

LOCOMOTIVE CONTENT



Why UGC & Found
Content?

ABOUT THE COMPANY



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Founder & CEO

UGC & Found Content Expert with over 20+ years of experience

Locomotive Content was created to connect marketers, advertising agencies, brands, and production companies with fully-licensed user-generated content. We have a team of experts. Our team works tirelessly behind the scenes to find that special content to fit perfectly for every creative brief. We do the work so you can focus on your clients needs.

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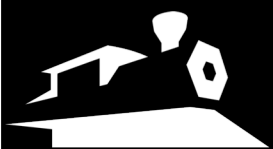




CHAPTER 01

UGC 101

The story of user-generated content



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What is UGC & Found Content?

Most of you probably already know what UGC is but just in case there's someone out there who doesn't know. User-generated content is anything created by someone and published on the internet somewhere. Some now use the term "found content" as people tend to think of UGC as it was back in the old days. This is when tech was lower quality and so was the content created. Think of OG America's Funniest Home Videos clips. UGC has come so far since then. 91% of the world's population have a smart computer in their pocket with high res quality cameras. Let's be honest, at this point in the UGC game, even the least experienced are creating quality content. Social media has transformed the way users create.

So, what are the types of UGC?

- Videos
- Photos
- Reviews
- Podcasts
- Blogs
- Vlogs
- Music
- Illustrations
- Animations
- Art

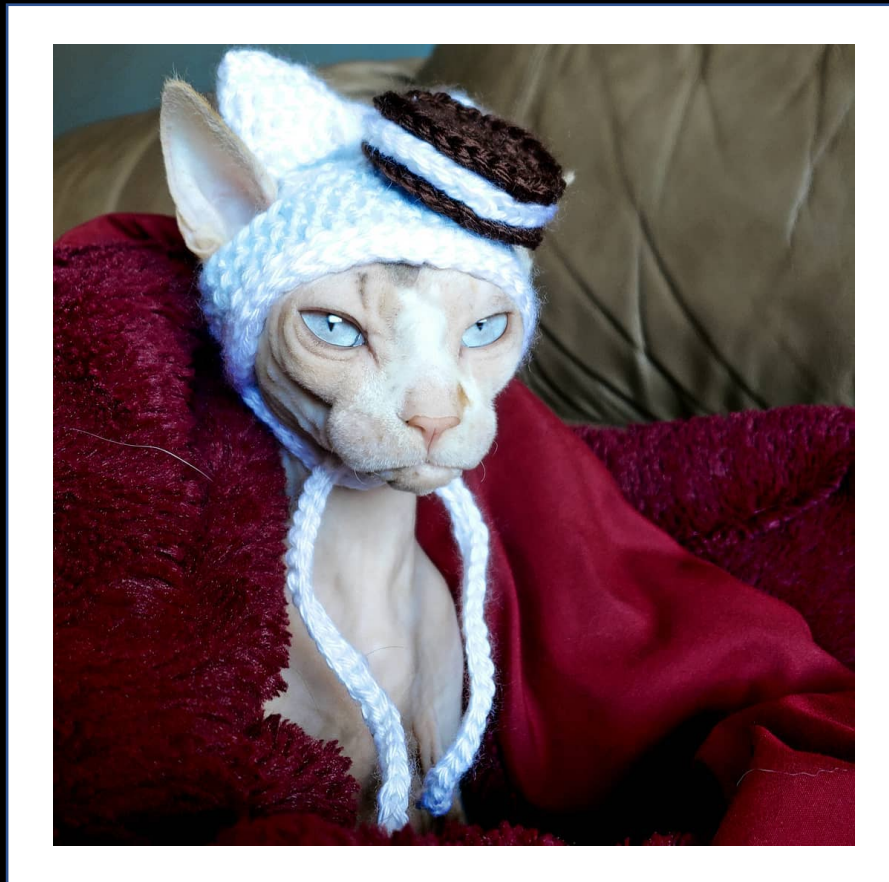


How Does UGC Benefit Brands?

