

**Hi,
we are
kncelados**



A photograph of two men in a studio. One man is in the foreground, wearing a grey hoodie and holding a smartphone on a tripod, looking down at it. The other man is in the background, wearing a black t-shirt and a beanie, looking towards the camera. There are various pieces of audio equipment like microphones and a mixer in the background.

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Strong Brand



Stay away from serious controversial topics that can cause Brand damage.



Strong corporate image developed by experienced industry professionals



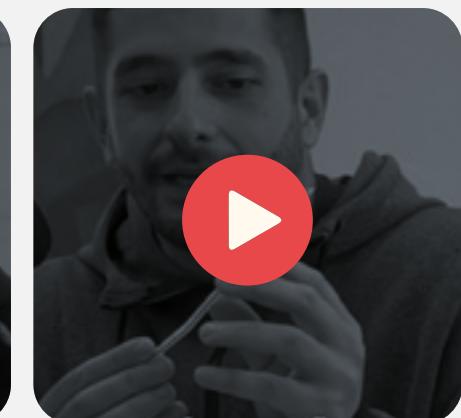
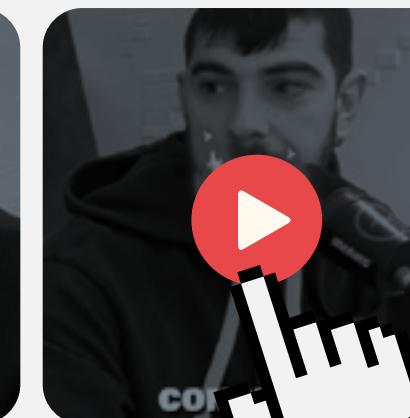
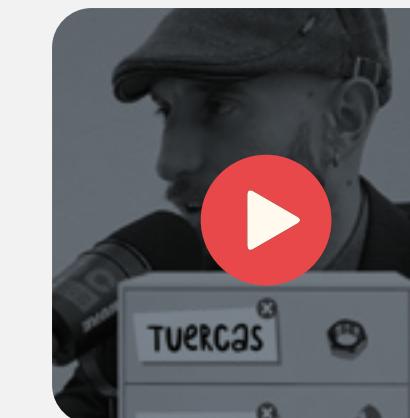
Cohesion and friendship amongst the members



Visually identifiable Brand and staring characters.



Excellent editing process, resulting in attention catching videos.



High quality content



Constant “arguments” between the cast, encouraging viewers to take sides.



Real friends, the rivalries and arguments also occur in daily life, everything is natural.
No acting involved



Unique personality, friendly manners and relatable content, the audience is responding with mass engagement.



Full podcast available



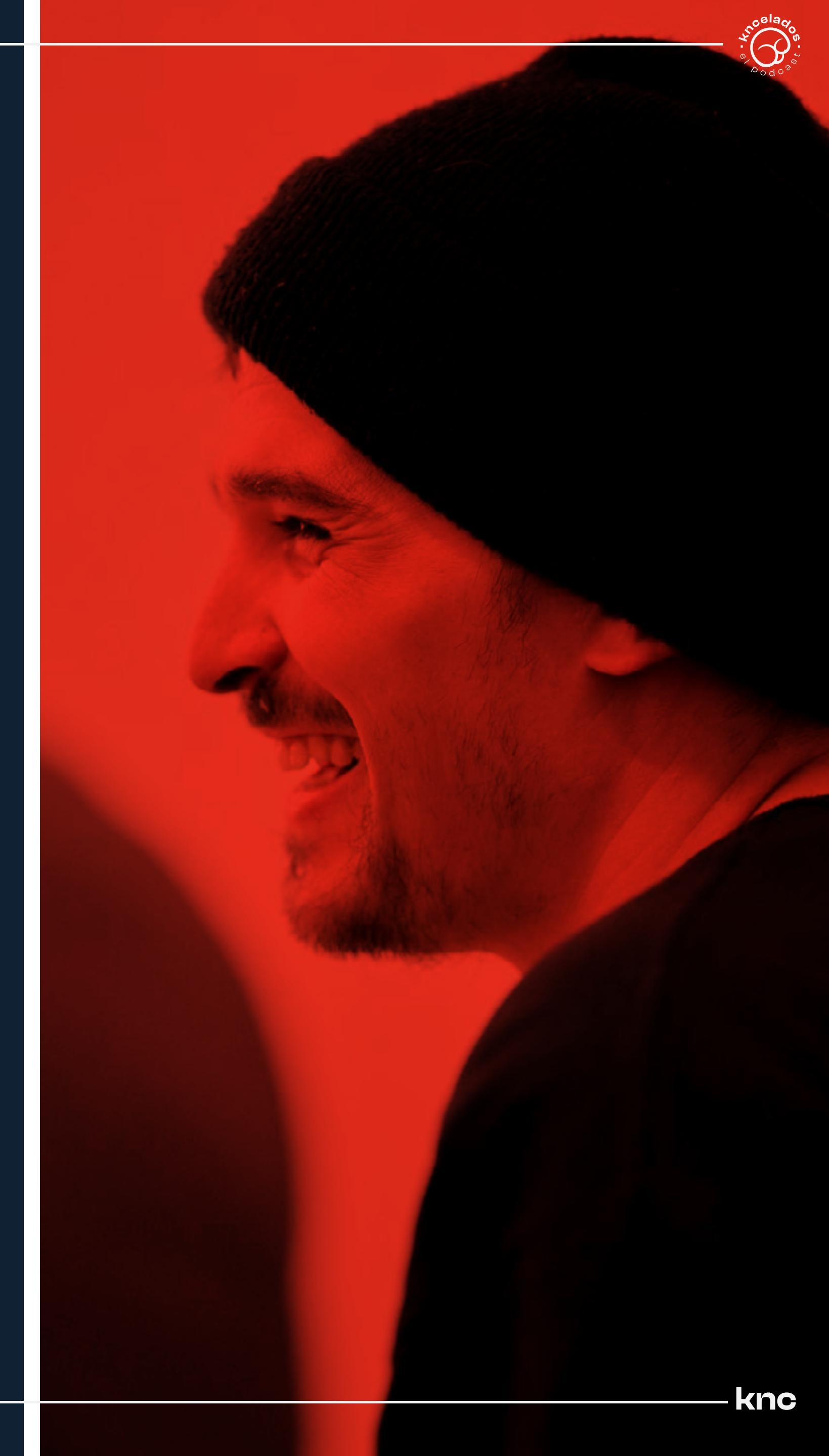
Synergies have developed through the years, there is no script or faked personality



