Magic Santa – UGC Creator Program

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What is Magic Santa

Magic Santa creates personalized messages from Santa Claus for kids: Santa knows their name, their year and their family. Give your child a Christmas to remember forever.

Your job: make a short video that shows that magic moment, or shows other parents how easy it is to create it. Any style works, with or without your face, in any format you like.

The three products

There are three ways for a child to meet Santa. You can feature one or all three.

Product	What the child gets	Free to try
Personalized Santa video	Santa in his workshop says the child's name, talks about their year and shows the family's own photos and videos on his TV	No*
Phone call with Santa	A live conversation: Santa picks up, listens and answers back	Yes, 2 free minutes
WhatsApp with Santa	The child texts or sends audio, and Santa replies with voice notes in his own voice	Yes, 3 free voice notes

*The personalized video is a paid product. As a creator, you'll get plenty of free credits that work for every product: personalized videos, phone calls and WhatsApp. That's lots of minutes to film as much as you need (see **How to get creator credits for your videos**, at the end of this brief).

1. Personalized Santa video + Reaction Cam

- Parents write exactly what Santa will say in each part of the video:
  - **Intro:** Santa greets the child by name.
  - **Main message:** what Santa wants to tell them about their year.
  - **Photos and videos:** Santa comments on each family photo or video while it plays on his TV ("Liam, look at all those goals you scored this year!").
  - **Outro:** Santa's goodbye.
- Every word of Santa's script can be customized, so the message is exactly what the parent wants their child to hear.
- Up to 5 family photos or videos appear on Santa's TV. The full video runs up to 4 minutes, in HD with no watermark, and is ready in about 2 minutes.
- **Reaction Cam:** the first time the child watches the video, the phone camera records their face. Magic Santa then builds a second video with Santa and the child's reaction side by side, like a video call, ready to keep or send to grandparents. Family members with the link can record their own reaction too.

2. Phone call with Santa

- **Before the call,** parents create a free profile on the website and fill in a short form about each child: name, age, city, hobbies, what they achieved this year, their challenges for next year and anything else they want Santa to say. Santa uses all of it, so every call is hyper-personalized with the message the parent wants their child to hear.
- The child dials **+1 (845) 32-SANTA** from any phone. No app, no booking, available 24/7.
- Santa answers live, laughs, asks questions and reacts to what the child says.
- The first 2 minutes are free for every phone number.
- One family profile can hold up to 8 kids, so siblings can each get a conversation that's truly theirs.

3. WhatsApp with Santa

- **Same family profile as the call:** the child's name, city, achievements this year, challenges for next year and the parents' notes. Santa uses it in every voice note, so the chat is hyper-personalized too.
- Same number, on WhatsApp. The child can type, send a voice message or a video.
- Santa always replies with a voice note, so the child hears his real voice every time.
- 3 free voice notes to try it. It's "Santa in your pocket" for all of December.

Why it feels like real magic

Santa knows the child before he says a word. These are the moments that make kids freeze, and the best things to show on camera.

- **Santa shows the child's own photos and videos.** In the personalized video, the family's photos and videos play on Santa's TV while he comments on each one.
- **Parents tell Santa about each child:** name, age, hobbies, this year's achievements, goals, and a private note like "less TV, more homework". Santa brings it up naturally.
- **Santa remembers.** Every call and WhatsApp is saved, so Santa picks up where they left off ("Did you finish that drawing, Emma?"). If a child calls without a profile, Santa asks their name and remembers it next time.

Content ideas

We expect original, real footage of your own family in everyday moments. No AI-generated content, apart from the Magic Santa product itself. You have full creative freedom: these are ideas from our marketing team, and you're welcome to pitch something completely different.

Main hook: your child's amazed face when they realize Santa is talking to them and knows things about them. Show it in the first 2 seconds. The promise behind it: a Christmas they'll never forget.

Hook ideas

- "Santa just said my son's name 😳"
- "I gave my kid Santa's phone number"
- "How does he know about my dog?!"
- "Santa replied with a voice note 🎅"
- "I told Santa to remind him to share with his sister"
- "Grandma cried watching this"

Video ideas

1. **The reaction:** the first time Santa says your child's name, in the video or on the phone.
2. **The phone call:** your child calls Santa on speaker, and Santa mentions something only he could know.
3. **The secret note:** show yourself typing a note in the profile ("less TV, more homework"), then your child's face when Santa says it.
4. **Reaction Cam:** the side-by-side video of Santa and your child's reaction.

