

Candy and the King



CONTACT

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@candy_and_the_king

MEDIA KIT

With 1.9 million followers on TikTok with our current reach coming from Kenya, we believe we're the perfect fit.

We are not only the most followed TikTok account in Kenya, we are also professional content creators who capture brands and products in real life situations. Our main objective, is introducing our audience to a brand that they will love and show them the kind of lifestyle they can have with that brand/product. We believe our audience will fall in LOVE with you!

We would like to propose a short-term partnership of 1 to 2 months. You'll have irrevocable exclusive license to all the content we create for you and we'll use our platform and strong social media presence to increase exposure and product demand for you in Kenya.

7.5%

ENGAGEMENT
RATE

2M

FOLLOWERS
ACROSS MULTIPLE
PLATFORMS

3.5M+

WEEKLY
IMPRESSIONS

AUDIENCE STATS

Interests: travel, business, fashion, beauty

Followers: 65.6% Women - 34.4% Men

Primary Age Group: 18-44

Top Locations: Kenya, Tanzania, other

SERVICES OFFERED

- Endorsement/partnership
- Video and photo content
- Awareness and exposure

GIVEAWAY

Win a holiday for 2 people in Kenya!!



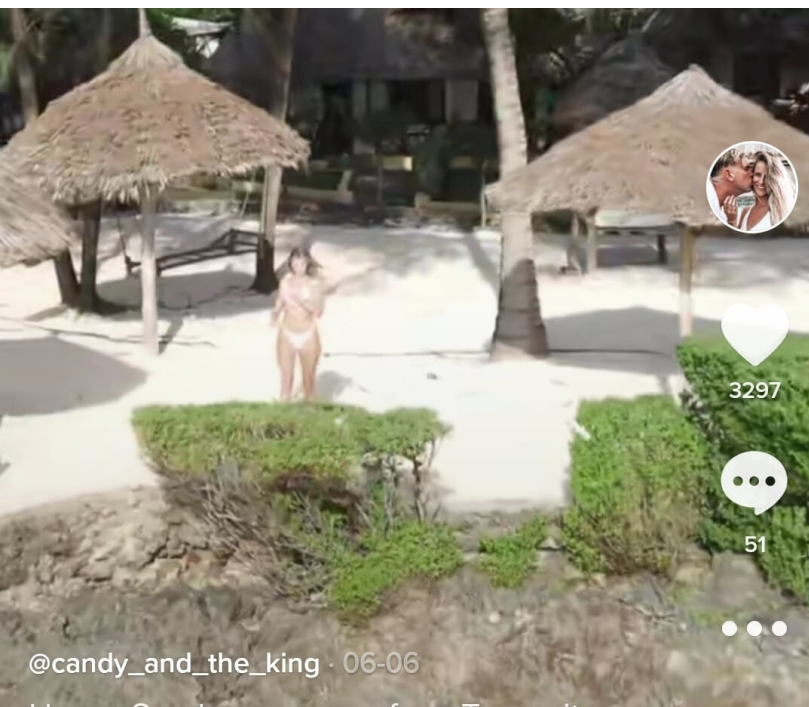
REVIEW

Increase in brand awareness, sales and strengthened guest/customer relationship.

CASE STUDIES

The competition was a big success, so many likes and comments. Since 4th July, I have been making quotations daily. I am sure one of these quotations will transfer into a booking soon, especially now that people can get a nice discount.

16:30



@candy_and_the_king · 06-06

ZARAFa HOUSE, DIANI

Promotional photography + content creation

CASE STUDIES

BEFORE



Zarafa House
Bed and Breakfast

16
Posts

181
Followers

45
Following

AFTER



Diani Beach | Kenya
Bed and Breakfast

19
Posts

729
Followers

53
Following



ANALYTICS

Current audience and reach

Traffic Source Types ①

For You	91%
Personal profile	7%
Following	2%

Audience Territories ①

Reached Audience	23,229 (+23.2K vs 1d ago)
Kenya	91%
Tanzania	2%

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Partnerships and Rates

ENDORSMENT \$3779

TikTok videos and an Instagram post featuring you!

- 10 high resolution photos
- 1 dedicated Instagram post
- 4 Instagram stories
- 5 short videos (15s)
- 3 dedicated TikTok posts

BRAND AMBASSADOR \$7397

Build a long-term partnership to increase sales!

3 month partnership

- 30 high resolution photos
- 3 dedicated Instagram post
- 12 Instagram stories
- 15 short videos (15s)
- 9 dedicated TikTok posts

GIVEAWAY \$5779

Host a giveaway to gain more followers! Users must follow brand to enter.

- 15 high resolution photos
- 1 dedicated Instagram post
- 5 Instagram stories
- 5 short videos (15s)
- 1 dedicated TikTok post

PRICE PER SERVICE

INFLUENCER MARKETING

- Permanent Instagram Post - \$539
- Instagram story (4 slides) - \$279
- Instagram Reel (15s) - \$739
- Featured TikTok post - \$2997

CONTENT CREATION

- Short video (15s to 20s) - \$390
- Short video (35s to 40s) - \$780
- Short video (1 min) - \$1560
- 10 Professional Photos - \$200