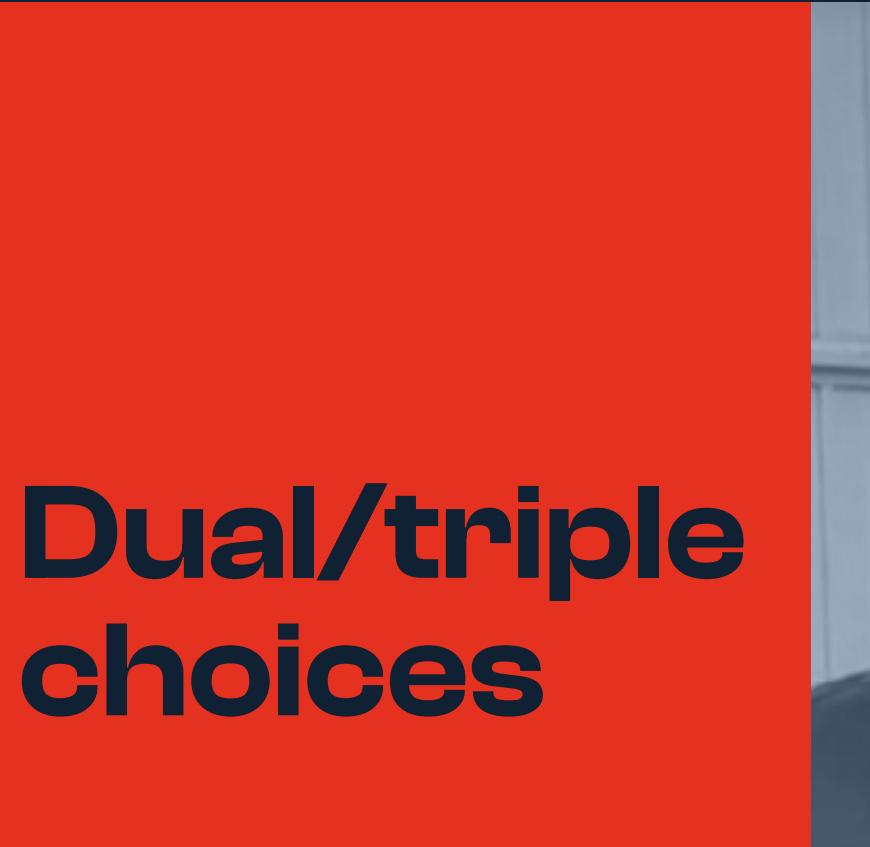
Other Friends are also invited, each having their own unique relationship with the cast members



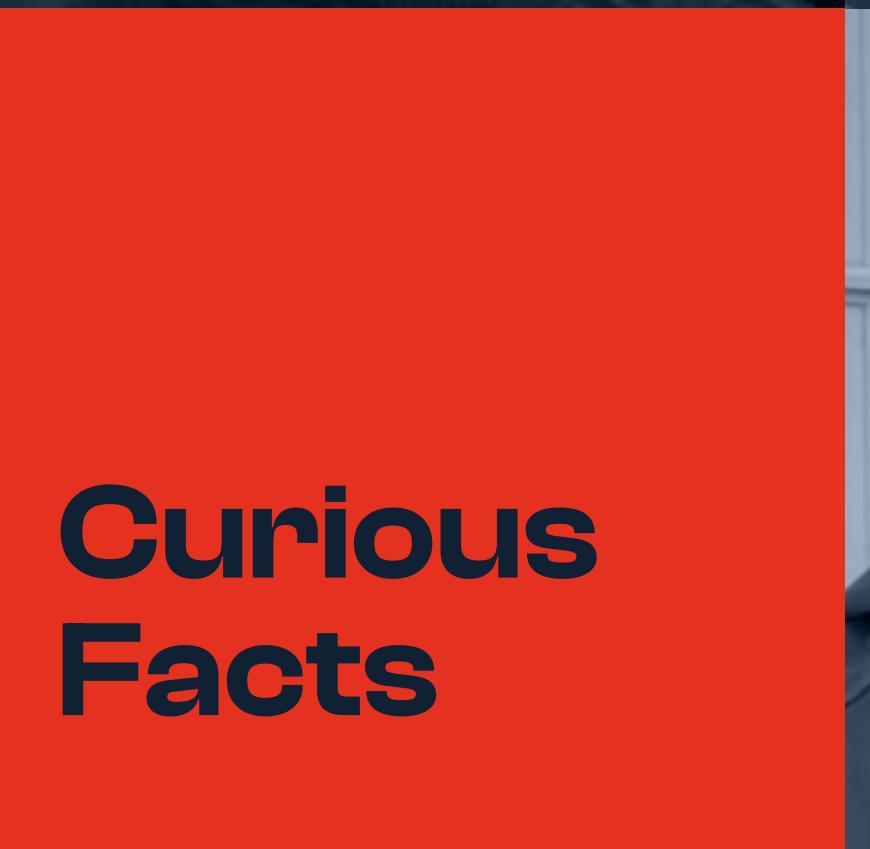
Different sections tie to one another (podcast, short films etc.)



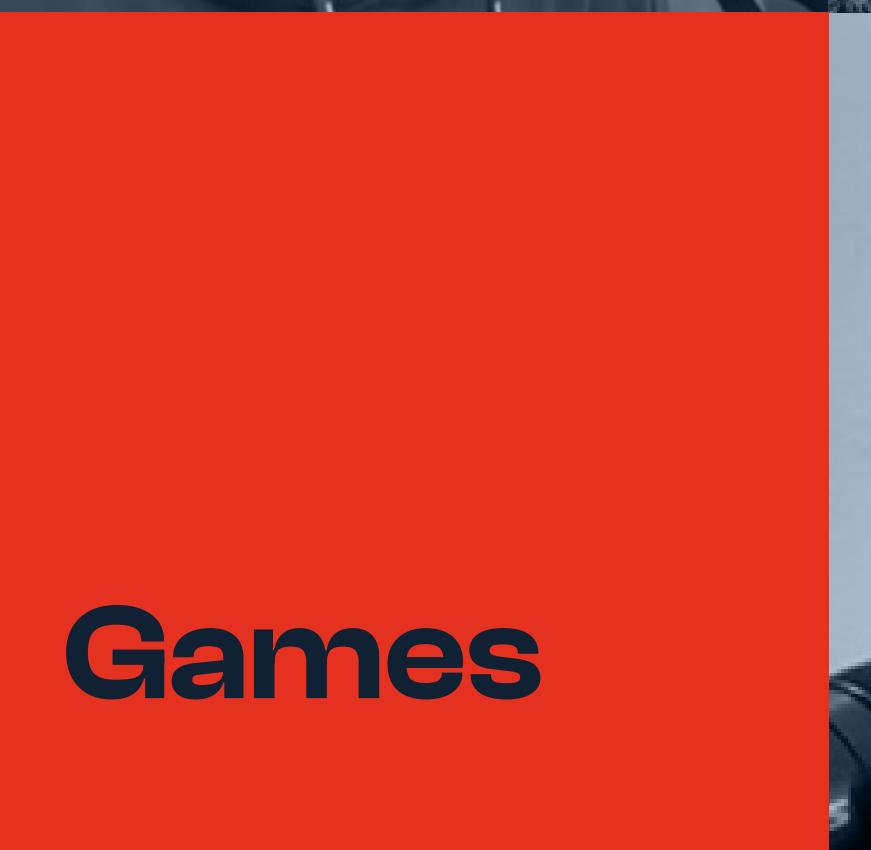
Riddles



Movies TVshows



Games





Unique Selling Proposition

Reach a wide and diverse audience

Such variety can attract customers with many different interests, ranging from science, sports, fashion, history etc.

