

Who we are.

T&T Creative Media is a user-generated content (UGC) video agency with storytelling at the heart of everything we do. Born out of more than a decade in journalism, our expertise lies in curating, verifying and delivering bespoke videos worth sharing for the world's most influential brands, broadcasters and publishers.

What we do.

T&T Creative Media provides content for leading brands, news broadcasters, documentaries and clip shows, as well as web and social publishers across the globe. By leveraging authentic UGC we help commercial clients tell their own stories while maximizing reach and engagement with their target audience. Our owned and operated (O&O) social brands are followed by more than half a million fans.

Fast facts.

1. T&T Creative Media was founded in 2018 when cats and fails were still all the rage.
2. We combine more than a decade of experience running newsrooms around the world – from New York to New Delhi – with trending UGC to create and craft engaging videos worth sharing.
3. T&T Creative Media is headquartered in New York City, with additional offices in London.
4. Our O&O social entertainment brands, including "Happily", accounted for more than 1.8B impressions in 2020.
5. T&T Creative Media has told more than 1000 stories in over 50 territories around the world.



SOCIAL MEDIA FOLLOWERS*



400K



380K

SOCIAL MEDIA STATS*

94.19%

BRANDED CONTENT
POSITIVE SENTIMENT RATING

350M

VIDEO VIEWS ON O&O
CHANNELS IN 2020

1.8B

ENGAGEMENT ON O&O
CHANNELS IN 2020

*data correct as of January 2021

UGC Facts.

- **84%** of millennials don't trust traditional advertising (*Adobe*)
- Ads with UGC generate **5x** greater click-thru rates (*Salesforce*)
- UGC sees **50%** higher engagement and is trusted **50%** more than information from other sources (*Meltwater*)
- UGC featuring a brand drives **6.9x** higher engagement than brand-generated video on Facebook (*Facebook*)
- **56%** of consumers say UGC photos and videos are the content they most want to see from brands (*Medium*)



Brand assests in this pack.

- T&T Creative Media primary logo
- T&T Creative Media whiteout logo
- "Happily" logo
- "Happily" whiteout logo
- "Land Of The Freakin' Awesome" logo
- "Land Of The Freakin' Awesome" whiteout logo
- "Animal Tales" logo
- "Animal Tales" whiteout logo

Press contacts.

For any press inquiries or more information about T&T Creative Media please contact press@tt-creative.com and we will get right back to you.

