

LiveMap UGC

Creator brief

Campaign overview

LiveMap is a live map of what is happening around you: car meets, convoys, events and communities. It works like Discord — posts, threads, channels, DMs — except it sits on a map of your city.

You make your own videos about it. Your face, your voice, your car, your city. This is not a clipping campaign. We do not want edits of our footage, reposts, or faceless voiceovers.

The main ask: start your own community in the app and bring your audience into it. That is the video. You built something, it is early, and they should be in it before everyone else.

Pay	\$2.00 per 1,000 views (gross), paid through Whop
Minimum payout	\$20
Maximum per video	\$500 (250,000 views)
Platforms	TikTok and Instagram Reels only
Campaign length	Evergreen. Post as often as you want.

Pick an angle, shoot it your way, post it, submit it on Whop. Post again whenever you have a good idea. You are paid per 1,000 views on every approved video.

Requirements

All required. A video that misses one is not approved and is not paid.

Requirement	Detail
Your face	You on camera, in your own voice. No faceless voiceovers, no stock footage, no AI presenters.
Original footage	Shot by you for this campaign. Not our footage, not someone else's, not reused from your old posts.
Show the app	LiveMap on screen for at least 3 seconds total, including one shot of 1.5 seconds or more, readable. Say "LiveMap" out loud or show it on screen.
Name your community	If you have a community in the app, say its name and tell people to join it.
Hook	A reason to keep watching in the first 3 seconds.
Call to action	One clear ask at the end: join [your community] on LiveMap, link in bio.
Length	At least 15 seconds. 25 to 45 works best for these scripts.
Audience	At least 90% of your audience in the US. Send your audience-by-country screenshot (last 28 days) before your first video.

Requirement	Detail
Analytics	Send the video's analytics screenshot 7 days after posting.
Disclosure	"Ad" or "paid partnership with LiveMap" spoken and on screen in the first 5 seconds, "#ad" first in the caption, platform paid-partnership toggle on.
Format	Vertical 9:16, 720p or better, native upload to each platform, licensed music only.
Driving	No phone in your hand while driving. Moving shots from the passenger seat or a mounted dashcam. Use the app on camera only while parked. No speeding, racing, burnouts or takeovers.
Privacy	Blur other users' names and locations on the map, and plates of cars that are not yours.

The three angles

Pick one per video. We are testing all three and tracking installs and community joins per 1,000 views. Whatever works gets more budget; what does not gets dropped, and we will tell you when an angle is retired.

Angle 1 — Your community

The pitch: you built your own community in the app, it is early, and being in it now means something. This is the angle we want most.

Beats: what LiveMap is in one line · you started a community and why · what happens in there (builds, meets, convoys) · getting in early matters · join, it is free, link in bio.

Hooks: "I finally built my own space for the car community." · "I'm trying to get the first thousand people in, and I want it to be you." · "The car scene is lonely when you're starting out."

Angle 2 — Convoys and meets

The pitch: the next meet runs through your community, and everyone rolls out together as a convoy instead of showing up separately.

Beats: you are planning the next meet · a convoy means you drop a destination, share the route and drive as a group in real time · it gets organised in your community · be in it or find out after it happened.

Hooks: "I'm planning the next meet and this time I'm doing it differently." · "This time I don't want everyone showing up separately, I want a full convoy." · "Don't be the one who sees the pictures the next day."

Angle 3 — The everything app

The pitch: for audiences that are not only car people. Discord and a map in one: food spots, events, meetups near you, with posts, threads, channels and DMs.

Beats: imagine Discord and a map had a baby · what is on the map near you right now · it works the way you already chat · your community is in there · join, free, link in bio.

Hooks: "Imagine Discord and a map had a baby." · "You know how the group chat never knows where to eat?" · "Everyone thinks this app is just a car thing."

Example scripts

These are examples, not scripts to read word for word. Say it how you would say it, and swap in your own community name and city. More scripts are in the Discord.

Angle 1 — Your community

"So I've been wanting my own space for the car community for a while now, and I finally went and built it. It's on this app called LiveMap. Basically it's a live map of car people, car meets, and everything happening around you. You can join communities, chat with people who are into the same builds as you, and you can even convoy, which means you drop a destination, share the route, and everyone actually drives together in real time. I just started my own community on there called [COMMUNITY NAME]. Right now it's small, but that's the point. If you join now, you're an OG. I'm gonna be in there posting my builds, planning meets, actually talking to you guys. It's completely free, the link is in my bio. Come be one of the first."