Possibility of ordering Ad Hoc segments to better adjust to advertisers requirements

Short film section

- Outside of studio
- Daily life situations
- Related to the podcast

The podcast has members with editing and graphic design experience.

Editing skills



Adobe
Premiere



Adobe
After effects



Capcut

Design skills



Adobe
Illustrator



Adobe
Photoshop



Adobe
Lightroom

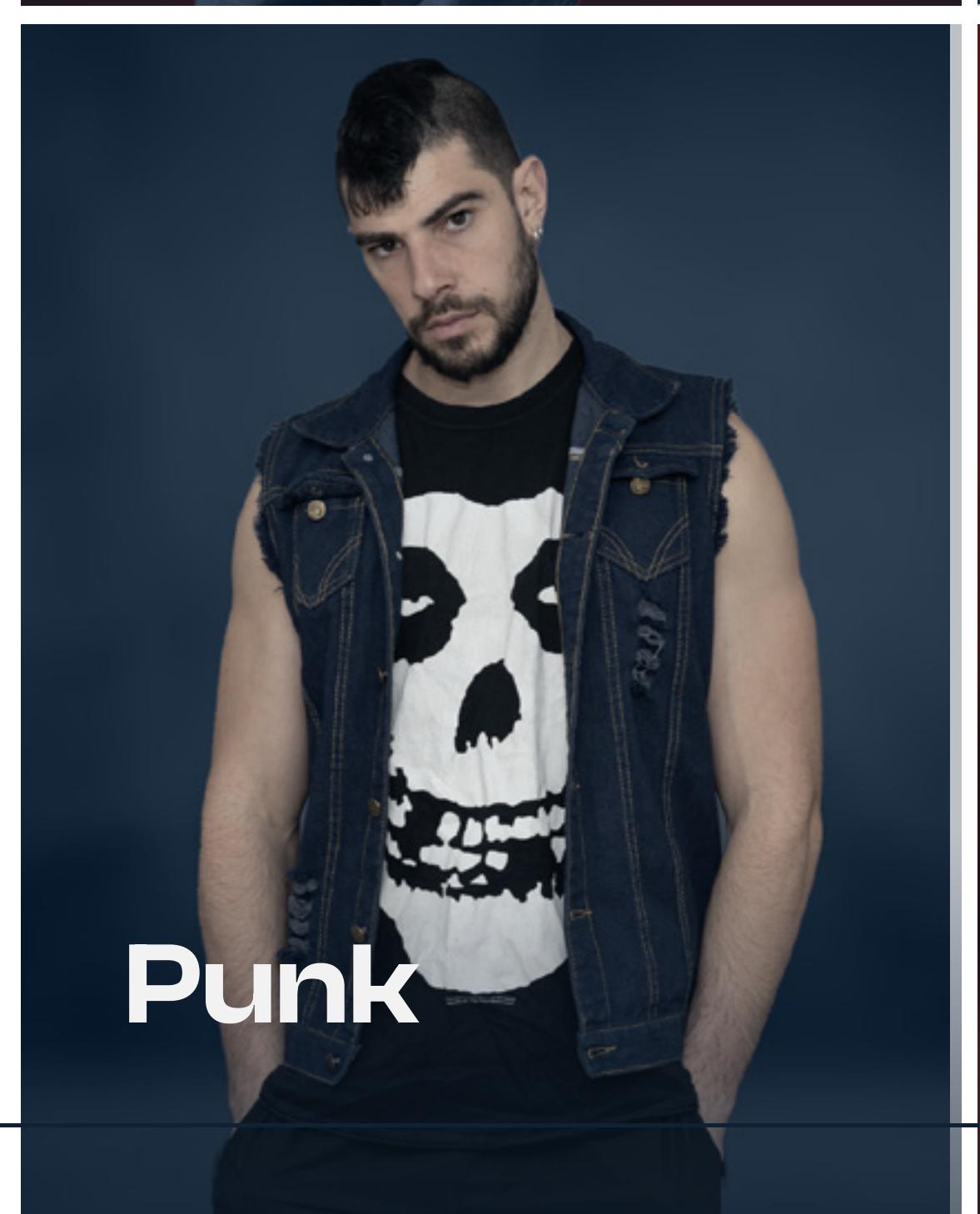
Persuasive pitch

Endless product placement possibilities

- Clear view of the table and everything on it during the podcast
- Recurrent close ups of all the participants
- Members with different aesthetics allow for range of clothing/-accessories to be advertised

