

Creator brief

Superstore is a free shop that lives in one link. A seller puts her products, prices and stock on **supersto.re/her-name**. A buyer browses, taps once, and WhatsApp opens on the buyer's phone with the order already written out. The buyer pays the seller directly — Superstore never touches the money.

The one message

Satu link. Pesanan masuk WhatsApp.

One link. Orders land in your WhatsApp.

Every video should leave the viewer understanding this one sentence. Everything else is optional.

Must show on screen

1. A real store link opened on a phone — products with prices visible.
2. Tapping a product, then the order button.
3. The order arriving in WhatsApp, already written out. **This is the moment that sells it — hold on it for at least 2 seconds.**
4. The link at the end: **supersto.re** (use the end card or link sticker from this kit).

Lines you can say

Gratis. Nggak ada komisi.	Free. No commission.
Pesanan langsung masuk WhatsApp kamu.	Orders go straight to your WhatsApp.
Pembeli nggak perlu download aplikasi.	Buyers don't need to download an app.
Nggak capek jawab "harga berapa kak?" lagi.	No more answering "how much?" all day.
Link tokomu berlaku selamanya.	Your store link works forever.
Satu foto jadi empat gambar siap jual (SuperStudio).	One photo becomes four sale-ready images (SuperStudio).

Never say

These would be untrue, and some could get you or us in trouble.

"Pastilaku" / guaranteed sales or orders	Superstore gives sellers a shop and a link. Sales depend on her.
Income claims ("dapat jutaan per bulan")	No earnings promises of any kind.
"Superstore handles payment, delivery or COD"	It doesn't. The buyer pays the seller directly; delivery is the seller's.
Features that aren't live	No sales analytics, automatic replies, or marketplace listing. If unsure, ask us.
Putting down named competitors	Show what Superstore does; don't attack anyone.
Showing a real seller's store without her permission	Use your own store, or ask the seller first.

Disclosure

If we paid you or gave you anything for the video, mark it as a paid partnership on the platform and add **#iklan** (Indonesian) or **#ad** (English) at the start of the caption.

Format

Video: 9:16, 1080×1920, 15–45 seconds.

Tag: [@superstore handle] and use **#Superstore**.

Sound off: burn in captions — most people watch muted.

Caption: end with **supersto.re**.

Safe zones: keep text out of the top 250px and bottom 340px; the app covers them.

Language: talk the way you normally do. Casual is good.

Three hooks that work

1. "Capek jawab chat yang sama tiap hari?" — Tired of answering the same chats every day? Then show the link replacing them.
2. "Toko online gratis, 2 menit di HP." — A free online shop on your phone. Then screen-record setting one up. Only say "2 menit" if it really took you that long.
3. "Lihat apa yang terjadi kalau pembeli klik ini." — Watch what happens when a buyer taps this. Then the order lands in WhatsApp.

What's in this kit

logos/ mark and lockups (green, ink, white for dark video) · **stickers**/ link sticker, "link di bio", "made with Superstore", order bubble, free badge — transparent PNGs in Indonesian and English · **overlays**/ lower third with space for your store link · **endcards**/ 1080×1920 final frames · **illustrations**/ product drawings · **brand**/ colours and typeface.

Please don't recolour, stretch or redraw the logo. Saffron yellow is only for prices and money — don't use it as decoration. Questions about what you can say: message us before posting, not after.