"Real talk for a second, the car scene can actually be lonely when you're starting out. You build this car you're proud of and then you look around and you've got nobody to drive it with. I've been there. So I built something to fix that. It's a community on this app called LiveMap, called [COMMUNITY NAME]. Meets, convoys where you drive as a group, actual people near you into the same stuff. Nobody should be doing this alone. It's free, the link is in my bio. Don't drive alone anymore."

Angle 2 — Convoys and meets

"Alright, I'm planning the next meet, and this time I'm doing it differently, and you're invited. There's this app called LiveMap, and it lets me drop a meet on the map, share the route, and then everyone actually rolls out as a group in real time. They call it a convoy. Last time we did something like this it was complete chaos in the best way, cars everywhere, everyone linking up. And the whole thing gets organised in my community on there, [COMMUNITY NAME]. If you want to actually be at the next one and not find out after it already happened, you need to be in the community. It's free, the link is in my bio. Don't be the one who sees the pictures the next day."

Angle 3 — The everything app

"Let me put it to you like this: imagine Discord and a map had a baby. That's LiveMap. You've got the servers, the channels, the threads, the DMs, adding your friends and chatting all day. But now it's tied to an actual map of your city, so you see food spots, events, meetups, whatever's going on around you in real time. It's a whole new way to actually go do stuff instead of just sitting online. I built my own community on it called [COMMUNITY NAME]. It's free, the link is in my bio."

Good vs bad: three examples

Same angle each time. One gets approved and performs, one does not.

Example 1 — the opening

Good	Bad
"So I've been wanting my own space for the car community for a while, and I finally built it." Straight into a personal reason, spoken by you on camera in your car.	"Yo what's up guys, welcome back to another video, so today I wanted to talk to you about this new app I found..." Twelve seconds before anything happens.
Why: a real motive in the first three seconds, and a face to trust.	Why not: channel-intro energy, no reason to stay, nothing specific.

Example 2 — showing the app

Good	Bad
You hold the phone up with the map open, meets visible, and keep it there while you talk: "these are the meets near me tonight." Four seconds, readable, your community pinned on it.	A half-second cut to the App Store page, or a blurred phone screen in the corner while you keep talking about something else.
Why: people see the product working, which is what makes them download it.	Why not: it fails the 3-second rule, and nobody can tell what they would be getting.

Example 3 — the ask

Good	Bad
"Join [COMMUNITY NAME] on LiveMap, it's free, link in my bio. Come be one of the first." One ask, named, with a reason to do it now.	"Check out the app, follow me, subscribe, join the Discord, and comment your car." Or no ask at all, just the video ending.
Why: one clear action, and early-access framing gives a reason to move now.	Why not: four asks means none, and no ask means no installs.

Rejected on sight

- No face, or a voiceover over someone else's footage
- Our footage or another creator's clips, re-cut
- An old post of yours reuploaded
- The app on screen for under 3 seconds, or only the App Store page
- No disclosure, or the disclosure buried at the end or in the hashtags
- Phone in hand while driving, speeding, burnouts or a takeover in frame
- AI-generated presenters or voices

What we are looking for

- **It sounds like you.** If your audience would not recognise the voice, rewrite it.

- **A real reason the app is in the video.** You built a community, you are planning a meet, you are showing your city. Not a feature list.
- **Early-access framing.** It is small right now, and that is the point. Being first means something.
- **Specifics.** Your city, your car, your community name, a real meet.
- **One ask at the end,** every time.
- **Volume.** Post more than once, change the hook, and see what moves.

How we judge it: installs and community joins per 1,000 views, not views alone. That is what decides which angles keep getting funded.

Terms

Getting paid	\$2.00 per 1,000 views, gross, through Whop. Whop deducts its 10% fee. Paid once you reach \$20. Maximum \$500 per video.
Approval	Submit on Whop. If we do not act within 48 hours and Whop's check passes, it is approved automatically. Once approved, it cannot be reversed for app visibility, format or creative reasons.
Rejection	A rejection names the requirement you missed. Low views are never a reason. Rejected for disclosure, app visibility or format? Fix it and resubmit once within 5 business days.
Disagreements	Tell us within 7 days with your post link, analytics and timestamps. We reply within 7 business days. If we miss that, it goes your way.
Views that do not count	Boosted or promoted views. Bots, purchased views and engagement pods forfeit payment and end your participation.
Keep it up	Leave each video public and unedited for 90 days.
Usage	You own your video. We may repost it on our own channels and run it as an ad for 90 days from posting. This applies only to videos we have paid for.
Other apps	From each submission until 30 days after it, no paid content for competing car-meet or convoy apps. Everything else is fine.
Eligibility	18 or older, at least 90% US audience, a public account in good standing, and you have actually used the app.

Full terms: LiveMap UGC Creator Terms. Questions: jalizarov@livemap.co