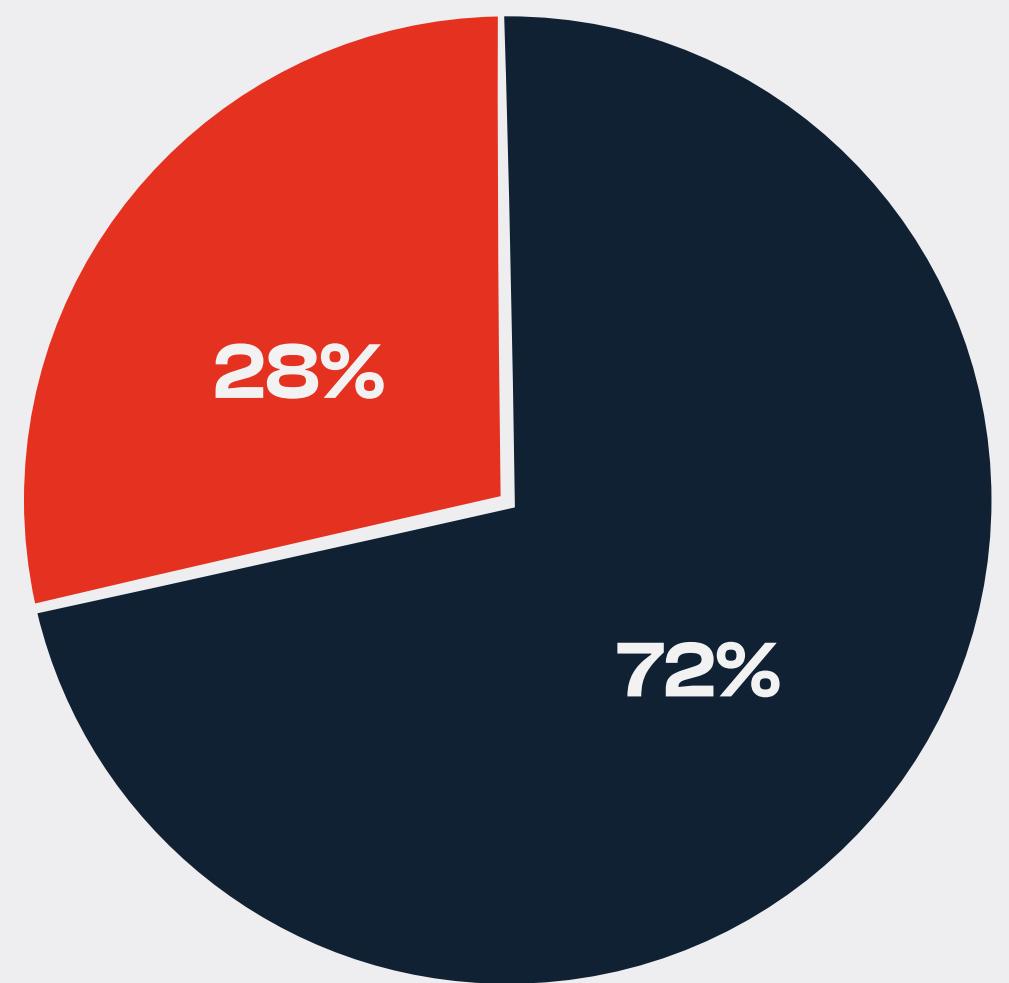
Versatile subject choice

- The cast can make ad hoc subjects to fit with advertiser's requirements

