

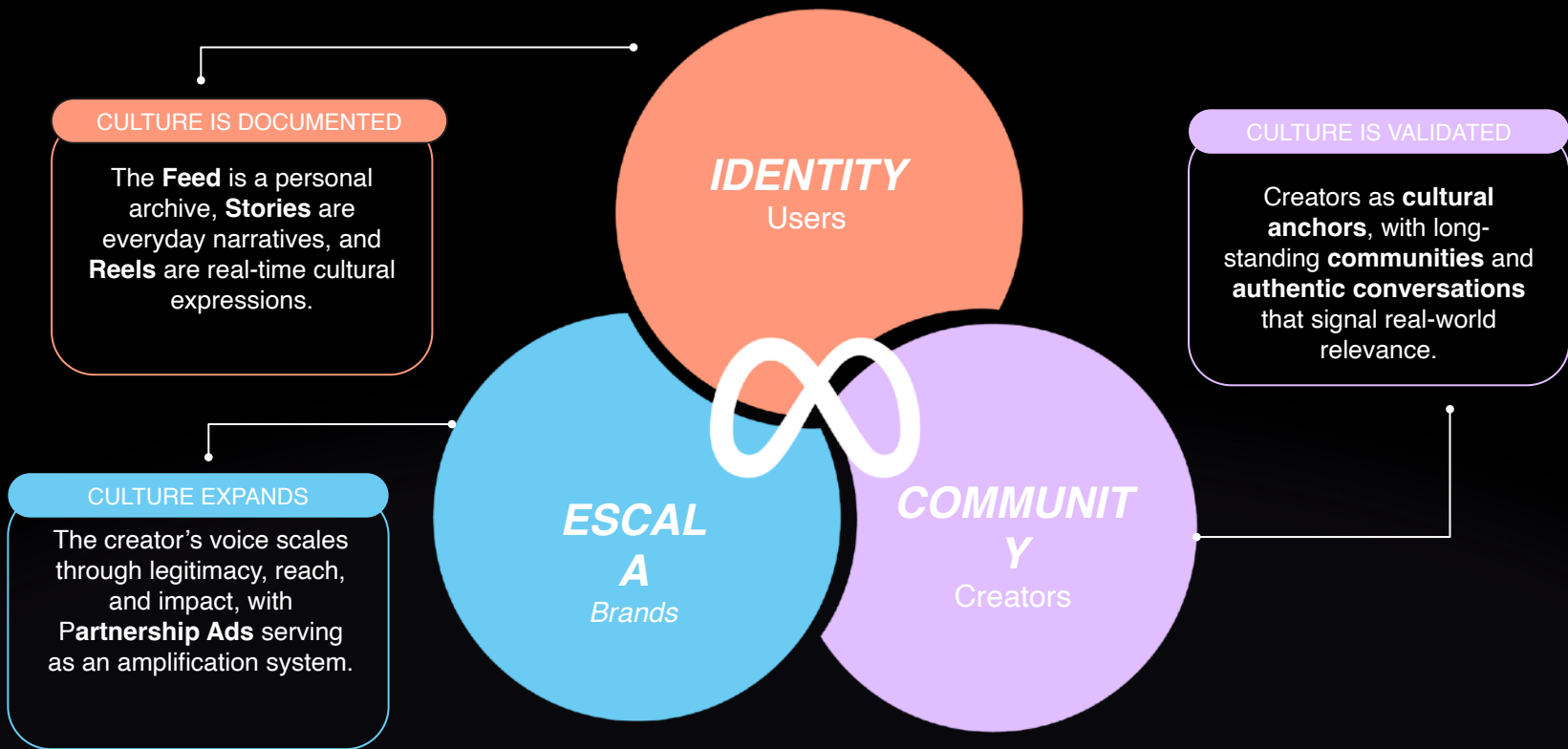
AI-LEVERAGED

Creators on Demand

The Solution

Creators at Speed of Culture

Meta Platforms are Culture Shapers



Meta Platforms are Culture Shapers

***How can brands create
at **speed of culture?*****

Creators on Demand:

A tech-powered solution designed to inject brands into the cultural conversation in *10 business days* through a creator-first creative engine.

