

UGC agency comparison scorecard

Use the same brief for every supplier. Score clarity as 0 missing, 1 partial or 2 clear. Keep relevant finished work and production fit alongside the score.

Brand _____ Supplier _____

Area	Evidence required	Score / notes
Brief	Audience, product, language, buying question and destinations	
Creators	Suitable examples, availability, selection and replacement process	
Work	Complete relevant videos and an explanation of the supplier's role	
Production	Concepts, versions, editing, approvals and reshoot responsibility	
Usage	Channels, term, territory, editing, posting and any exclusivity	
Delivery	Dates, files, feedback process, complete costs and payment terms	

Scope and total

Concepts _____ Finished edits _____ Adaptations _____
 Production _____ + separate usage _____ + logistics _____ + other _____ = _____
 Tax treatment _____ Media spend included / separate _____

Pilot and decision

Pilot product / creator / deliverables _____

The three terms or evidence gaps to settle _____

This score records scope clarity. It does not predict creative or campaign performance.