



## CONTACT

Email: [hello@candyandtheking.com](mailto:hello@candyandtheking.com)

WhatsApp: +856 20 52 990 403

@candy\_and\_the\_king

## MEDIA KIT

With 2 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!!

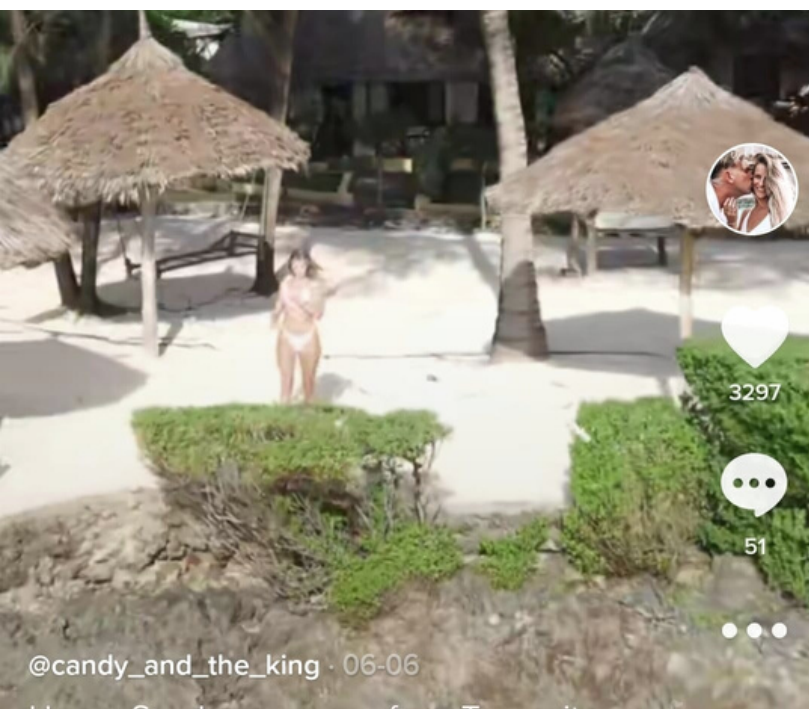


## REVIEWS

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

"The competition was a big success, so many likes and comments. Since 4th July, I have been making quotations daily."

"We had some guests this week that participated in the giveaway."



## 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



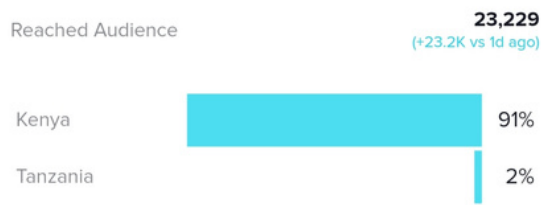
## ANALYTICS

Current audience and reach

### Traffic Source Types ①



### Audience Territories ①





content creation  
influencer marketing

## 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