5. **Parent POV:** talk to camera, "I tried this for my daughter and…", then cut to the moment.
6. **Faceless:** a 30-second screen recording of how it works, or a WhatsApp chat with Santa's voice notes.

How to get creator credits for your videos

You'll get free access to everything you need to film your video.

1. Sign up at magicsanta.me with your email or Google.
2. Apply at magicsanta.me/creators: tell us where you'll post, your profile links, and the creator platform you joined with your username there. We review every application within 24 hours.
3. Once you're approved, we add **500 free credits** to your account and send you a confirmation email. Credits work for every product, so you can mix them however you like. For example:
   - 2 personalized videos + 60 call minutes + 20 WhatsApp voice notes
   - 3 personalized videos + 55 call minutes
   - 7 personalized videos
   - 100 call minutes, or over 160 WhatsApp voice notes
4. In your profile, add your phone number and your kids: name, age, city, hobbies, this year's achievements and a goal for next year. The more you add, the more Santa surprises them.
5. Make the video, record the Reaction Cam, or call **+1 (845) 32-SANTA** (also on WhatsApp).

Good to know:

- Santa speaks English only.
- Save the number in your contacts as "Santa Claus" so his name shows on the screen when he's on the phone.
- Every new account and every new phone number already gets 2 free call minutes or 3 WhatsApp voice notes, even before we add your credits.

Rules

Must do

- Post on **TikTok, Instagram (Reels), YouTube Shorts or X**.

- **Post from your existing account, as part of your regular content.** Creating new social media accounts for this campaign is strictly prohibited. Your account must already have followers and a history of posts.
- **No AI-generated videos.** Film real footage of your own family. The only AI content allowed is the Magic Santa product itself (the Santa video, call or chat).
- **Tag our account in the caption on every platform you post on:**
  - TikTok: **@magicsanta.me**
  - Instagram: **@magicsanta.me**
  - YouTube: **@magicsanta-videos**
  - X (we don't have an official account there yet): use the hashtag #MagicSantaMe and include **magicsanta.me** in the post
- Say or show **"Magic Santa"** and **magicsanta.me** (on screen, in your caption or out loud).
- Recommended, not required: show the real product at least once (the video, the call, the WhatsApp chat or the website). It helps viewers understand what it is.
- Post from an account based in the United States, United Kingdom, Ireland, Australia or New Zealand, in English.
- Mark it as an ad: #ad or the platform's branded content / paid partnership label, linked to our account where the platform allows it. This is required by the FTC.
- Use original audio or music from the platform's commercial library. Popular songs can get your video muted.

Never do

- **No prices, discounts or offers.** We test prices often, so they live on the website only. "Try it free" is fine.
- **No claims we can't back up:** no "real Santa", "a real person answers", "#1 Santa app" or "100% free". Santa is powered by AI.
- **Only film your own children,** or children whose parents have agreed to it. Keep it to everyday family scenes: no bath time, no kids in underwear, no sleeping kids in bed.
- **Don't show private details** on screen: full names with surnames, addresses, schools or phone numbers.
- **Don't buy views or use bots.** Views are verified, and fake ones mean no payout.

Getting approved and paid

Payments are always handled through a third-party creator platform, never directly. We run this campaign on the platforms below, each with its own payment terms. To take part:

1. Join the campaign on one of these platforms.
2. Sign up at magicsanta.me/creators to get your free credits to film your content.

Platform	Campaign
Content Rewards	Join on Content Rewards
Collabstr	Join on Collabstr
TikTok One	Join on TikTok One

Usage rights

If your video shows children, submitting it confirms that you are their parent or legal guardian and hold the rights to their image. It also confirms that you give Magic Santa (CANIGO DIGITAL SL) your consent to:

- Run ads with your video on the same social platform where you originally posted it (for example, TikTok Spark Ads or Instagram partnership ads).
- Use and share your video on Magic Santa's own social media accounts.
- Use your video as promotional content on our website.

We'll always credit you, and if you ever want a video taken down from our channels, just let us know.

Magic Santa is a brand of:

CANIGO DIGITAL SL
Carrer Mas Biatriu 2, 3-A
17800 Olot (Girona), Spain
NIF: B22865661

Questions? Message us through the campaign on the platform you joined.