

**Hi,**

**we are**

**knancelados**



# Table of contents

1 About us

2 Kncelados

3 Strong Brand

4 Unique Selling Proposition

5 High Quality content

6 Persuasive pitch

7 Statistics

8 Advantages of partnering with Us

# knc elados dos

## Strong Brand



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



Visually identifiable Brand and starring characters.



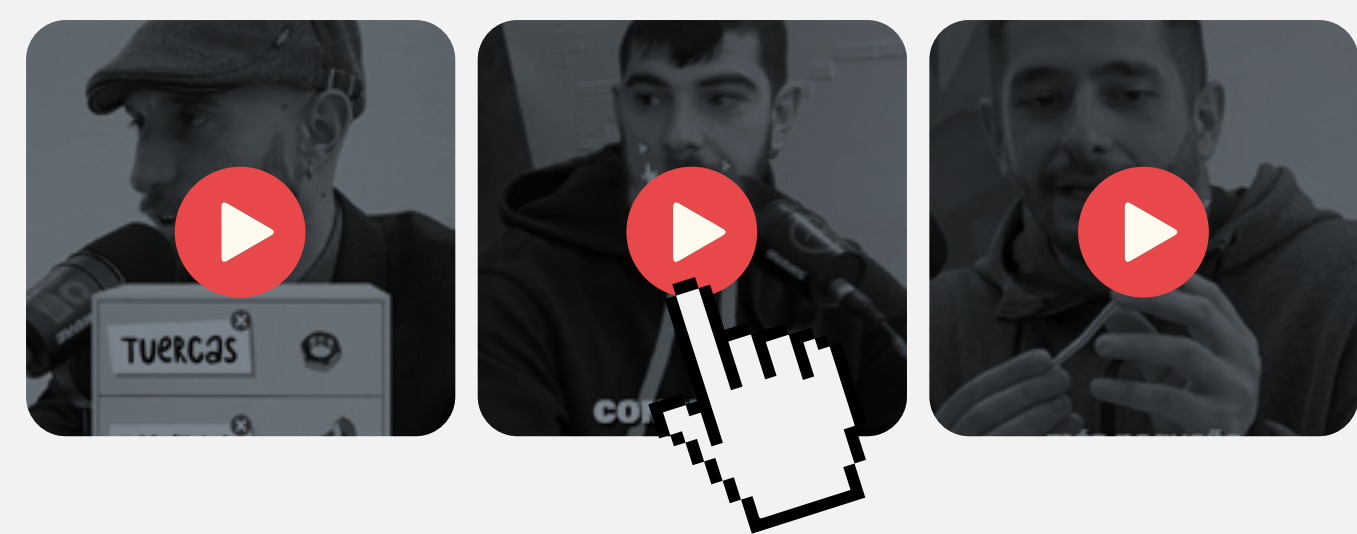
Strong corporate image developed by experienced industry professionals



Excellent editing process, resulting in attention catching videos.



