

## **About the project**

We are looking for a Nigerian content creator to create a short, natural and engaging UGC video for **WhoGoHost**, a Nigerian web hosting and digital services brand.

The video should showcase how quickly and easily someone can go from **having a business idea to having a professional website online** using the WhoGoHost AI-powered website builder.

The content should feel like a genuine social media post from a real person, not a polished traditional advert.

## **The creative idea**

The core idea is: **“I had the idea this morning. I had a website by the time I left home.”**

We want to communicate that creating a professional website does not have to be complicated, expensive or time-consuming.

The creator should take the audience through their experience of coming up with a business idea and quickly turning it into a professional-looking website using the WhoGoHost AI website builder.

For example:

“I woke up this morning with an idea for a business...”

“I thought I’d need a developer and weeks to get a website.”

“But I just used WhoGoHost’s AI website builder...”

“And now my website is live.”

The creator can interpret this naturally in their own style. We are looking for **authenticity, personality and relatability**, not a word-for-word scripted advert.

## **What the video should communicate**

The video should naturally communicate:

- How easy the AI website builder is to use
- How quickly a website can be created
- That you do not need to be a web developer or designer
- That the result looks professional and beautiful
- Affordability / accessibility
- The feeling of turning an idea into something real very quickly

- Getting a website live without a long or complicated process

### **Product demonstration**

The creator **must use a laptop** and visibly use the WhoGoHost AI website builder during the video.

The video should show some or all of the following:

1. The creator deciding what kind of website/business they want to create
2. Entering a prompt into the AI website builder
3. The website being generated
4. Editing/customising the website
5. Showing the finished website
6. The final website being live

The finished website should be clearly visible enough for the audience to understand the transformation.

### **Format**

- Vertical, social-first video
- Designed for Instagram Reels / TikTok / YouTube Shorts
- Creator should use a **social-optimised shooting style**
- Fast-paced but easy to follow
- Natural talking-to-camera delivery
- Strong visual hooks in the first few seconds
- The final video should be approximately the **same length as the reference videos provided**

### **Reference videos**

Please use these as references for the pacing, structure, style and overall length:

[https://www.instagram.com/reel/Dclus\\_epAjX/](https://www.instagram.com/reel/Dclus_epAjX/)

<https://www.instagram.com/reel/DbqBZMQpWkb/>

[https://www.instagram.com/reel/Dcvl\\_cNJ2rv/](https://www.instagram.com/reel/Dcvl_cNJ2rv/)

We are looking for the **same general short-form social feel**, not a recreation of the videos.

### **Who we are looking for**

A Nigerian creator who:

- Is comfortable speaking naturally on camera
- Can create engaging short-form social content

- Has a relatable and authentic personality
- Understands how to make content feel native to TikTok/Reels
- Has access to a laptop
- Can confidently demonstrate the website-building process

**You do not need to be an influencer or have a large following. We are primarily interested in the quality and authenticity of the content.**

**Product link**

WhoGoHost AI Website Builder: <https://whogohost.com/ai-website-builder/>

**Deliverable**

One finished vertical UGC video demonstrating the WhoGoHost AI website-building experience.

The final video should be edited, social-ready and suitable for use on WhoGoHost's social media channels and paid advertising.