CREG+

CREATOR COLLAB · 3-MINUTE READ

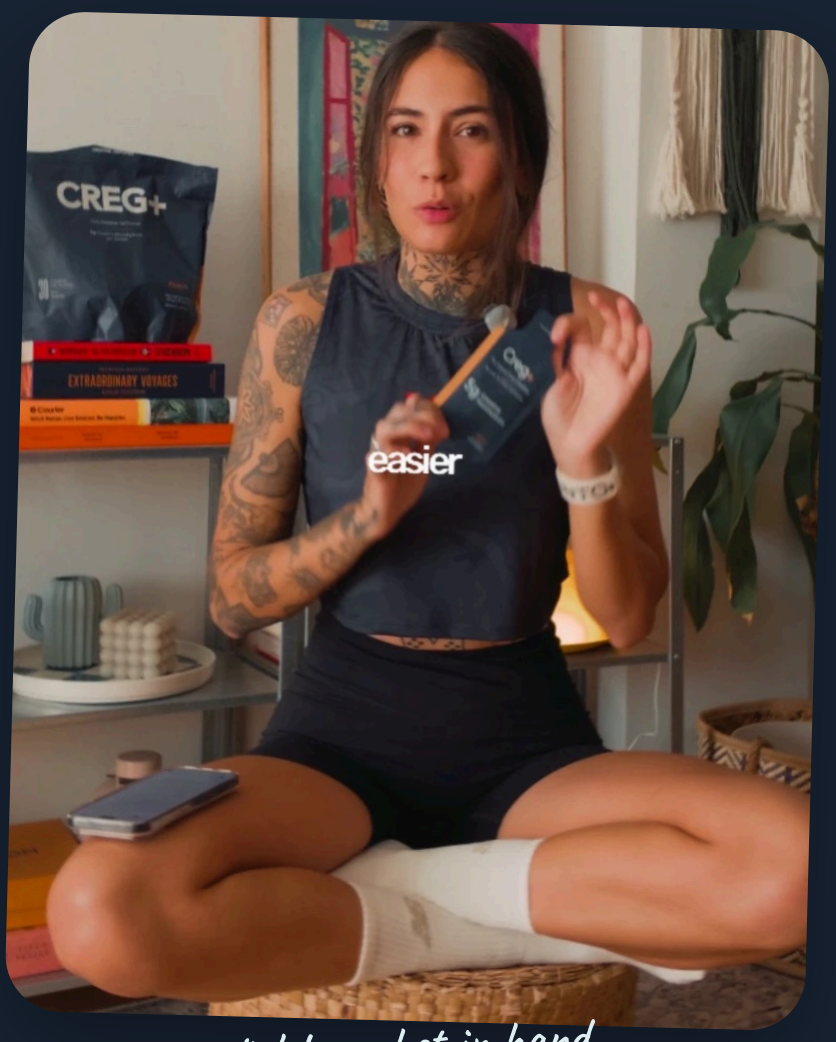
Make a reel you'd post anyway.

We put daily creatine in a pocket-sized gel. You know what your followers come to you for. Show them where the sachet earned its place in your life.

1 Live with it for a week first.

2 Your style, your words.

3 Tell us what stood out when you tried it.



your room. your light. sachet in hand.

STEP 1

The shape of a great reel.

These four parts shape the story in any format. You decide how it opens, how it looks and how it sounds.

1 Stop them

first 3 seconds

Find the first moment your followers would want to watch.

What would your audience stay to see?

a moment, not an intro

2 Let them see you

who you are

A familiar detail from your life helps people see themselves in the story.

Think of a small detail your followers would recognize.

this is why they follow you

3 Show the moment

CREG+ in your day

Pick one thing you noticed. Show it in your hand or describe it in your own words.

What can they see for themselves?

one thing. not a feature list

4 Close like you

one easy next step

The way you'd end any reel. One line, then stop.

Give one next step.

no sales voice needed

IN A 15–30 SECOND REEL

Stop them	See you	The moment	Close
0–3 s	3–7 s	the middle	last 3 s

Would you feature it?

Could this sit with the strongest work on your profile? Check the first frame, pacing, sound and product detail.

Make a film you would feature.

We love a strong on-camera story. These formats are starting points. Bring the approach that gives your idea its strongest expression.

Editorial portrait

A considered frame, natural delivery and short cutaways. Let your expression, hands and real sound give the story texture.