Cohesion and friendship amongst the members



# High quality content



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



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



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



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



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



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



Full podcast available





**Riddles**



**Dual/triple choices**

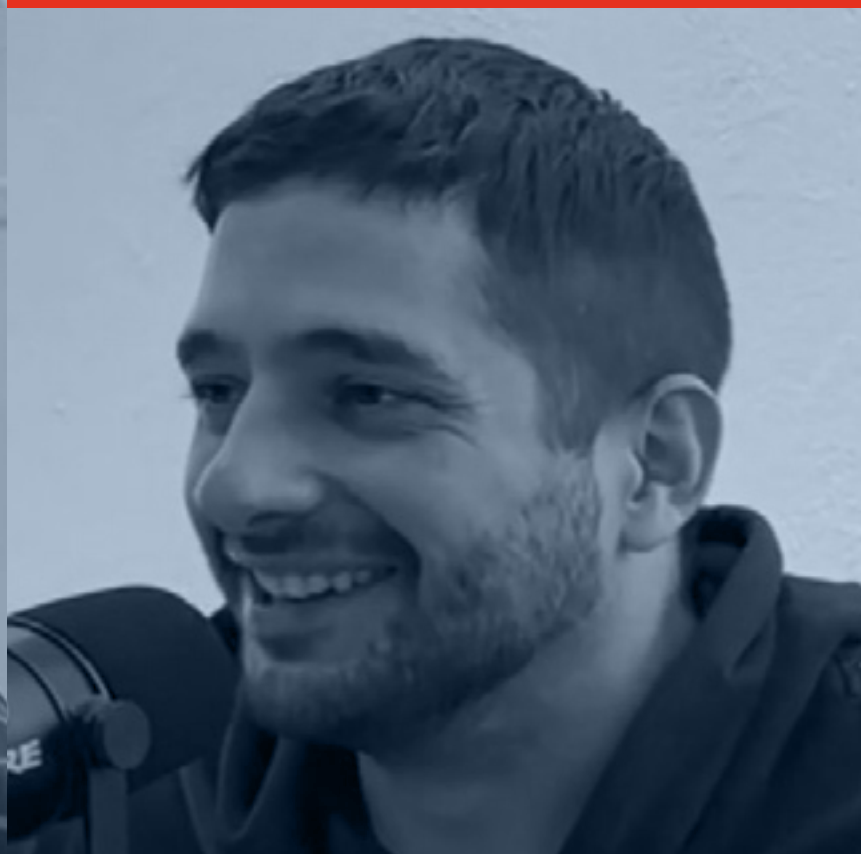


**Curious Facts**



**Alternate realities**

**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

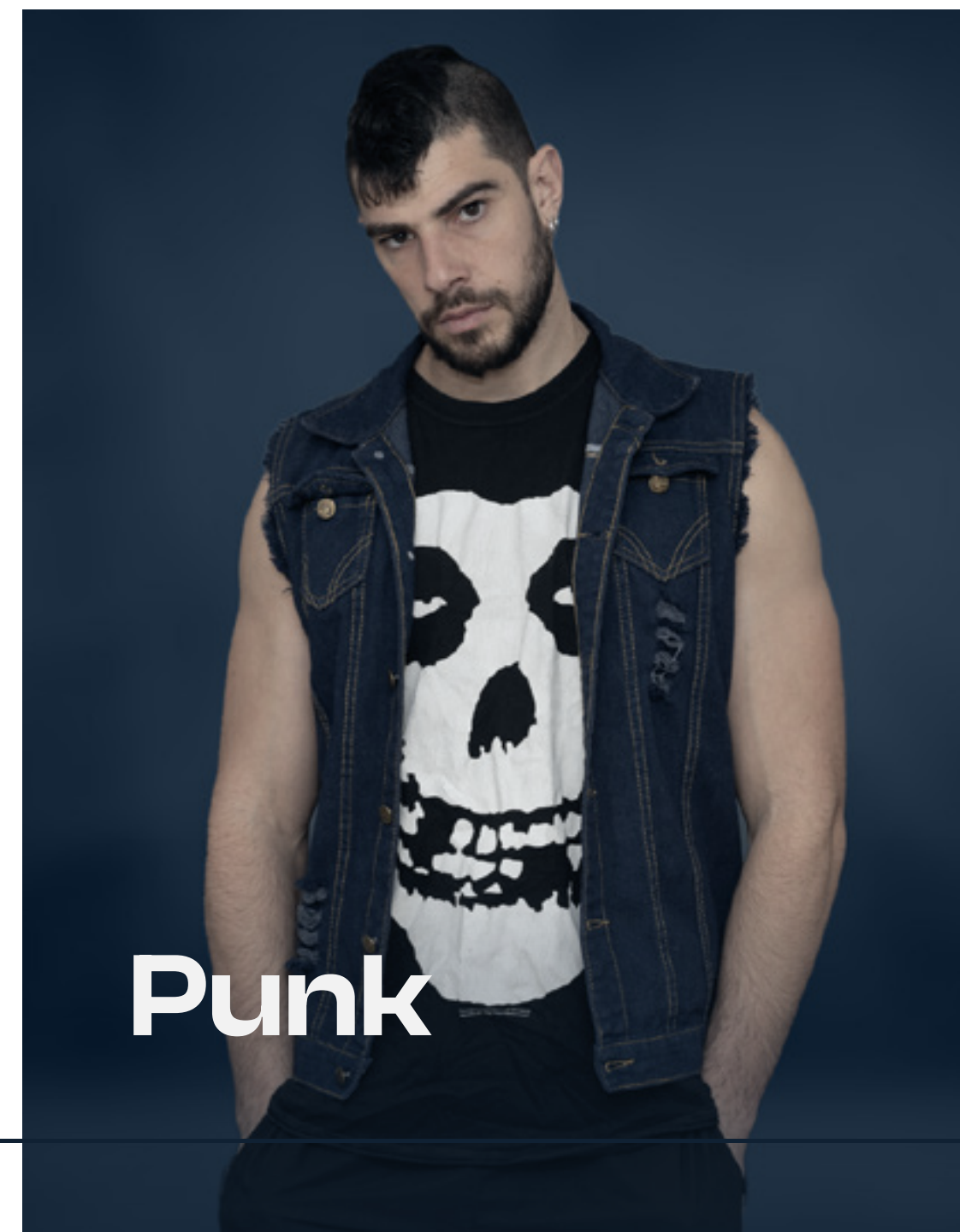
Clear view of the table and everything on it during the podcast

Recurrent close ups of all the participants

Members with different aesthetics allow for range of clothing/-  
accessories to be advertised