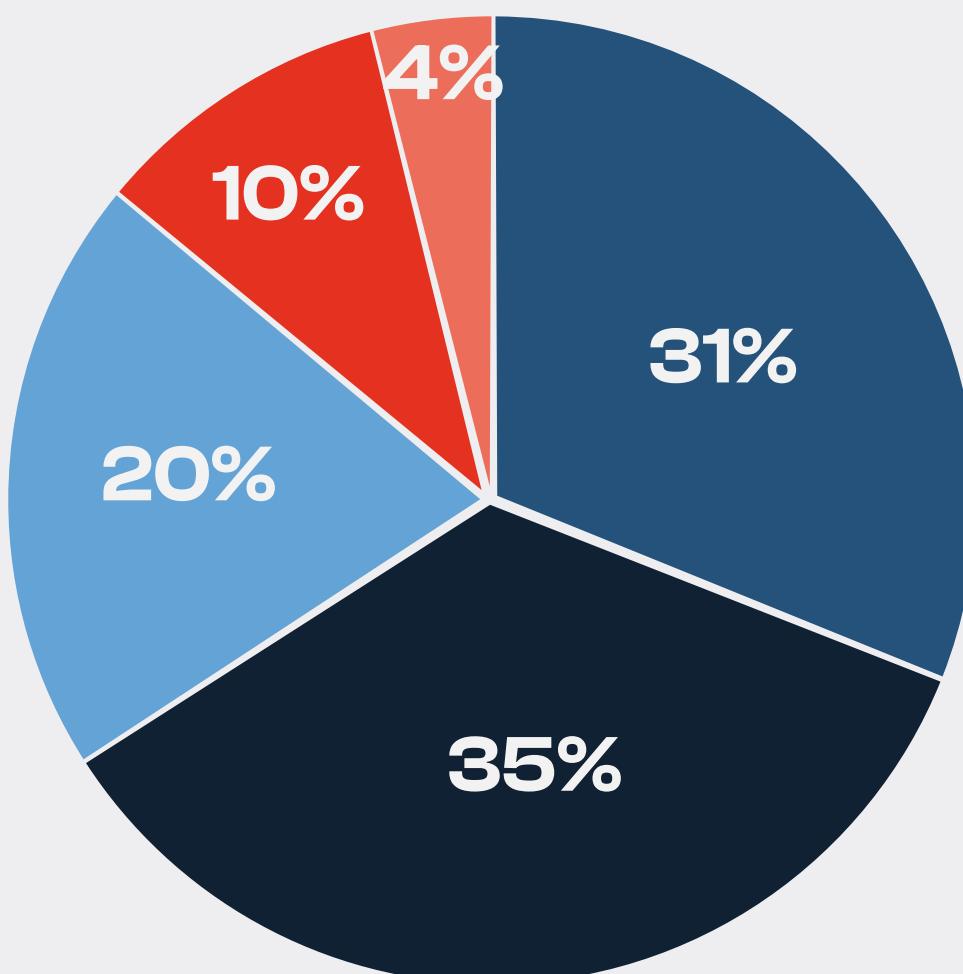


Tiktok Demographics

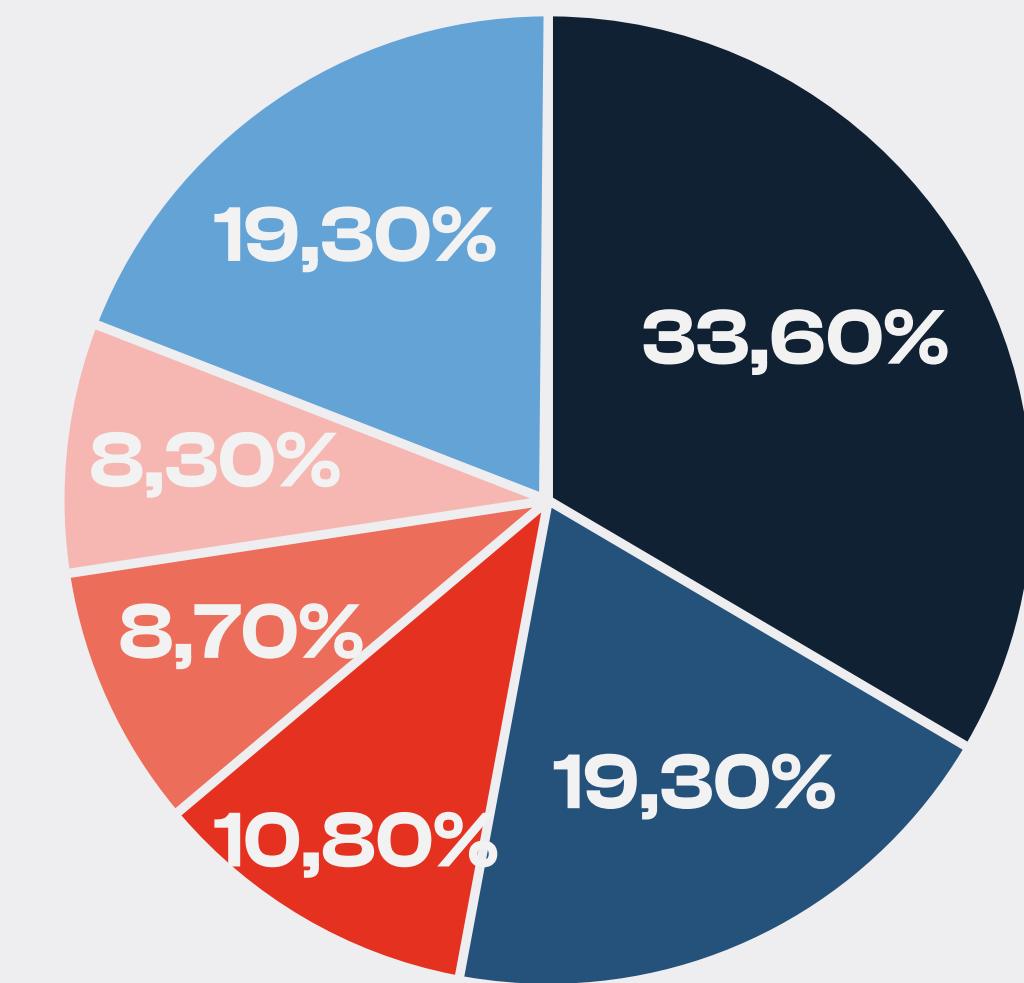
Gender



Age

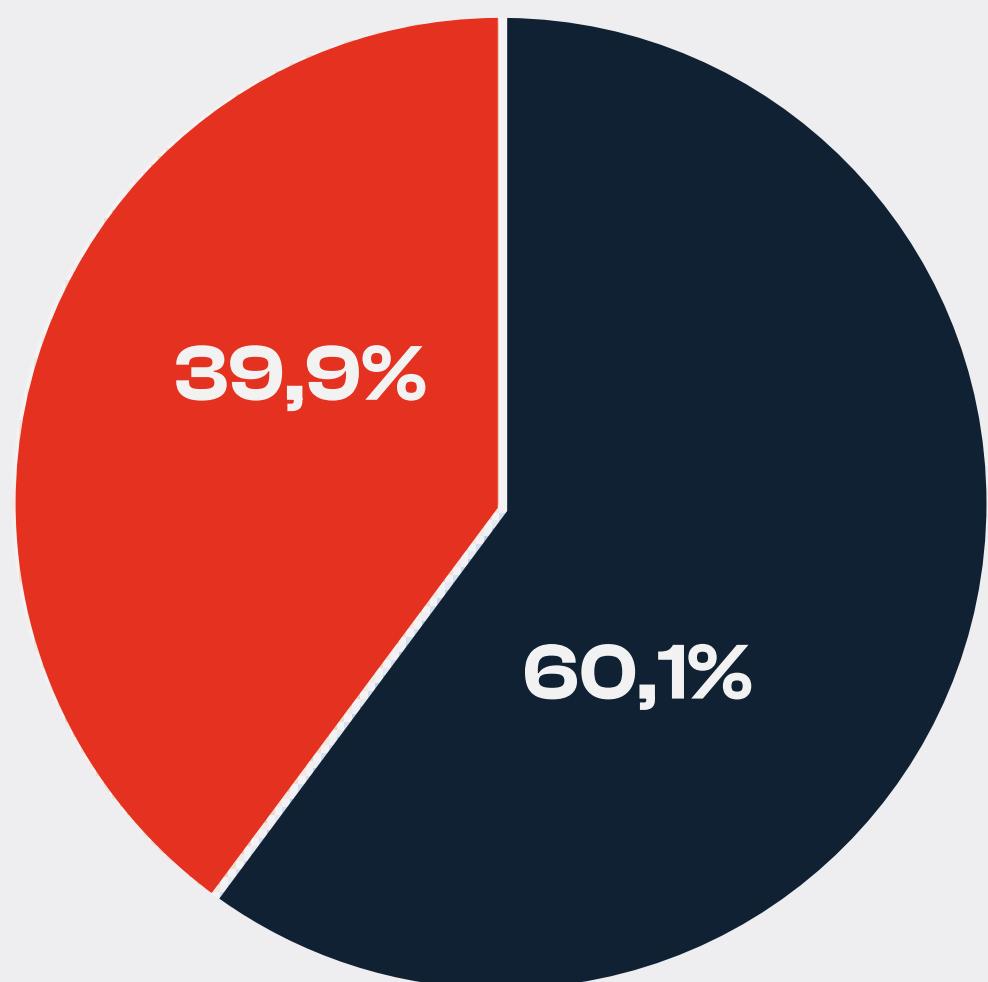