There are so many benefits to using UGC in advertising. We will cover each one in detail with statistics to back them all up. Trust us, we could talk all day about why UGC works and why it should be integrated into your advertising efforts. But first, let's take a brief overlook of some of its greatest advantages.

Benefits of UGC

- Improved perceived brand authenticity
- Increased brand trust
- Positive purchasing influence
- Improved reputation
- Increased ad memorability
- More cost effective than traditional advertising
- Serves as a way to improve green efforts of a brand
- Promotes DEI efforts
- It's in infinite supply



REAL TALK

Authentic: [aw-then-tik] *adjective*

1. Not false or copied; genuine; real
An authentic lamp

“UGC’s message is organic and not controlled by the brand itself. Looking at context in which the content appears, however, can help advertisers ensure their ads appear in brand-safe environments.”

—ADAGE

UGC is perceived as being more authentic than produced content and therefore, the brand itself is considered more authentic. According to a Forbes article, “UGC is authentic and more experience driven than brand pushed content because no fabrication, embellishment, or Photoshop is involved. Instead, it acts as a modern form of word-of-mouth advertising, which has always played a significant role in consumer purchasing decisions.” And all of us advertisers know that word of mouth advertising is the best kind there is.

Let’s be honest, people want authenticity and transparency in a world of chaos and unpredictability. In a world where it’s often hard to identify what’s real and what’s fake, they want to support brands that share the human experience in a common way. Stackla found that, consumers are 2.4x’s more likely to say that UGC is more authentic than brand created content. If that doesn’t scream belief in authenticity, we don’t know what does.





Authentic UGC Photo Content Examples

Authenticity doesn't mean sacrificing quality. Like we said before, UGC no longer means "home made" looking content. Even amateur content creators have high res photos and videos. These are photos we sourced from the internet that are 100% organically shot from users.



UGC IS TRUSTWORTHY

People trust people, not logos! In fact, Nielsen reported that, a staggering 92% of consumers trust UGC more than traditional advertising. This is because they are seeing content created by their peers. It gives the brand a human feel, one that consumers can actually relate to. Forbes said it best, “UGC is created by fellow consumers for their friends and online followers. This content gives viewers a sneak peak into people’s lives and daily habits, which deepens the audience’s connection to the product.”

Trust is something that is earned, but with the use of UGC brands can speed this process up. Consumers are 3x’s more likely to trust user-generated content created by other consumers, according to Stackla. I mean, ask yourself, “Do you feel more comfortable buying from a brand that uses real people in their advertising instead of paid actors?” It’s something to think about.

Your attitude determines your latitude as they say. Attitudes toward UGC are highly positive in nature. It’s actually been proven in a recent research study done by the Scientific Journal Communicare. They found that there is a positive relationship between the use of UGC, brand trust, and purchase intention. And there’s more academic research out there on this. Rachna & Khajuria found that 71% of people have positive attitudes toward UGC in digital ads, putting an exact number on it.



Sorry, we know that was a lot to throw at you....

So, here are some UGC example videos for you to watch



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LET'S GET INFLUENTIAL

The fact of the matter is, UGC is influential. Whether it's in the form of customer(s) reviews, vlogs, or just user made content in general, it does effect purchasing decisions of others. In fact, according to Cision PR Newswire, 90% of people say that UGC influences their decision to make a purchase. That number is staggering.

On that note, did you also know that, '77% of people are more likely to purchase products/services from brands that use UGC in their marketing efforts?', according to Statista. As we said, people trust real humans and attribute positive emotions to the usage of UGC so this isn't surprising.



UGC also serves as a way for people to discover new products. We can personally attest to this. We've all probably seen someone with a product on their social story and became curious about it. According to Forrester, almost half of customers use UGC to help them find new products. This is another good reason for brands to foster creator/influencer relationships. It will spread brand awareness and their content can also be used in future ad campaigns. It's a win-win.



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REPUTATION

In advertising, it is not like Joan Jett said. We do give a damn about our reputation. UGC is a great way to promote social proof of a brand. This can be done through a number of ways including featuring UGC in your advertising.