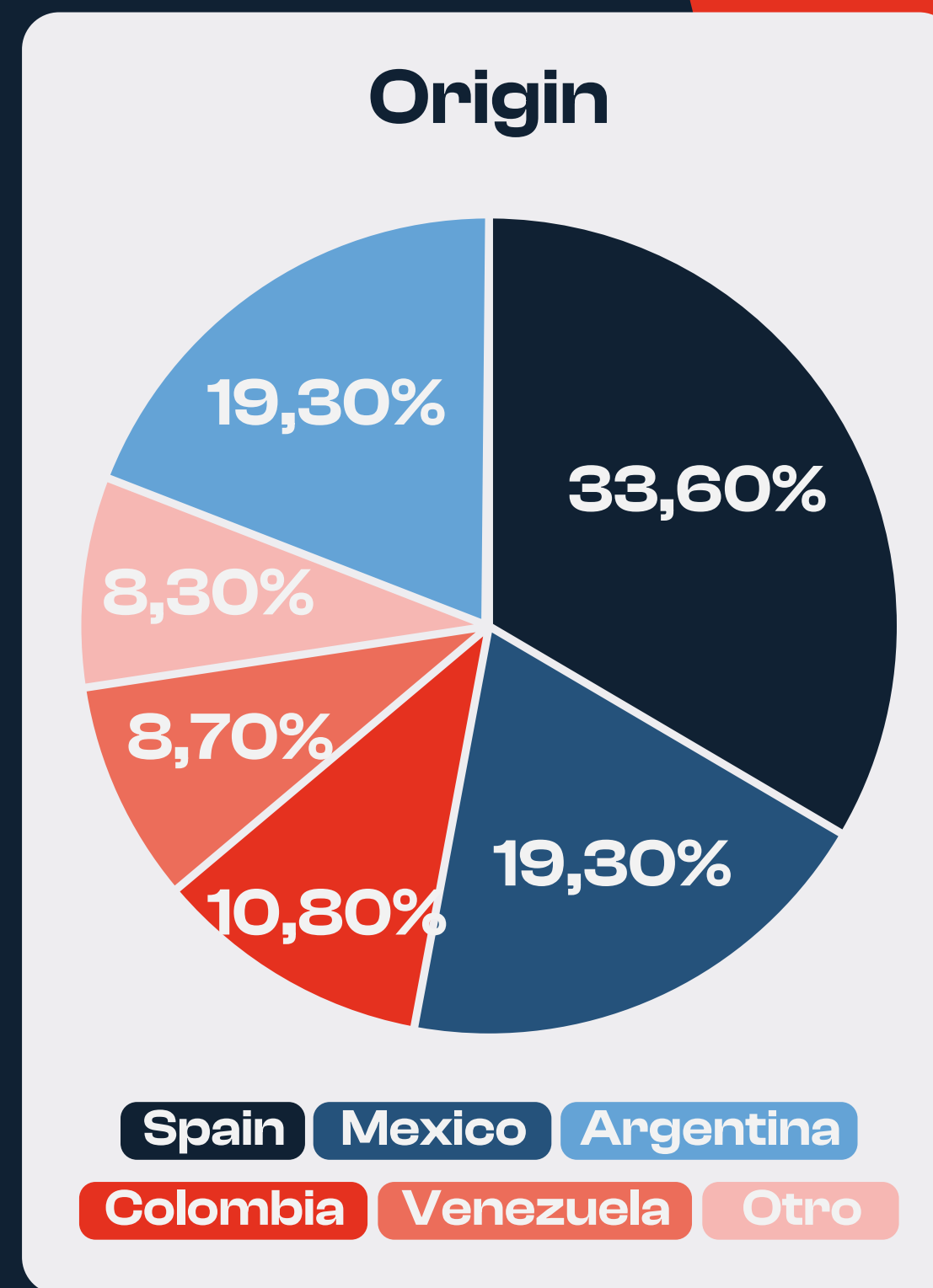