POV documentary

Bring us into a real moment through your eyes. Combine a wider scene with handheld details and the sounds already there.

Training story

Follow a session or the people around it. Give the place, the movement and the product moment each a clear shot.

Voiceover film

Use your own voice over a sequence of wide, medium and close shots. Build one idea through the edit.

STEP 2

Make the idea yours.

You know your audience better than we do. Bring an idea you believe they will care about. These are simply examples of how different the subjects can be.

The first taste

Flavor, texture and an honest first reaction.

A question after training

Something someone asked you after a session.

Inside the bag

The space a sachet takes in a real training bag.

On a travel day

What earns a place in your luggage.

A detail on the pack

Something on the label your followers would want to understand.

Clearing up confusion

The difference between daily creatine and running fuel.

Find the strongest opening for your audience.

Think about what makes your followers stop and pay attention. Find the first shot and first words that make them want to hear your story.

Make the opening fit the idea you are sharing. Let the picture and the words work together from the start.

Build it with the four parts on page 2.

Stop them. Let them see you. Show the moment. Close like you. Your idea and opening bring that structure to life.

BRAND LOOK · FILMING DETAILS

The CREG+ look.

Calm, real, daylight. Bring the same light and restrained palette into a portrait, documentary POV, training story or voiceover film.

Light

Soft daylight from a window or outdoors. Keep some natural shadow and depth.

AVOID

Ring-light glare, neon, colored LEDs and direct flash at night.

What to wear



Choose plain, muted pieces without logos.

AVOID

Neon, orange or peach clothing, loud prints and big logos.

Where

A trail, park, street, car, bright kitchen, desk or airport gate. A quiet corner of the gym works too. Keep the background tidy.

AVOID

Messy rooms, gym mirrors and bathrooms.

Camera

Film vertically, 9:16. Choose eye-level portraits, POV angles and close-ups to suit the story. Keep camera movement deliberate.

Color

Neutral to slightly cool. Keep skin tones true and preserve detail in the shadows.

AVOID

Heavy filters, beauty mode and a strong orange grade.

Sound and text

Use clear direct sound, voiceover or designed product sound. Keep text clean, readable and white.

AVOID

Emoji captions, colored text and loud trending audio.

Creative formats to explore

- Editorial portrait
- POV documentary
- Training story
- Voiceover film
- Interview film
- Product detail film

Develop your own approach. Let the idea guide the format, camera, sound and edit, within the scope in your guide.

The feeling to aim for

Photo references for light, natural color and a sense of place. Carry this feeling into your chosen format.



A real expression

Eye level, natural skin and a little of the street behind him.



An action already happening

Grey clothing, a simple sky and a close view of the movement.



Room for the setting

Stand back enough to show the runner, the ground and the sky.



Window light with depth

The room stays visible. Light comes from one side and shadows remain.

STEP 4

The small print.

Before you send your draft, check these eight points and compare any product details with your pack.

- [ ] 1 Everything you say is true for you.
- [ ] 2 No results talk: strength, muscle, energy, focus, recovery, gains.
- [ ] 3 No big promises: clinically proven, the best, #1, third-party tested, one squeeze.
- [ ] 4 “No water to mix it into”, never just “no water”.
- [ ] 5 It's a creatine gel. Never an energy gel, a gummy, a pre-workout or fuel.
- [ ] 6 Show the sport and the person. Keep physique comparisons out.
- [ ] 7 No other supplement brands in frame.
- [ ] 8 Paid partnership label on and #ad in the caption. Gifted or paid, it goes on.

Our facts, if you use any.

- ✓ **5g creatine monohydrate per sachet**
- ✓ **30 sachets in a pouch**
- ✓ **Tear. Squeeze. Done.**
- ✓ **No water to mix it into.**

Say it “Creg Plus”. Write it CREG+. Tag @creg.plus.

STEP 5

Post it.

Three steps, and it lands on both feeds.

1

Send us a draft

Send your draft so we can check the product details with you.

2

Post it as a Collab

Invite @creg.plus as a collaborator. Add the partnership label and #ad, then write the caption in your own words.

3

Send us the files

Send the finished reel. Extra openings, raw clips or a text-free version are only due if we agreed before filming.

If we want to run it as an ad

We'll talk to you about using your reel as a paid ad and agree on the terms with you first. You approve the partnership ad from your account.

CREG+

Creatine. Simplified.

Questions before you film? Reply to our message. A quick question beats a reshoot.

tear. squeeze. done.