Solution Pillars

Creators on Demand

Creators on Demand *Pillars*

1

TECH-ENABLED PROCESS

End-to-end management powered by our **proprietary AI-driven platform**, ensuring **high-quality deliverables** and **maximum agility** through every stage.

2

CREATORS-FIRST CREATIVITY

Crafting creative strategies by integrating Meta, Client, and **Creators** perspectives with **cultural insights** to define high-impact audiences and core messaging.

3

AGILITY

Delivering assets in **10 business days** to capture windows of high cultural relevance.

Tech-Enabled Process

Creators-first Creativity

10-Day Workflow

STRATEGIC TOUCHPOINT

Culture-Driven | Creator-Centric | **Selection of a synchronous touchpoint, defined based on project requirements**

	Strategic Alignment	Co-Creation Session
Participants	Client + Winclap + Meta	Client + Winclap + Meta + Creators
Content	Brief recap Guidelines Cultural insights Creator proposal and overall creative direction	Brief recap Guidelines Cultural insights Overall creative direction Co-creation
Length	45-60 min	60-90 min
Project type*	Campaigns with pre-defined insights and execution pathways.	Campaigns with greater opportunities for out-of-the-box thinking or requiring joint exploration.
Main Outcome	Feedback, alignment, and approval of the creative strategy to move into production. In both cases, this marks the creative point of no return.	

(*) The selection of one touchpoint over another is tied to the client's choice based on their specific requirements. Winclap will provide a recommendation based on the project's preliminary information.

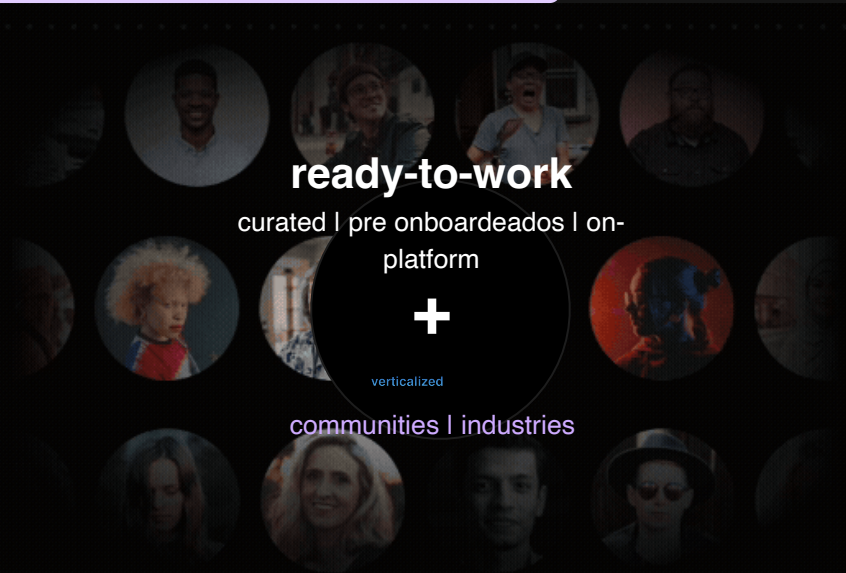
Tech-Enabled Process

Creators-first Creativity

10-Day Workflow

Creators on Demand

Culture-Driven | Creator-Centric



ready-to-work

curated | pre onboardados | on-
platform



verticalized

communities | industries

Pre-selected and onboarded by Winclap

Asynchronous client approval

Real collaborators: Once the strategy is approved,
they carry the core creative execution