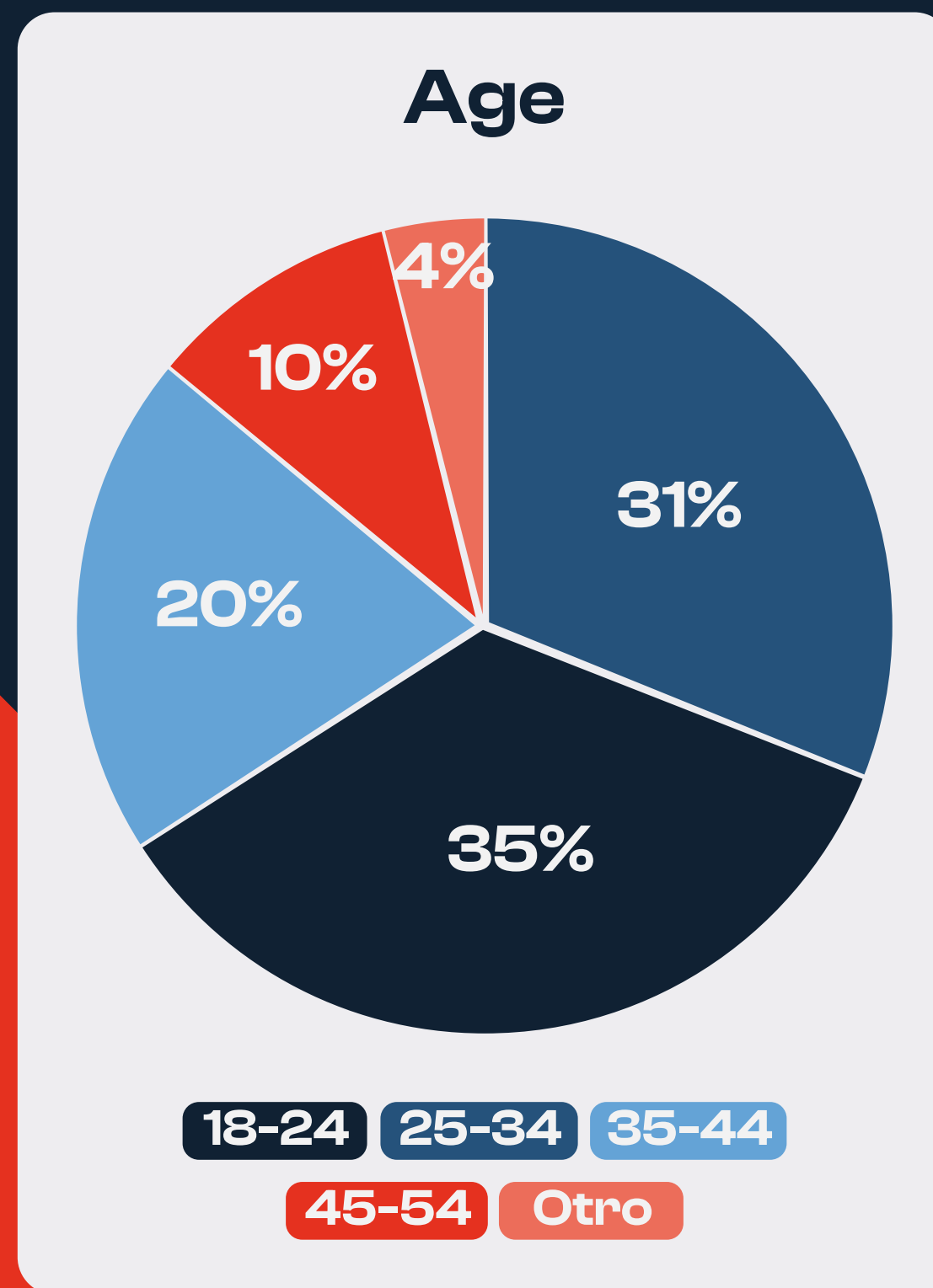
