

Client / Brand: TrapMachine35 (track-focused Honda Odyssey build)

Agency: Kyair Consulting

What this is

TrapMachine35 started as a wild idea: document the build of a gutted, supercharged Honda Odyssey and see if a niche, nerdy project could become a real media brand. Kyair Consulting used it as a live sandbox to prove what our branding, content, and growth playbook can do.

Business Objectives

- Build a recognizable **motorsport-style brand identity** for TrapMachine35.
 - Launch **trapmachine35.xyz** as a central hub for story, partners, and future offers.
 - Grow reach on **short-form video** (Instagram Reels, TikTok-style feeds).
 - Use real analytics to show how Kyair turns views into a scalable audience and future revenue (merch, sponsorships, shop work).
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Slide 2 – Brand & Asset Creation

Kyair's Role – End-to-End Brand Build

- **Visual Identity & Logo**
 - Designed the TrapMachine35 logo and wordmark for clear legibility on phones, windshields, thumbnails, and apparel.
 - Defined color palette and typography tuned for high-contrast, high-motion automotive content.
- **Graphic Design & Content System**
 - Built a consistent look for Reels/shorts: overlays, captions, and iconography so TrapMachine35 is instantly recognizable in the feed.
- **Merch & Track Presence**
 - Designed bumper magnets, windshield banners, T-shirt concepts and other merch to turn viewers into paying supporters and rolling billboards.

- **Website – trapmachine35.xyz**
 - Planned, designed, and launched the site as a **lightweight brand hub**:
 - Hero story: what TrapMachine35 is and why it's different.
 - Embedded social feeds and build updates.
 - Clear contact paths for **sponsors, parts partners, and collabs**.
 - Built with room to grow into an online shop or booking portal (TFAY Autoworks, coaching, tuning, etc.).
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Slide 3 – Growth & Performance (2025)

Early Validation Instagram – Foundation Phase (April 2025) (IMG 1)

- **2.2M** Reels & post views in a single month
- **99%** of views from **non-followers** (strong discovery signal)
- **+480** followers that month (to 572 total)

Jan 1–31, 2025 Tiktok (IMG 2)

- **6,562** post views
- **224** profile views
- **188 likes, 20 comments, 2 shares**

82.7% of traffic from the “**For You**” feed

Kyair used this phase to prove cold-audience appeal and refine hooks, angles, and visuals before pushing harder.

Scale-Up Period – High-Growth Phase (late 2025)

Instagram / Meta Analytics – Oct 28–Nov 26, 2025 (IMG 3)

- **7.2M** views across Reels and posts
- **584.1K** interactions (likes, comments, shares, saves)
- **2,256** new followers in one month
- **92** pieces of content shared in that period
- Top Reel: **+45% more plays** than the previous five, confirming the winning creative direction.

Short-Form Analytics – 28-Day TikTok Window in 2025 (Oct 29–Nov 25, 2025) (IMG 4)

- **1.9M** post views (**+865K / +83.9%** vs prior period)
- **160K** likes (**+43.4%**)
- **1,227** comments
- **8,139** shares (**+67.3%**)

Even short bursts of consistency in 2025 immediately re-activate algorithmic distribution.

