

HANDSOME BOY UGC
TTCX PARTNER PACKET

HANDSOME
BOY

WHAT WE DO:

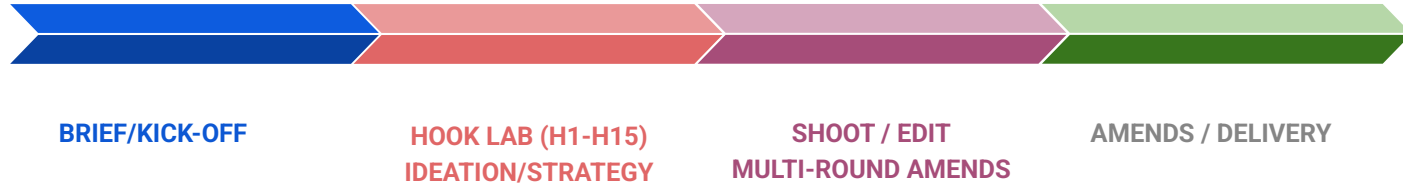
bspot

- High-volume, comedy-led TikTok UGC ads for mobile apps with rapid hook/variant testing
- Packages: Net-New • Remix • Iteration. Competitive prices.
- Casting (from a large roster of proven talent)
- Concepting, directing, editing, captions, motion, end cards, QC, multi-round amends and reshoots.
- Delivery: 1080×1920 MP4 + .SRT • H-labels • Safe-zone checked
- LA based / Fast reshoots

SAMPLES

UGC WORKFLOW

(BUILT FOR CREATIVE/PARTNER EXCHANGE - 48-72HR TURNAROUND)



RESULTS SNAPSHOT

bspot

CPA \$0.55–\$1.01

Multiple assets at 0.5–1.2M impressions (TikTok)

CTR up to 2.81%

Creator-first hooks • n=1.21M

IPM up to 11.5

High-volume tests • n=1.21M (Global)

Record reach: 31.3M

Stress-tested at scale (CE)

CASE STUDY #1

DOUBLEDOWN CASINO (“WHY IS... / IMPROV ON GAMEPLAY”)

Goal/KPI: Lower CPA/CPI while protecting CTR & mid-view

Hypothesis: Face-first opener + question hook + quick offer drives intent

Delivery: Net-New + ~20 hooks • 48–72h iteration

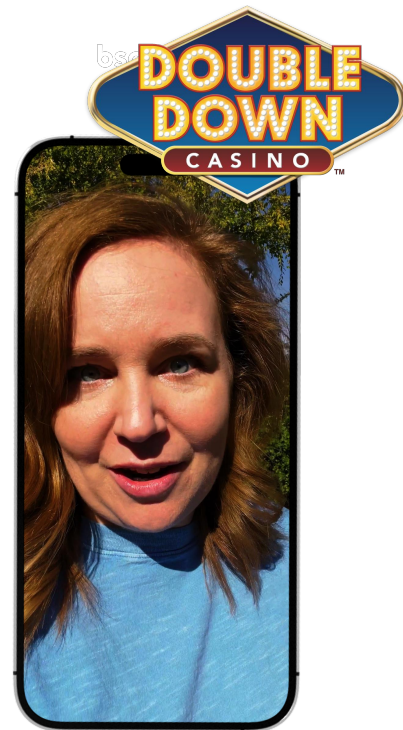
Test Plan: TikTok • multi-flight • n=60k–3.4M per variant

CPA: \$7.00–\$9.28 (e.g., ‘Why Is–Wild Honey V2 at n≈60k)

CTR: up to 0.85% (‘Spent the Day–Amusement Park V2 at n~78k)

Retention at scale: 50% VTR ~16.9% / 75% ~16.5% (‘Improv on Gameplay–Raging Bears’) at n=3.44M

Why it worked: face-first; premise by :01–:02; offer by ~:03; second-character improv; match-cut app↔POV; punchy captions; compliant CTA



CASE STUDY #2

ASSASSIN'S CREED SHADOWS (“PARKOUR FAILS REEL”)(GLOBAL)

Goal/KPI: High CTR/IPM with sub-\$1 CPA at scale

Hypothesis: Explosion + big type cold-open; VO punctuations; hyper-paced action

Delivery: Net-New + 10 hooks • localized with native language creators

Test Plan: TikTok (5 countries) • hero n=1.21M; sister cuts 0.68–1.15M

CTR: 2.81% (C02-C GLOBAL V1, n=1.21M)

50% / 75% VTR: ~26.8% / ~26.2% (n=1.21M)

IPM: ~11.5 (hero unit)

CPA: \$0.55–\$0.70 across C02 VARIANTS: A/B/C (0.68–1.21M imps)

Why it worked: scroll stopping hook; evergreen premise; parkour fails↔gameplay fails match-cuts; VO+SFX hits; premise revealed by :01–:02, product reveal by :03



CASE STUDY #3

LENOVO LEGION (“Whispering”)

Goal/KPI: Awareness at scale; proves creator-native concept can survive heavy delivery

Hypothesis: Unique first frame (device held high) + narrative whisper gag + quick feature reveals

Delivery: Net-New + 15 hooks across multiple cuts; Hook 3 was winner

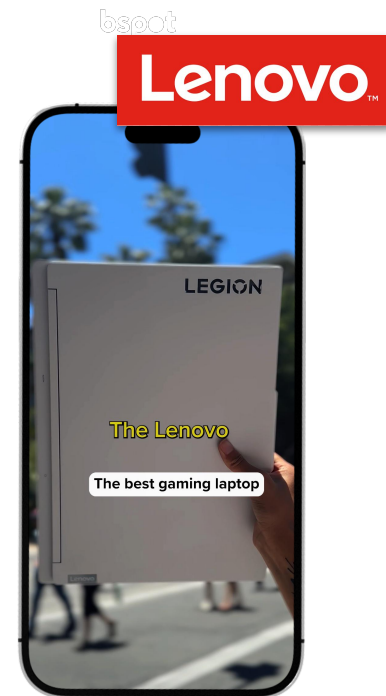
Test Plan: TikTok • multi-flight • very large delivery

Record reach: 31.3M impressions (C01-v04)

Sister edits: 20.2M and 12.4M impressions

No end card used; strong first-frame + many angles; captions for clarity

Why it worked: eye-catching open; on-location feel; hook variety mitigated fatigue



PACKAGES

Buyable units aligned to Partner Exchange

(Multi-round amends + reshoots included)

Net-New:

1x 25-35s ad + 10 hooks

Remix:

3 edits from your assets + 6 hooks

Iteration:

6 hooks + 3 alt edits (48-72h)

RIGHTS / COMPLIANCE

- Talent releases • 12-month paid usage
- Whitelisting ready • Legal/compliance reviews as needed

WORK WITH US

WEBSITE

EMAIL



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