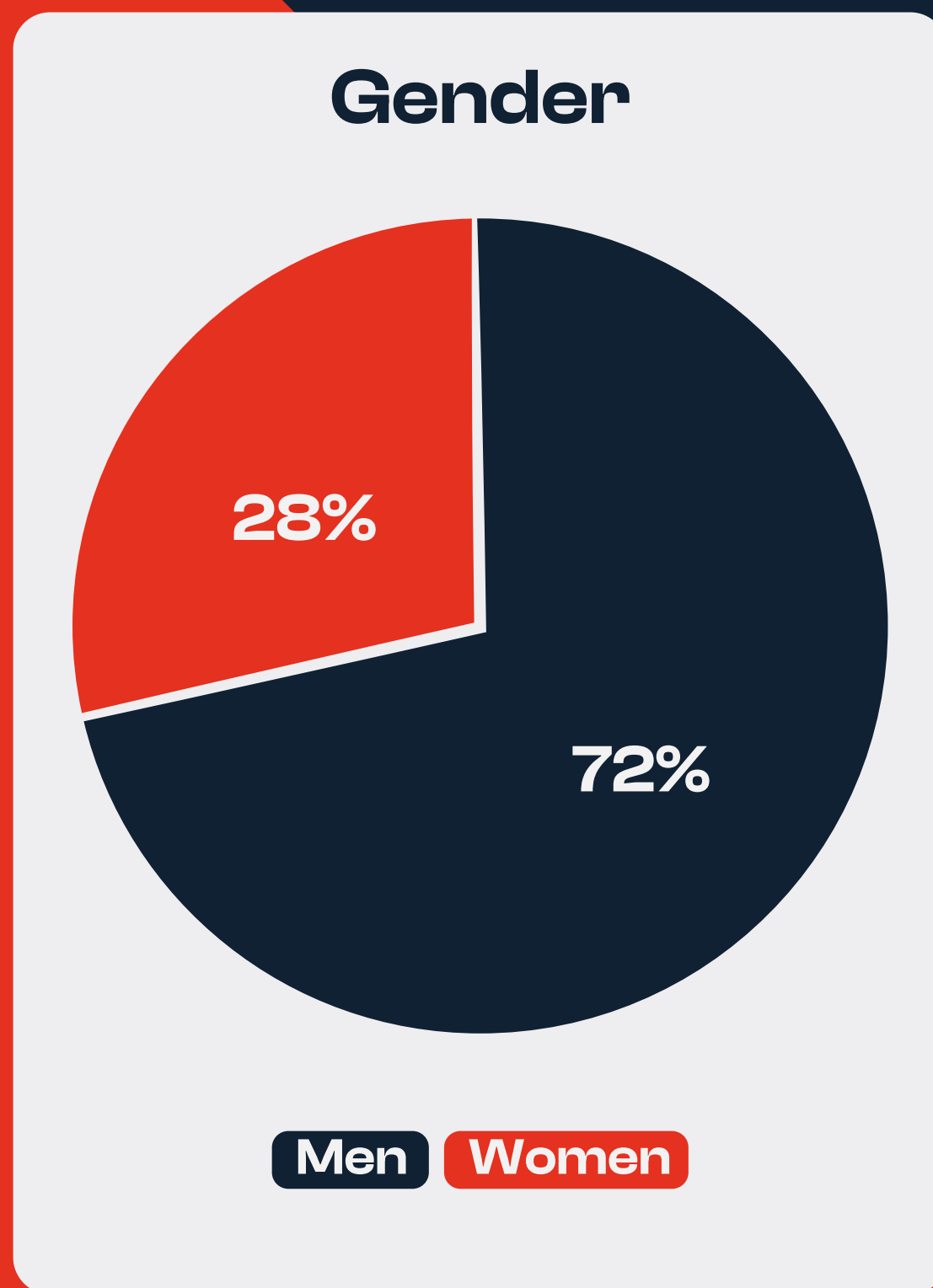
## Versatile subject choice

