the provider joins your Capsemble event team with their brief, date and budget context.

Optional extension You pay the provider directly under the terms in their proposal.

Visual beats

- 0 to 3 seconds: Search for a specific provider and location.
- 3 to 7 seconds: Show one clear enquiry being sent.
- 7 to 11 seconds: Compare example inclusions, availability and price.
- 11 to 15 seconds: Accept and add the provider to the event team.

On screen text 1 Find | 2 Compare | 3 Add to your team

CTA Plan your event team with Capsemble

Creator note Use real or clearly marked demonstration proposals. Never expose provider or customer information in the screen recording.

P3 Provider recruitment

FORMAT Provider at work with direct address | **AUDIENCE** Photographers caterers DJs venues and event businesses | **CORE CUT** about 15 seconds

Hook If you run an event business this is your invitation.

Spoken script List your business on Capsemble Marketplace for free, show hosts what you offer and respond to matching event enquiries. There is no monthly listing fee; Capsemble charges when the platform helps you win booked work.

Optional extension Early providers also have a chance to be visible before their category becomes crowded.

Visual beats

- 0 to 3 seconds: Provider introduces their service while working.
- 3 to 7 seconds: Show their profile setup or service portfolio.
- 7 to 11 seconds: Show an enquiry or proposal workflow.
- 11 to 15 seconds: Finish with the free listing CTA.

On screen text Free to list | Meet planning hosts | Pay when you win work

CTA List your business at capsemble.com/marketplace

Creator note Refer providers to the current Marketplace terms for commission and optional paid plan details.

P4 Concierge explainer

FORMAT Creator submits an event brief on screen | **AUDIENCE** Hosts unsure where to begin | **CORE CUT** about 15 seconds

Hook Know what your event needs but not who to ask.

Spoken script Tell Capsemble Concierge your date, location, budget and the help you need. Matching providers can respond with proposals, giving you a clearer starting point than messaging businesses one by one.

Optional extension You decide whether any of the proposals are right for your event.

Visual beats

- 0 to 3 seconds: Creator states the event need in one sentence.
- 3 to 7 seconds: Enter the date, place, budget and service requested.
- 7 to 11 seconds: Show the brief being submitted.
- 11 to 15 seconds: Show a clean proposal comparison concept or live view.

On screen text Tell us what you need | Matching providers respond | You compare

CTA Post what you need through Capsemble Concierge

Creator note Do not promise a guaranteed number of proposals or an exact response time.

P5 Proposal comparison

FORMAT Side by side decision video | **AUDIENCE** Budget conscious hosts | **CORE CUT** about 15 seconds

Hook A low quote is not useful if you cannot see what it includes.

Spoken script Capsemble Marketplace is built around clear proposals, so hosts can compare what is included, the price and provider availability side by side. That makes the decision about value, not just the smallest number.

Optional extension The accepted provider then becomes part of the same event workspace.

Visual beats

- 0 to 3 seconds: Show two vague quotes with different totals.
- 3 to 7 seconds: Replace them with structured proposal details.
- 7 to 11 seconds: Highlight inclusions, availability and total cost.
- 11 to 15 seconds: Show the host choosing the best fit.

On screen text Compare inclusions | Compare availability | Compare value

CTA Compare your event options with Capsemble

Creator note Use fictional names and amounts unless the providers have approved the footage.

P6 Early provider story

FORMAT Founder style provider testimonial | **AUDIENCE** Independent event suppliers | **CORE CUT** about 15 seconds

Hook Small event businesses need qualified enquiries not another social feed.

Spoken script Capsemble Marketplace puts providers closer to people who are actively planning an event. Build a useful profile, respond with a clear proposal and, when chosen, join the actual event team rather than disappearing after the enquiry.

Optional extension For an independent supplier, that is a much more relevant place to be discovered.

Visual beats

- 0 to 3 seconds: Provider speaks from their studio or an event setup.
- 3 to 7 seconds: Show their service profile and portfolio.
- 7 to 11 seconds: Show an enquiry becoming a proposal.
- 11 to 15 seconds: Finish with the provider working at an event.

On screen text Be found while hosts are planning | Send a clear proposal | Join the event team

CTA Become an early Capsemble Marketplace provider

Creator note Use as a genuine experience script only after the provider has received an enquiry or booking. Before that, frame it as why they joined.

Delivery and publishing checklist

- [] The first spoken line starts immediately without a greeting or long introduction.
- [] The product or event action is visible by the fourth second.
- [] The creator uses their natural vocabulary and does not sound like they are reading a press release.
- [] On screen text is readable on a phone and stays inside platform safe areas.
- [] Any affiliate, paid partnership or gifted product disclosure is clear.
- [] Claims, prices, product availability and creator terms have been checked immediately before publishing.
- [] The caption carries secondary information instead of forcing every detail into the voiceover.
- [] The final frame contains one CTA and the correct destination link.

Suggested disclosure language

- Affiliate: I am a Capsemble creator and may earn if you use my link or code.
- Gifted product: Capsemble gifted this item to me so I could try it and share my honest experience.
- Paid collaboration: This video is a paid partnership with Capsemble.

Campaign links

Capsemble <https://capsemble.com>

Creator Program <https://capsemble.com/creators>

Capsemble Store <https://capsemble.com/store>

Capsemble Marketplace <https://capsemble.com/marketplace>