

CAMILA RIOS

VIRTUAL ATHLETE / VIRTUAL UGC CREATOR



Football • Fitness • Lifestyle • Travel

Camila is a fictional AI character. She is never presented as a real person.

Camila and the concept

Camila Rios is a fictional 25-year-old Brazilian virtual athlete built for candid, social-first storytelling. Her world moves between night football, strength training, coffee stops, airport gates and the imperfect phone moments in between. The creative goal is not synthetic perfection: it is a coherent character whose camera roll feels familiar, expressive and useful to brands.

Creative universe

- 70% everyday smartphone imagery with natural flaws and informal framing
- 20% clean sport content focused on football and fitness
- 10% premium editorial work for launches and hero moments

Audience target

Social-first adults interested in football culture, fitness routines, active lifestyle, travel and creator-led product discovery. Initial creative is English-led and internationally oriented.

What brands can commission

Format	Deliverables
Virtual UGC	Product-in-hand stills, routines, comparisons and phone-camera sequences
Short Reels	6–12 second edits built from simple 2–4 second movements
Campaign worlds	Football, fitness, daily life, travel and premium hero imagery
Adaptations	4:5, 9:16 and 1:1 crops plus copy-safe variants

Selected visual examples



Daily life



Travel and lifestyle



Friend-shot social



Watermarked virtual UGC concept

Why a virtual creator

- A stable, ownable character designed for repeatable campaign worlds
- Rapid concept iteration across locations and formats
- Clear AI disclosure and platform labelling built into the workflow
- Product integration without pretending that a fictional character is human
- A continuity gate for face, body, skin tone, hair and visual identity

Launch packages

Package	Includes	Fee
Virtual UGC Starter	10 photos; 2 Reel concepts; product integration; 1 revision	€250
Virtual Campaign	15 visuals; 3 short Reels; several formats; 1 correction series	€490

Commercial recommendation: keep these accessible pilot prices for launch. Quote paid-media usage, exclusivity, rush delivery, raw files and additional revisions separately. Move to €350 / €750 after three validated client cases or when motion production quality is demonstrated.

Contact

collabs@camilarios.example • website pending deployment

Replace the placeholder email before external distribution.

Transparency: Camila Rios is a fictional virtual athlete and AI character. Images may be AI-generated or AI-assisted. No real-person identity is claimed.