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

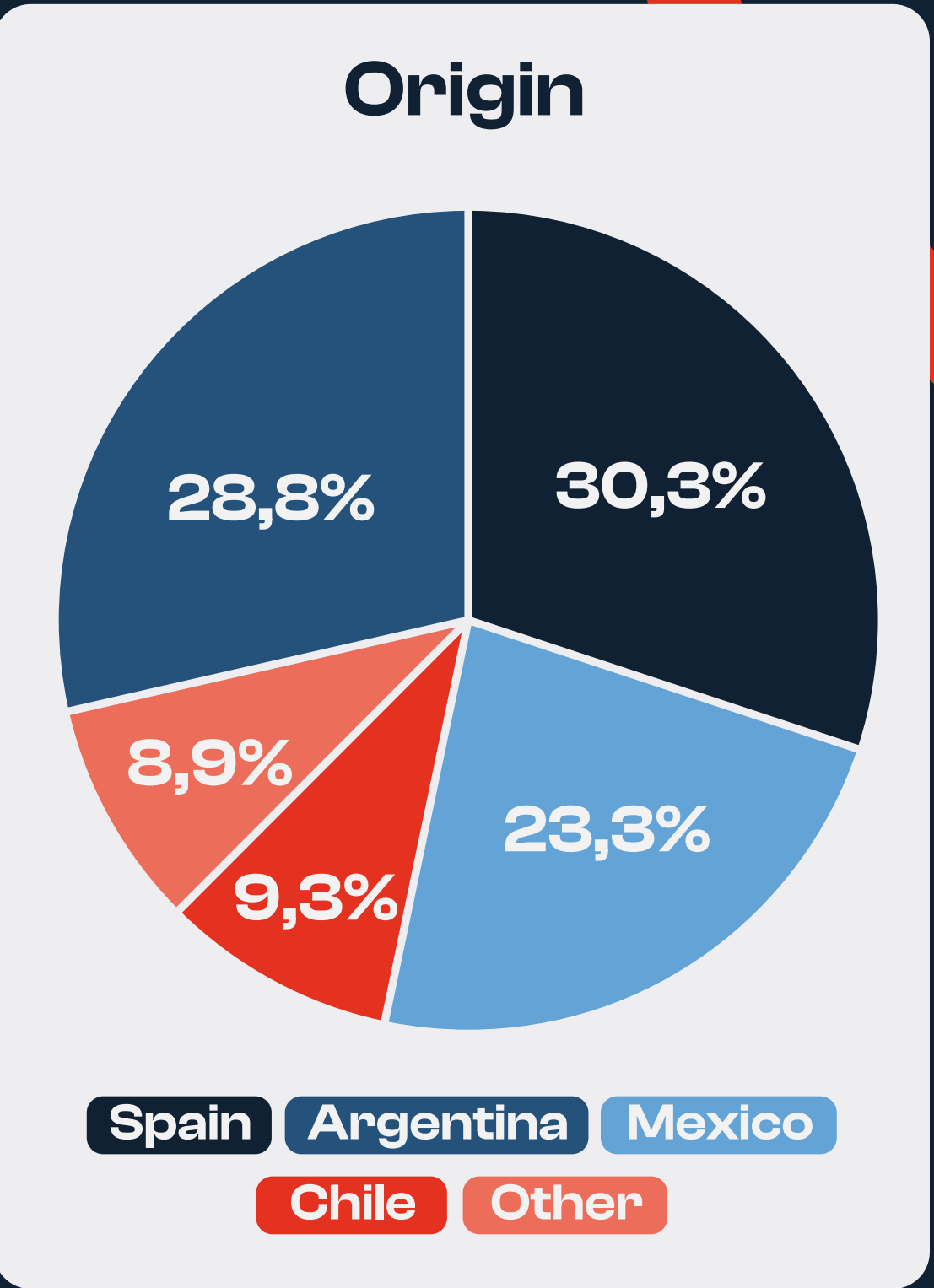
