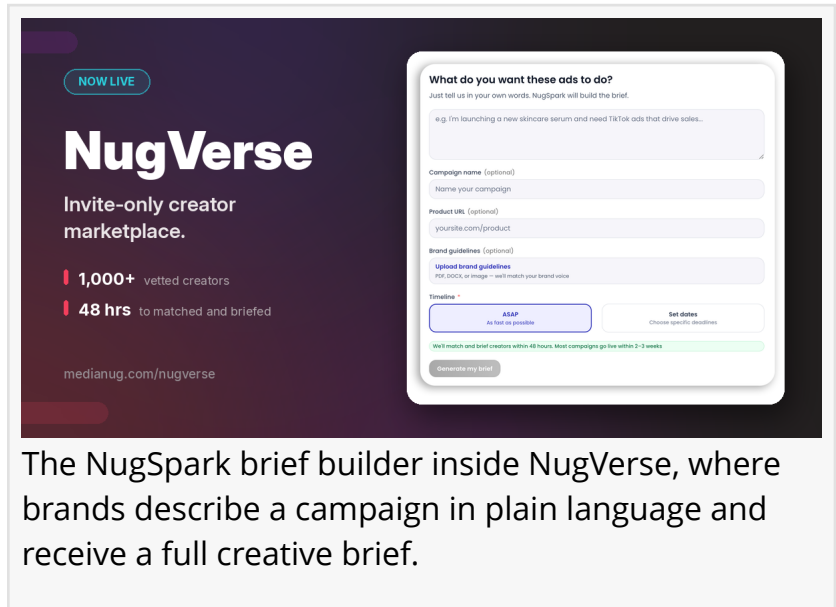


MediaNug Launches NugVerse, an Invite-Only Creator Marketplace With AI-Generated Campaign Briefs

Los Angeles agency opens platform pairing more than 1,000 vetted creators with automated brief generation for paid social campaigns

HERMOSA BEACH, CA, UNITED STATES, August 6, 2026 /EINPresswire.com/ -- MediaNug, a Los Angeles-based [performance creative](#) agency, has launched NugVerse, an invite-only marketplace for user-generated content that generates creative briefs automatically and matches them to vetted creators within 48 hours.



The NugSpark brief builder inside NugVerse, where brands describe a campaign in plain language and receive a full creative brief.

The platform enters a segment of the advertising market where brands sourcing creator content have generally chosen between two models. Open marketplaces offer speed and volume but limited creative oversight. Creative agencies offer strategic direction at higher cost and longer timelines. NugVerse applies agency brief standards to a marketplace workflow.

“

We took everything that makes MediaNug work and set it on a platform that scales, so we can service thousands of brands at once without dropping the quality bar.”

Adam Heiman, CEO and Founder, MediaNug

Central to the platform is NugSpark, a brief generation tool. A brand enters a plain-language description of a campaign objective along with a product URL, and the system returns a structured creative brief specifying objective, aspect ratio, tone, call to action, duration, platform, required elements, and restrictions. Creators are matched and briefed within 48 hours, and most campaigns go live within two to three weeks.

The creator pool is invite-only rather than open. More than 1,000 creators have been vetted for admission, and

delivered assets pass through platform quality assurance before reaching the brand.

"This has been two years in the making, and I'm genuinely excited to put it in front of people," said Adam Heiman, CEO and Founder of MediaNug. "We took everything that makes MediaNug work, the creative instincts, the vetting, the performance discipline, and set it on a platform built to scale. NugVerse means we can service thousands of brands at a time without dropping the quality bar. That was the whole point."

The platform operates on two service tiers. The self-service tier provides brief generation, creator matching, and quality assurance on delivered assets. The managed tier adds strategy and scripting, creator sourcing, and end-to-end campaign delivery.

NugVerse was developed over two years as a productized layer built on MediaNug's agency operations. Founded in 2020, the agency produces performance creative for consumer brands across the sports, entertainment, and retail categories, and holds platform partnerships with TikTok, Snap, and Meta. Heiman spent approximately seven years at Snap Inc. prior to founding the agency.

NugVerse is available at medianug.com/nugverse.

About MediaNug

MediaNug is a performance-driven UGC and paid social creative agency based in Los Angeles. Founded in 2020, the agency produces performance creative measured against CPA, ROAS, and other direct-response benchmarks for consumer brands, and maintains platform partnerships with TikTok, Snap, and Meta.

About NugVerse

NugVerse is an invite-only [UGC creator marketplace](#) that pairs [AI-generated creative briefs](#) with a pool of more than 1,000 vetted creators. Brands describe a campaign in plain language, are matched to creators within 48 hours, and receive quality-assured assets built for paid social. More information is available at medianug.com/nugverse.

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