

BROCO AI

UGC Creator Partnership Brief

Calorie Tracker & AI Fitness Companion

About Broco AI

Broco AI is an all-in-one AI-powered health and fitness app that helps users track calories, plan meals, log workouts, and reach their body goals — all from their phone. We're building the go-to daily fitness companion for health-conscious people.

Food Scan

Scan any meal to get instant calorie & macro breakdown

Workout Planner

AI-generated workout plans tailored to your goals

Meal Planner

Custom meal plans based on your dietary preferences

Download the app: [Broco AI on the App Store](#)

Why We're Reaching Out

We're partnering with authentic content creators who have a genuine connection to health, fitness, food, or wellness. We want real people showing Broco AI in their actual daily life — not ads, but honest storytelling.

Below, you'll find a menu of video concepts. Pick the one that fits your content style and audience best. You have creative freedom — we just ask you stick to the format and naturally feature the app.

Choose Your Video Concept

Select one of the following video styles. Each option describes the hook, what to show, which app features to highlight, and what kind of creator it works best for.

Option 1 [SHORT] Workout Planner Reveal

Hook Concept

Open with a hype bodybuilding or gym clip to grab attention.

What to Show

Transition to you opening Broco AI and walking through the workout planner — show the interface, workout details, and how easy it is to customize your plan.

App Features to Highlight

Workout Planner, detailed exercise views

Ideal Creator: Fitness influencer or gym-goer with a strong physique

Option 2 [SHORT] Beautiful Food → Instant Scan

Hook Concept

Show aesthetically plated healthy meals — make it look delicious and aspirational.

What to Show

Cut to you scanning the food with Broco AI. Show the instant calorie and macro result on screen. Keep it fast and satisfying.

App Features to Highlight

Food Scan, nutrition breakdown display

Ideal Creator: Individual with solid cooking or meal prep skills

Option 3 [SHORT] Meal Prep Vibe + Scan

Hook Concept

Film your meal prep process with lo-fi music — calm, aesthetic, and relatable.

What to Show

At the end of the prep, use Broco AI to scan what you made. Show the result naturally, like it's just part of your routine.

App Features to Highlight

Food Scan, nutrition breakdown display

Ideal Creator: Individual with solid cooking or meal prep skills

Option 4 [SHORT] "What Should I Eat & Do Today?"

Hook Concept

Start with the relatable feeling of not knowing what to eat or what workout to do.

What to Show

Open Broco AI, enter your requirements (goal, dietary preference), and show the app generating a meal plan and workout — then scan your actual meal at the end.

App Features to Highlight

Meal Planner, Workout Planner, Food Scan

Ideal Creator: Solid-looking individual with a fitness background

Option 5 [MEDIUM] Calorie Education → App Demo

Hook Concept

Educate your audience on calories — why they matter, how most people get them wrong, and why tracking is a game changer.

What to Show

Transition naturally into showing Broco AI as the solution. Walk through the meal planner, then demonstrate the food scan in a real-life moment.

App Features to Highlight

Meal Planner, Food Scan, progress tracking

Ideal Creator: Fitness or nutrition-focused creator

Option 6 [MEDIUM] Full App Walkthrough

Hook Concept

Any relatable hook that gets attention — something personal, a question, or a trending format.

What to Show

Take your audience through the full Broco AI experience: open the app, show the features, scan food, plan a meal, plan a workout. Make it feel like a genuine recommendation.

App Features to Highlight

Food Scan, Meal Planner, Workout Planner

Ideal Creator: Fitness influencer

Option 7 [MEDIUM] Trending Meme or TV Tie-In

Hook Concept

Lead with a trending meme, funny pop-culture moment, or viral TV show reference that you can cleverly connect to eating, fitness, or calorie tracking.

What to Show

Transition the joke or reference into an organic introduction of Broco AI. Keep it light, fun, and native to your content style.

App Features to Highlight

Food Scan, Meal Planner (choose based on the angle)

Ideal Creator: Any creator with a strong sense of humor or pop-culture awareness

Option 8 [LONG] Full Day in My Life (Fitness Edition)

Hook Concept

Start with a morning view or wake-up moment — instantly sets a lifestyle vibe.

What to Show

Take your audience through your full day: wake up → log weight in app → plan meals (app) → make breakfast → scan your food (app) → check workout plan (app) → gym session → classes or other activities → evening wind-down. The app should appear naturally at each relevant

moment, not as an ad.

App Features to Highlight

Weight logging, Meal Planner, Food Scan, Workout Planner, progress tracking

Ideal Creator: Solid-looking individual with a workout background — ideally someone with a dedicated health routine

Option 9 [LONG] "If You Struggle Hitting Your Fitness Goal, Watch This"

Hook Concept

Direct and confident: speak to the camera and call out the exact pain points — not knowing how many calories to eat, not knowing what meals to plan, not knowing how to structure a workout.

What to Show

Use Broco AI as the answer. Walk through: setting your goal in the app, generating a meal plan, scanning food to stay accountable even when eating out, checking your weekly progress, and logging your weight. Make it feel educational and genuinely helpful.

App Features to Highlight

Goal setting, Meal Planner, Food Scan, progress tracking, weight logging

Ideal Creator: Strong male or female fitness influencer with credibility in the fitness space

Option 10 [YOUR CALL] Your Idea — Funny / Creative Hook

Hook Concept

This one is yours. Come up with any funny, relatable, or creative hook that feels native to your content style and audience.

What to Show

There are no constraints on format, length, or concept — as long as Broco AI is naturally embedded in the video and the app is shown in use on screen. Think skits, reactions, storytelling, trending audio, comedy bits, anything that works for you. The key is that the app feels like a natural part of the content, not an afterthought.

App Features to Highlight

At minimum one of: Food Scan, Meal Planner, or Workout Planner — shown clearly on screen

Ideal Creator: Any creator with a strong creative voice or comedic style

Requirements

Please read through these carefully before accepting the collaboration:

- **Post to Instagram Reels (preferred) or TikTok — after we review and approve your draft**
- **The video must follow the format of the option you selected (hook, feature showcase, etc.)**
- Broco AI must appear visibly in use within the video — not just in the caption

- Keep the content authentic — don't make it feel like a traditional ad
- Include the App Store link in your bio or caption: apps.apple.com/ca/app/broco-ai-calorie-tracker/id6759082038
- Tag our Instagram account @brocoai in the video description or title
- Submit your draft for approval before posting
- No competitor apps or products should appear in the video

Compensation

Your base fee is determined by your follower count and the video format you choose (we'll discuss this with you directly). In addition to your base fee, you can earn performance bonuses based on how many views your video reaches:

Performance Tier	View Range	Bonus
Rising	10K – 30K views	TBD
Momentum	30K – 50K views	TBD
Breakout	100K – 500K views	TBD
Viral	1M – 3M views	TBD

Bonuses are paid out 30 days after the video goes live, once view counts are verified.

How to Get Started

1. Download and explore the app so you're familiar with it before filming
2. Reply to this brief letting us know which video option you'd like to create
3. We'll confirm the collaboration, agree on your base rate, and send over a simple agreement
4. Film your video and send us the draft for a quick review
5. Once approved, post it — and watch the bonuses roll in!

We can't wait to work with you.