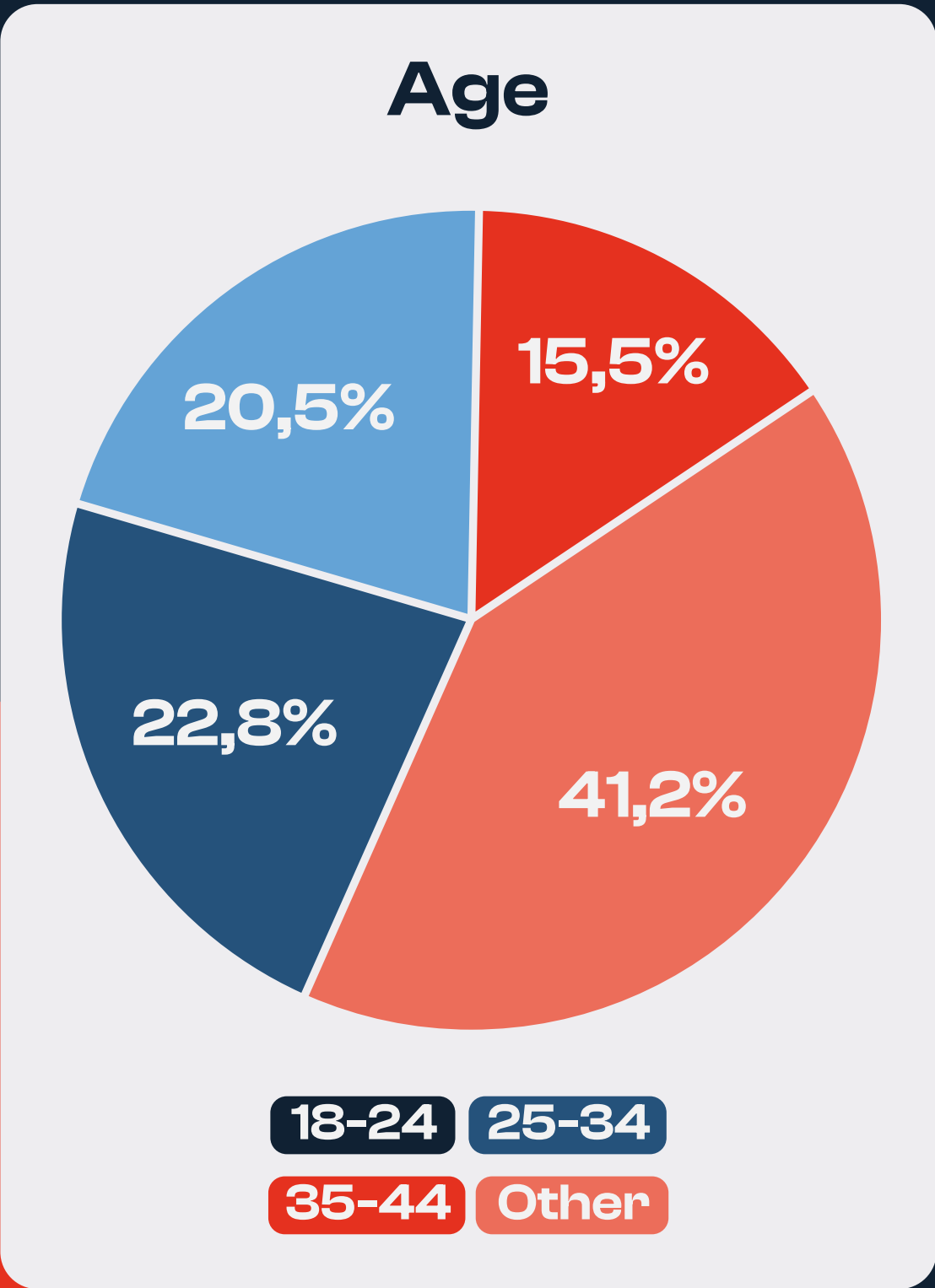
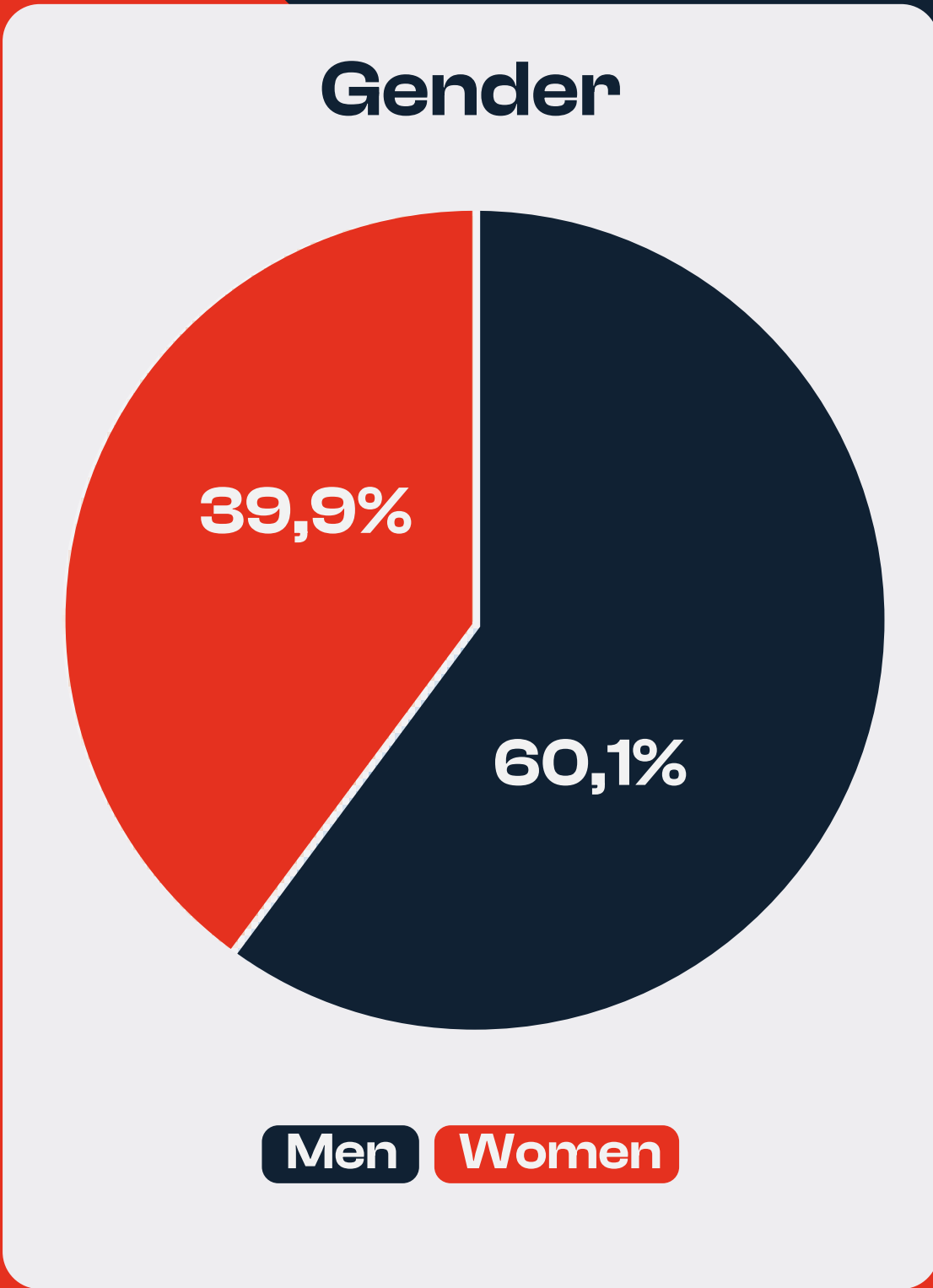