Semi-automated QA for scripts and videos

Agile and asynchronous management

 **Creative freedom with
structure and brand safety**

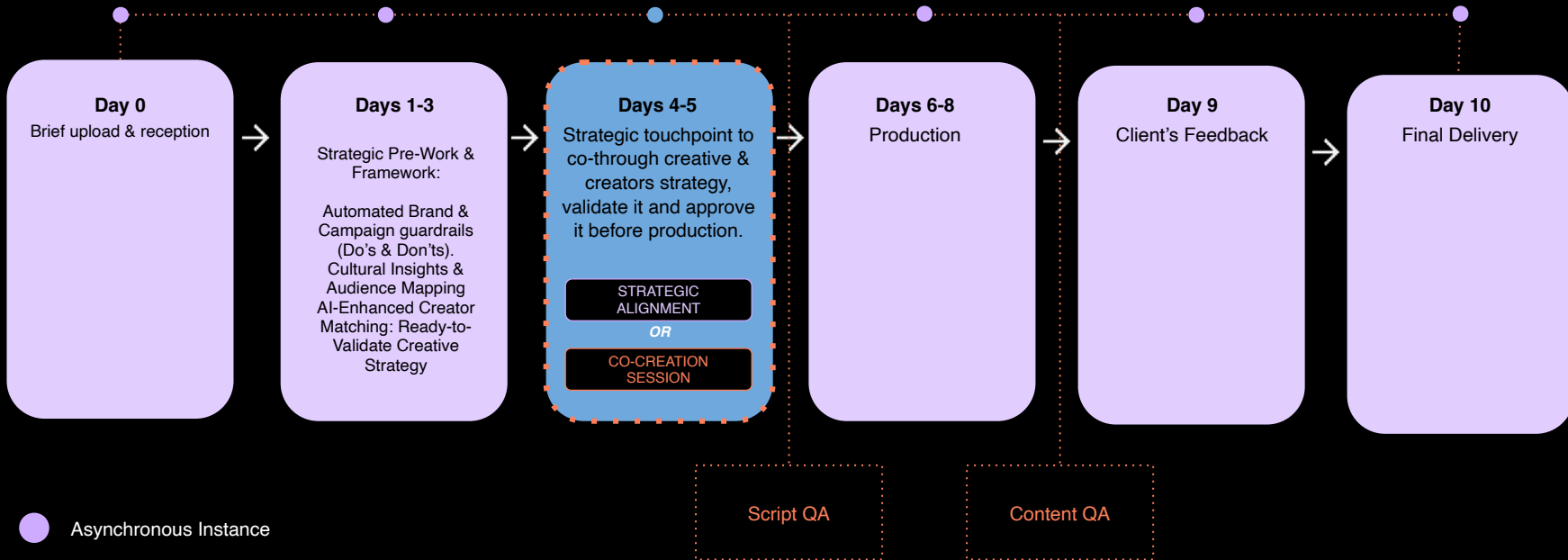
The Workflow

Creators at Speed of Culture

Tech-Enabled Process

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10-Day Workflow



**Baseline timeline, excluding potential delays in client feedback.

The Packages

Creators on Demand

Creators on Demand Packages

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LATAM

PACKAGE A

CREATORS

2 Creators - 2 videos each one
Up to 150K followers

DELIVERABLES

4 videos ($\leq 20s$) — 9:16 x Creator
Adaptation & Rezizing for brand's dark
post distribution
1 original static & Resizing (9:16 + 4:5)
Total assets: Up to 8

TIMELINE

7 business days.

USD 4500

PACKAGE B

CREATORS

4 Creators - 2 videos each one
Up to 150K followers

DELIVERABLES

8 videos ($\leq 20s$) — 9:16
Adaptation & Rezizing for brand's dark post
distribution (+ 4:5 $\leq 10s$)
1 original static & Resizing (9:16 + 4:5)
Total assets: Up to 16

TIMELINE

8 business days.

USD 10000

PACKAGE C

CREATORS

6 Creators - 2 videos each one
Up to 300K followers

DELIVERABLES

12 videos ($\leq 20s$) — 9:16
Adaptation & Rezizing for brand's dark post
distribution (+ 4:5 $\leq 10s$)
1 original static & Resizing (9:16 + 4:5)
Total assets: Up to 24

TIMELINE

10 business days.

> USD 20000

Opp. to customize above USD 20.000

- Creators quantity
- Creators size
- Assets quantity