Slide 4 – Why This Matters / How It Transfers

What TrapMachine35 Proves for Kyair Consulting

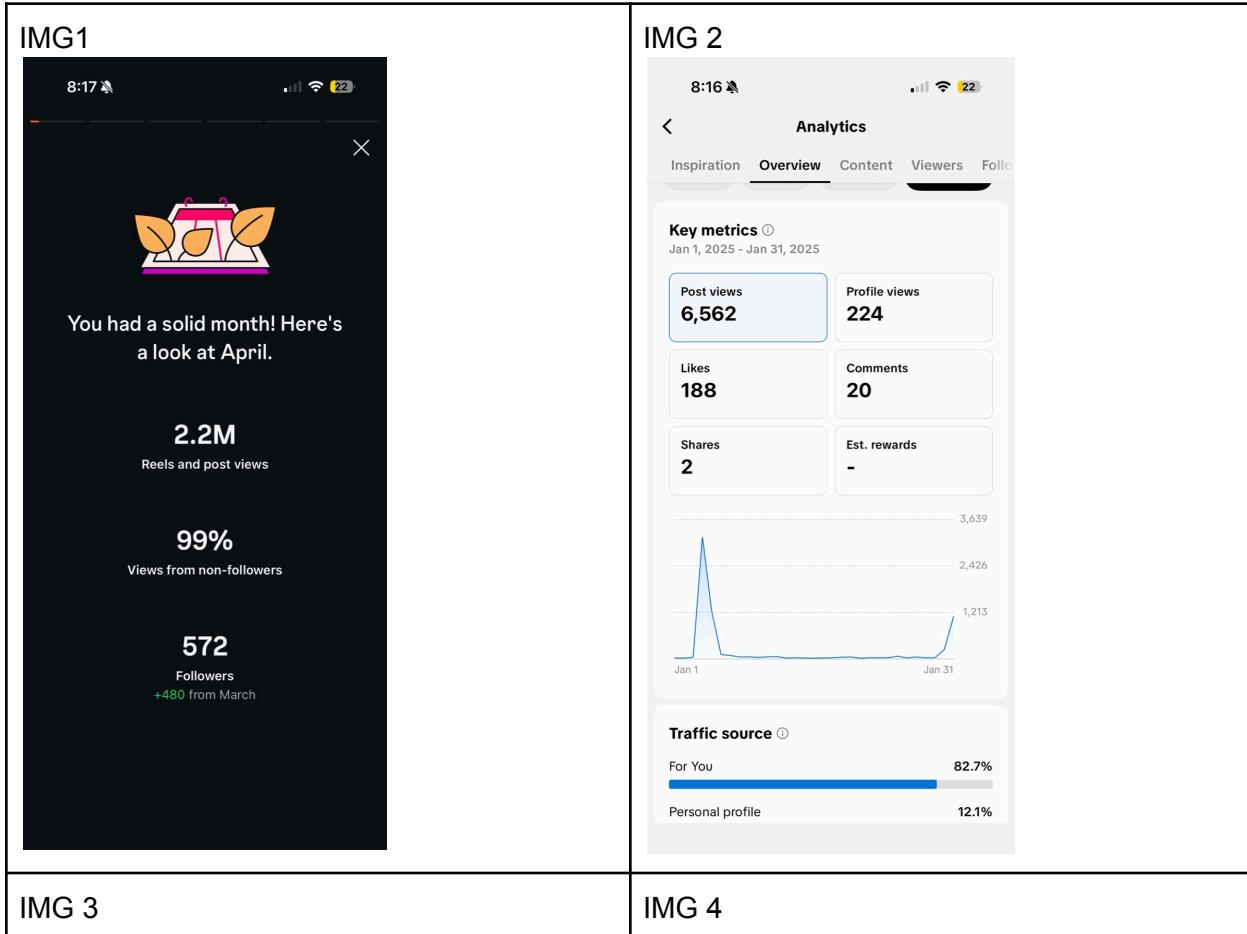
- We can take a **hyper-niche, technical subject** (a gutted race van) and make it **mainstream-interesting**.
- We build **brand, visuals, website, and merch** as one integrated system, not disconnected pieces.
- We read the **analytics**, iterate fast, and can show a direct line from creative decisions → impressions → followers → a warm audience that will buy.
- The process is **repeatable** for other businesses:

- Automotive shops
- Niche consumer brands
- Creators with a strong story but no structure
- Service businesses that need demand and authority.

Positioning Line / CTA

TrapMachine35 is more than a cool van – it's a live 2025 case study showing how Kyair Consulting turns attention into a durable brand.

If you've got a product, project, or personality with potential, we can build the same kind of engine around it.



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Professional dashboard

Oct 28 - Nov 26

Insights

Your reel is getting played more
Congrats, this reel received 45% more plays than any of your last 5 reels.

Views 7.2M >

Interactions 584.1K >

New followers 2,256 >

Content you shared 92 >

Next steps

Get Meta Verified
Sign up for a verified badge, account protection and more.

Keep it authentic
Learn how evcoop gained 1 million followers by staying true to himself.

Your tools

Monthly recap >

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Analytics

Inspiration Overview Content Viewers Followers

7 days 28 days 60 days 365 days Custom

Key metrics Oct 29 - Nov 25

Post views 1.9M +865K (+83.9%)	Profile views 19K -6,260 (-24.6%)
Likes 160K +48K (+43.4%)	Comments 1,227 -178 (-12.7%)
Shares 8,139 +3,274 (+67.3%)	Est. rewards \$0.00 +\$0.00

Traffic source