Brand reputation is a culmination of words, appearance, voice, and the actions. These all are represented through social media, consumer reviews, quality, etc. Consumers can provide positive light on your brand through UGC. If consumers are talking about the brand because they back it, then why not use that high-quality content to show others why the brand is better than all the rest.

Like we said before, the agency will still have control of the content just like in a produced shoot. In this case we are sourcing specific UGC in terms of the brief. When we present it to you, the choice is yours whether you think it fits or not. For example, we may find 50 videos when you only need 12. That will be 50 options to choose from. You choose selects and we go from there. In short, you control the brand reputation with the content you choose.



TOTAL RECALL

Did you know that memory with meaning is better remembered? There's a lot of science behind memory, but one thing we know for sure is that UGC is far more memorable than traditional media. About 35% to be exact. UGC tends to evoke 85% emotional intensity from the viewers and it's been proven that ads with purely emotional content will perform twice as well in general.

It's also interesting to note that 73% of consumers will decide in less than 30 seconds if they will watch a video until the end so your ad better catch the attention of the viewer pretty quickly. 31% of consumers state that ads featuring UGC are more memorable than traditional advertising. So, in order to catch your audiences' attention and make the ad more memorable, a great strategy is to use found content.



**A LOT CAN
GO WRONG
IN 1 SECOND**

MONEY TALKS



Let's get down to brass tacks because this is always the pressing question on everyone's mind. "How much is this UGC thing going to cost me?" Well, UGC ad campaigns tend to be far cheaper than their produced advertising counterparts. While we can't give you an exact number, because it will rely specifically on the agencies campaign briefs, we can say that it will cost you roughly 50-62% less than a traditional ad campaign, according to Demand Metric.

Another important thing we can say about Locomotive Content over our competitors is that we pride ourselves on not marking up the cost of content for licensing and any UGC campaign can generate 3x's as many leads for the brand. How's that for ROI???

Speaking of ROI... With UGC advertising, the brand will already know what emotions the ad will evoke from the audience since our experts source & vet each piece with this in mind. This means the brand can make educated guesses as to how it will perform. This will also save the brand big bucks on having to fix a poorly performing, produced advertisement later down the line.

GREEN & INCLUSIVE

If your brand wants to showcase its sustainability efforts, UGC advertising will show that it is promoting environmentally friendly practices. UGC leaves far less of a carbon footprint. There's no commuting, no produced shoots, etc. You get the idea. If your agency or brand you work for wants to show its green efforts that reduce its carbon footprint then UGC is for you. To add to this, here at Locomotive Content, our team is fully remote around the world in order to promote reduced CO2 emissions.

In terms of inclusivity, UGC is capable of creating diversity cost-effectively (Marketing Insider). "UGC is already created content, it reduces the risk of creating a spot that lacks appeal. UGC is the most multi-faceted way to represent all consumer voices..." (Mediapost). In short, it's much easier to source found content creators that fit any and all backgrounds than to find, audition, & cast those that fit a role.



Cuando estoy harto
de mi trabajo
pero recuerdo que
no tengo dinero

TO INFINITY & BEYOND

The internet is full of content and its constantly uploaded each second of every day all over the world. There will never be any chance that you won't be able to find new content constantly. It's literally an infinite supply. You could work on the same brief and find new content to make a completely new UGC ad all within a few months of each other.

720,000 hours of content is uploaded to YouTube every day. That's 500 hours per minute. That said, Gen Z viewers prefer UGC to professional videos more than older generations (YouTube). This means that UGC is becoming the preferred form of content of the future.



Suffice to say, UGC isn't going anywhere and more and more people will continue to create it. Now that faucet has been turned on and the tap is open, the pool is only going to continue to grow. UGC can take your campaigns to new heights. "To infinity and beyond."



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MIND THE GAP

The train is now approaching the platform. Please mind the gap between the train and the platform when boarding the train. The train is now ready to depart. Please stand clear of the closing doors. Change at next station for more cost efficient, engaging, memorable, integrated UGC advertising.

ALL ABOARD



<https://www.locomotivecontent.co>

