# Creator Crew Terms & Conditions

*Creator Crew Intake • Content due 2 weeks after items have been delivered* *Oct 26 version*

## 1. Overview

This is a gifted collaboration: in exchange for product from Cool Kids Co at no cost, you agree to create and deliver the content below, on time and in full. There's no monetary payment involved.

## 2. Minimum Deliverables

At its core, this is before-and-after transformation content: what the space looked like, and what it's become. These five pieces are the minimum:

- **1 x Before + After Photo Pair** (same angle)
- **1 x Before + After Video Sequence**
- **3 to 6 x Raw Process Clips** (unboxing, application, styling, finished result, kids enjoying space, reveals)
- **1 x Finished Room Reveal** (10 to 20 seconds)
- **1 x Personal Experience Clip** (face-to-camera or voiceover: why you chose it, how it went, how you feel about the result)

*Bonus, entirely optional: behind-the-scenes moments, your child helping out or reacting to the reveal, and extra angles. Showing your child's face is never required, filming from behind or focusing on hands is completely fine.*

## 3. Filming Guidelines: What to Avoid

- Skipping the application steps. Scan the QR code on your decal set and follow the instructions.
- Poor lighting, heavy filters, or shaky footage. Bright and natural beats polished.
- An unfinished or half-styled final shot, or stickers left off or misaligned.

## 4. Posting & Submitting

By accepting these terms, you agree to:

- Post one reel to your platform, tagging us as a collaborator: @coolkidsstickerco
- Upload all raw (unedited) photos and videos directly to the platform we're hiring you through
- Include the reel, plus a version with no music and no on-screen text

## 5. Content Usage & Rights

You grant Cool Kids Co a non-exclusive, worldwide, royalty-free licence to use and repost your content (raw footage and published post) across our own channels, including social, our website, email, and paid ads. We'll credit you where possible. This licence doesn't expire at the end of the collaboration.

## 6. Deadline

All content, including your raw footage and published post, is due within 2 weeks of your order being delivered. We will send you reminders at 2 weeks, 1 week and 3 days.

Content received after this date, or that doesn't meet the requirements above, may affect your eligibility for future Cool Kids Co Creator Crew collaborations.

If you receive product for this collaboration and submit no content at all, we reserve the right to invoice you for the retail value of the product provided.

## Content Angles & Inspiration

Need a fresh angle? Here are some ideas other creators have used to make their transformation feel personal. These are entirely optional and don't change the requirements on page one:

- **Nursery to “Big Kid” Room:** move a toddler out of the cot and transform their nursery into their first proper big-kid bedroom.
- **Preparing for a New Arrival:** refresh or restyle the nursery ahead of a new baby.
- **Making Room for a Sibling:** adapt a bedroom, nursery or shared space when a new brother or sister comes along.
- **Playroom Transformation:** turn a spare room, blank wall or unused corner into a dedicated play space.
- **They've Outgrown Their Room:** swap out a room or theme that feels too babyish for something that feels like them now.
- **Renter-Friendly Room Refresh:** personalise a rental bedroom without painting, wallpapering or making permanent changes.
- **New Home, New Room:** decorate a child's bedroom after moving house and turn an unfamiliar room into their own space.
- **One Room, Two Personalities:** create a shared bedroom for siblings with different ages, tastes or interests.
- **Weekend Room Transformation:** capture the entire makeover from before to final reveal over one weekend.
- **Letting My Kid Design Their Own Room:** let the child choose the stickers, theme or placement and bring their ideas to life.
- **The Boring Wall Fix:** take one plain wall and turn it into the feature that changes the feeling of the whole room.
- **A Room Based on Their Current Obsession:** transform their space around whatever they're loving right now: dinosaurs, space, animals, vehicles, flowers, rainbows and more.
- **Birthday Bedroom Surprise:** make over their room as a birthday surprise and capture their first reaction.
- **The No-Renovation Makeover:** completely change how a room feels without painting, renovating or replacing all the furniture.
- **Small Space, Big Transformation:** make over a tiny bedroom, awkward nook or compact play area.
- **Refresh Without Replacing Everything:** keep the existing furniture, bedding and decor and show how changing the walls gives the room a whole new personality.
- **Create a Reading or Calm Corner:** transform an unused corner into a cosy little reading nook, quiet space or imaginative hideaway.
- **From Blank Wall to Story Wall:** create a wall scene that sparks imaginative play and gives kids something to make stories around.
- **The Kids Can Help Makeover:** have the child peel, position and decorate alongside the parent so the makeover becomes an activity they do together.
- **The First-Reaction Reveal:** transform the room while the child is away, then make their genuine reaction to seeing the finished space the hero of the content.