Origin

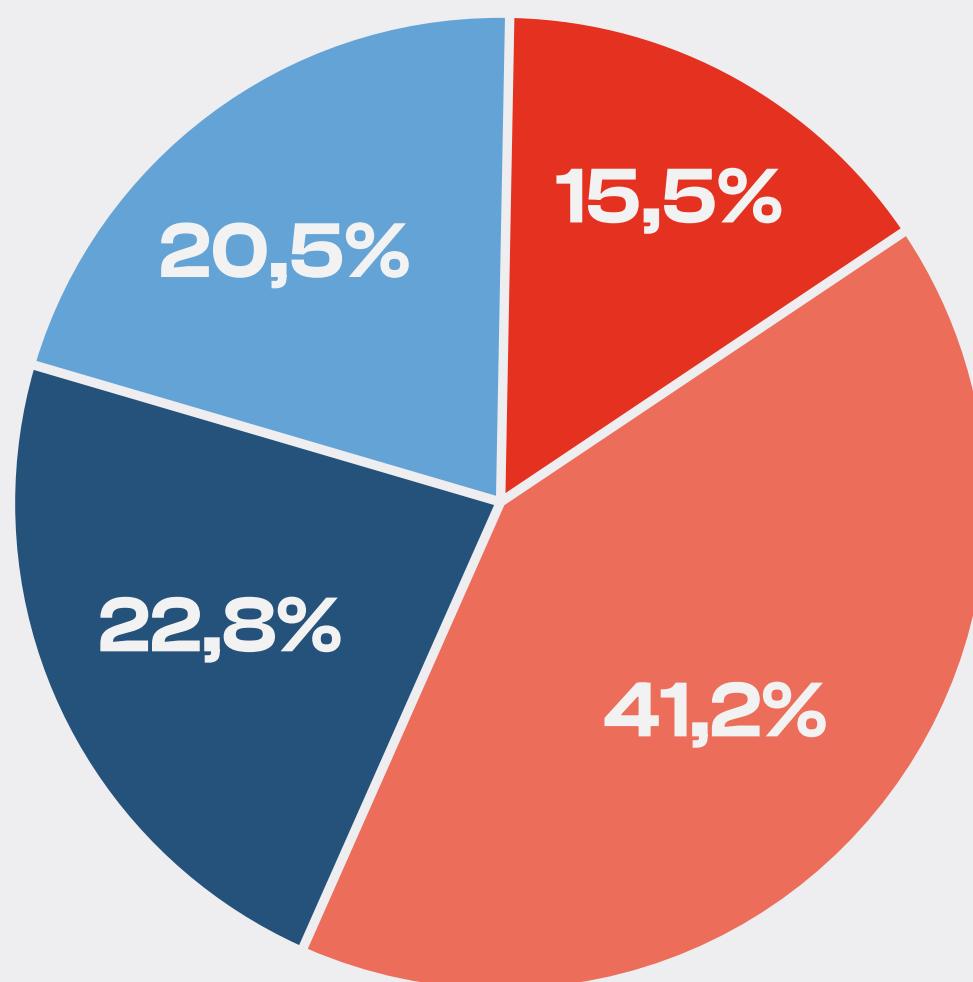


Instagram Demographics

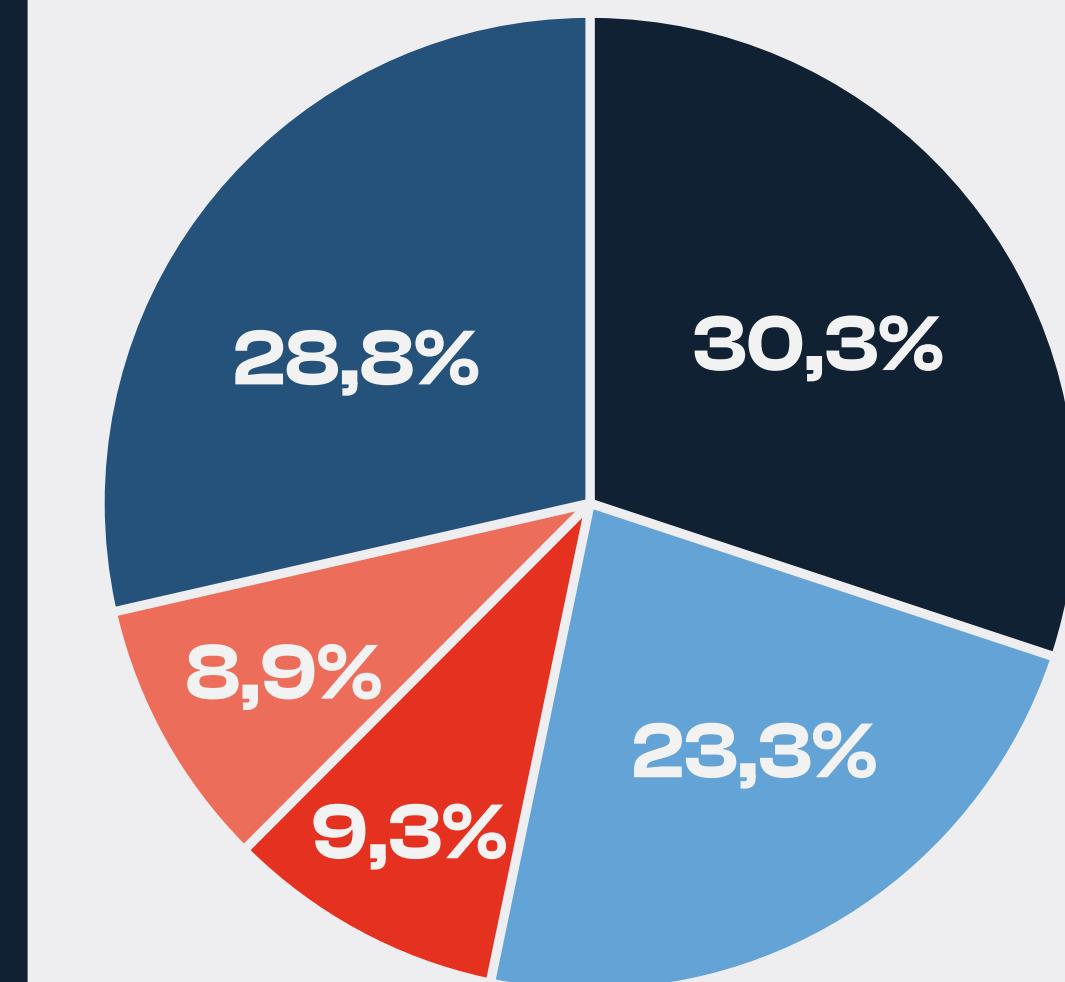
Gender



Age

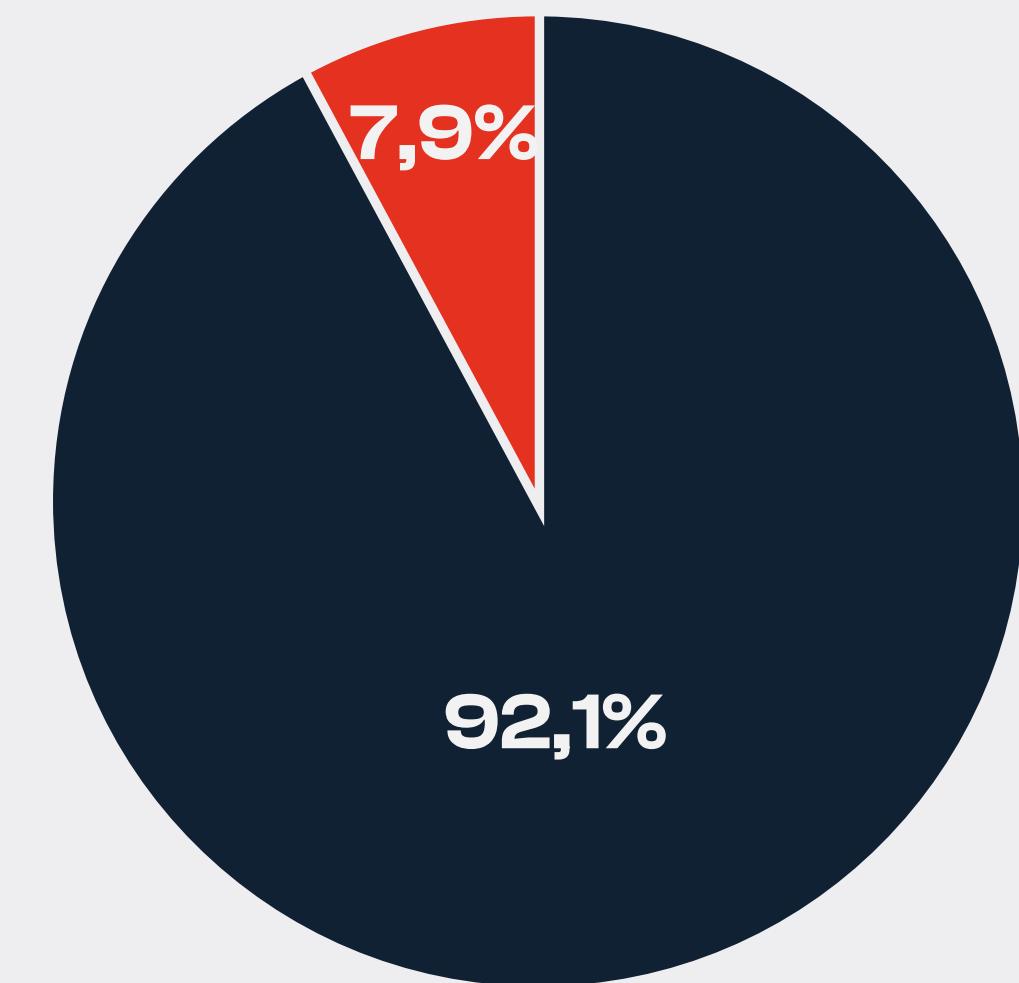


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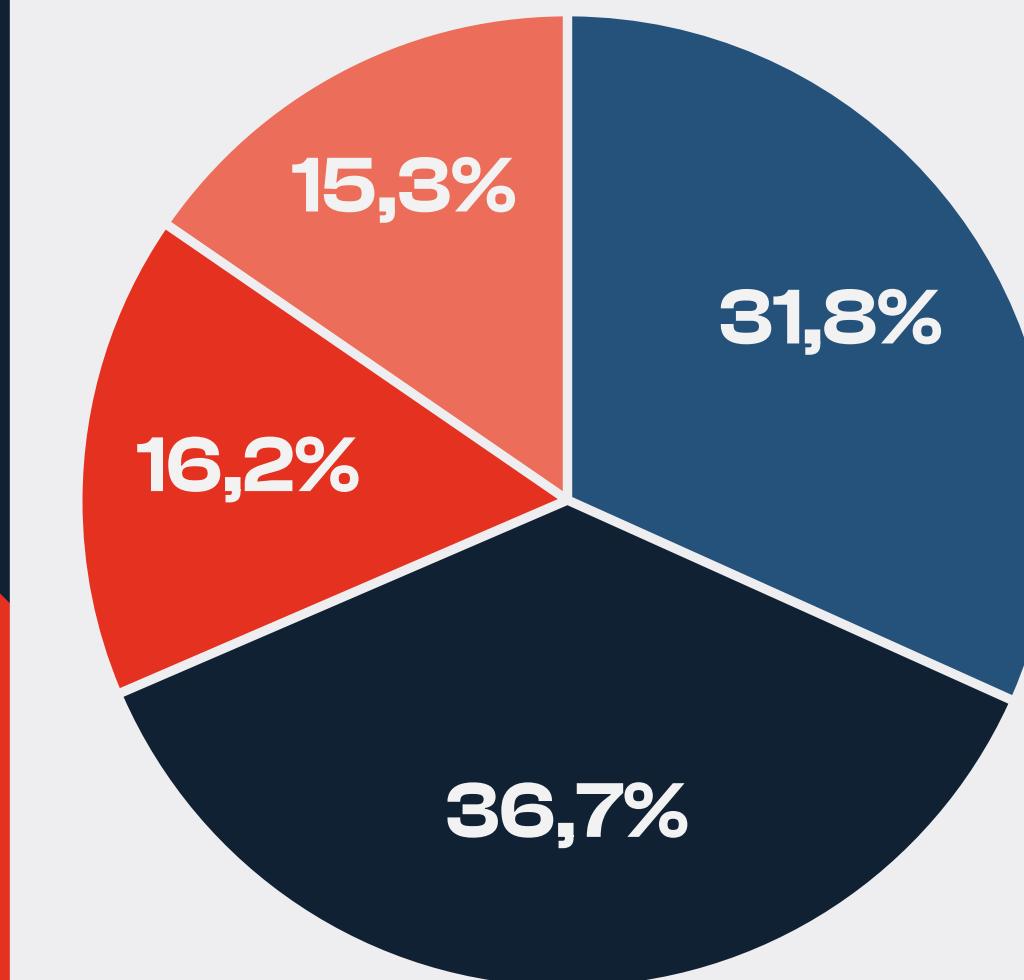


YouTube Demographics

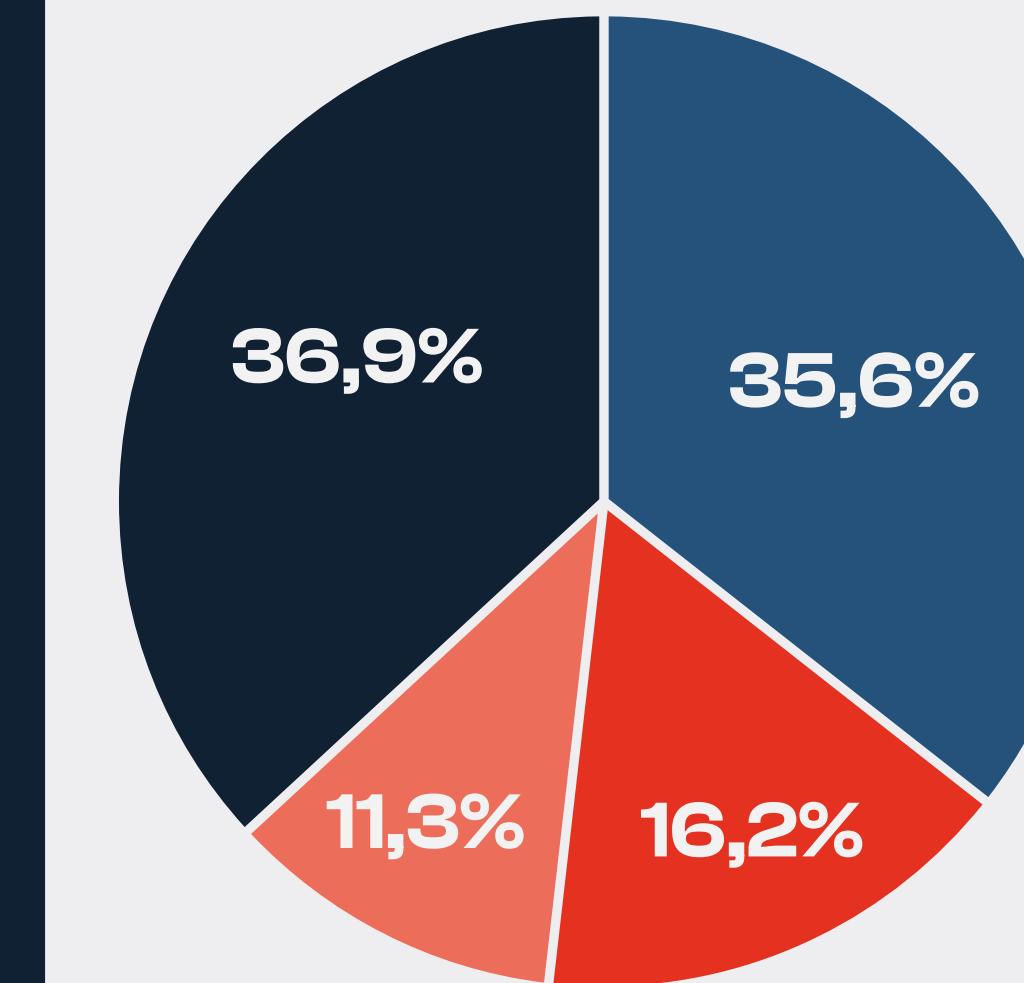
Gender



Demographics



Origin



Advantages of partnering with **Kncelados**



Expansion into Spanish speaking market

Huge demographic segment

Spanish speakers are present in almost every western country

Higher than average rate of online consumers



Flexibility

Diverse content, wide variety of advertising opportunities

Easy communication and willingness to work closely with marketing team

Preference for short-term performance-based collabs

Different aesthetics of the members



Integrity

Kncelados does not partner with businesses we consider harmful for our audience

Trust and loyalty are essential for fruitful partnerships, they are embedded in our ethos.

Our side will always strive to caress our partners image, avoiding Brand damage.

Fluid, open and sincere communication.



Endless product placement possibilities

- Multiple points of view and recording angles
- High output of content
- Different aesthetics amongst the cast



High engagement in different social media platforms

- Instagram, TikTok, Youtube and more.
- Choose the platform
- Youtube



Graphic design and video editing skills

- Some of the cast are professional graphic designers
- Faster adaptation to advertiser necessities



Reach a wide audience

- Wide range of topics covered, reaching a diverse audience
- Cross advertising with other channels and personalities, reaching their audiences as well



Current Youtube Strategy

List of priorities

- Increase subscribers and attract new people to the channel.
- Upload more long format content for longer viewtime (full episodes, highlights etc.)
- Collabs with other online personalities that resonate with our style and values.
- Divert users from other platforms to Youtube
- Find advertising partners that fit with our content and make them a subject in the podcast.



Increase subscribers

Weekly upload of shorts (ongoing):

- Easy to consume
- Useful to attract new followers for a growing channel
- Easy to produce, high turnout

Upload more long format content (coming soon):

- Full episodes (increase view time, divided in 10 min segments)
- Weekly highlights (recap of the shorts uploaded during the week 10+ min lenght)
- Monthly riddles (once a month, a compilation of our most viewed content)

Collabs with other Youtube personalities

- Reach to followers from other channels
- Create oportunities for regular collaborations
- Inspiration for new and refreshing content

Future Brand building actions

Weekly upload of shorts (ongoing):

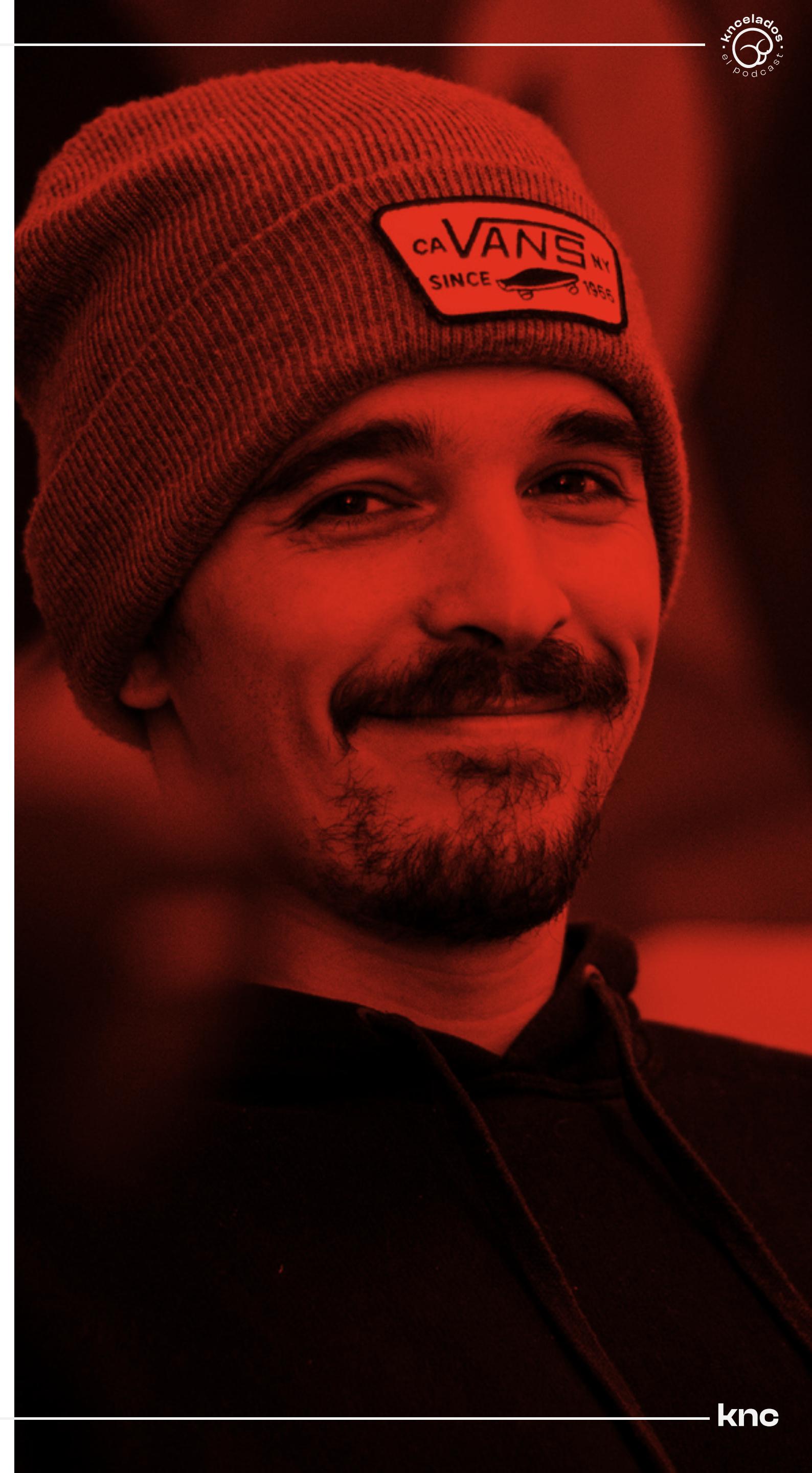
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thank
you.

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