# Tiktok Demographics



# Instagram Demographics



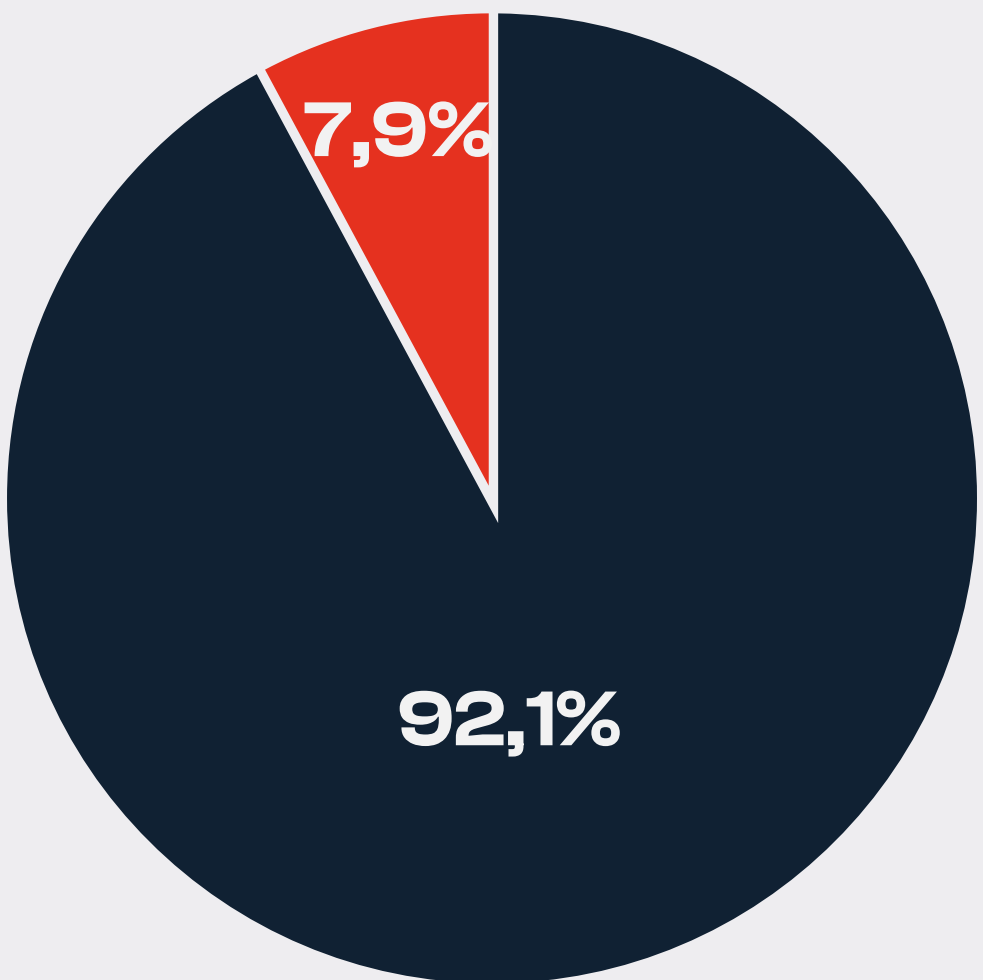


YouTube

# Demographics

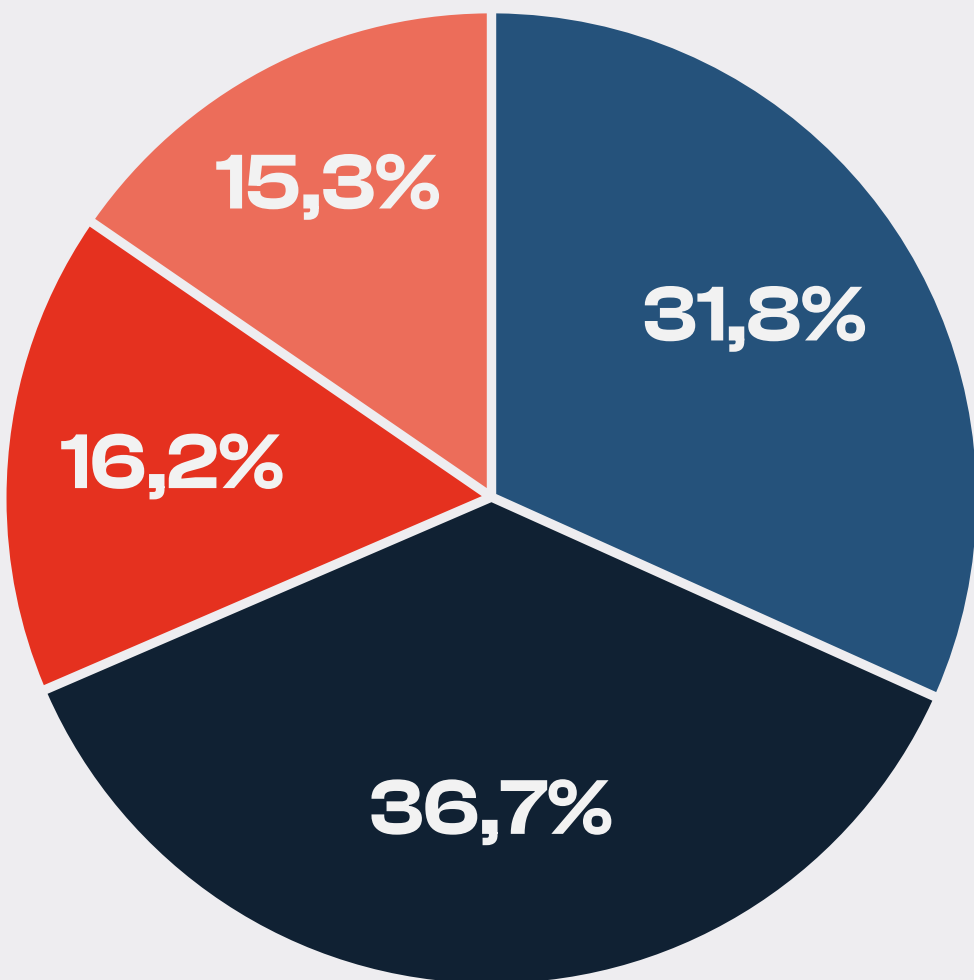


Gender



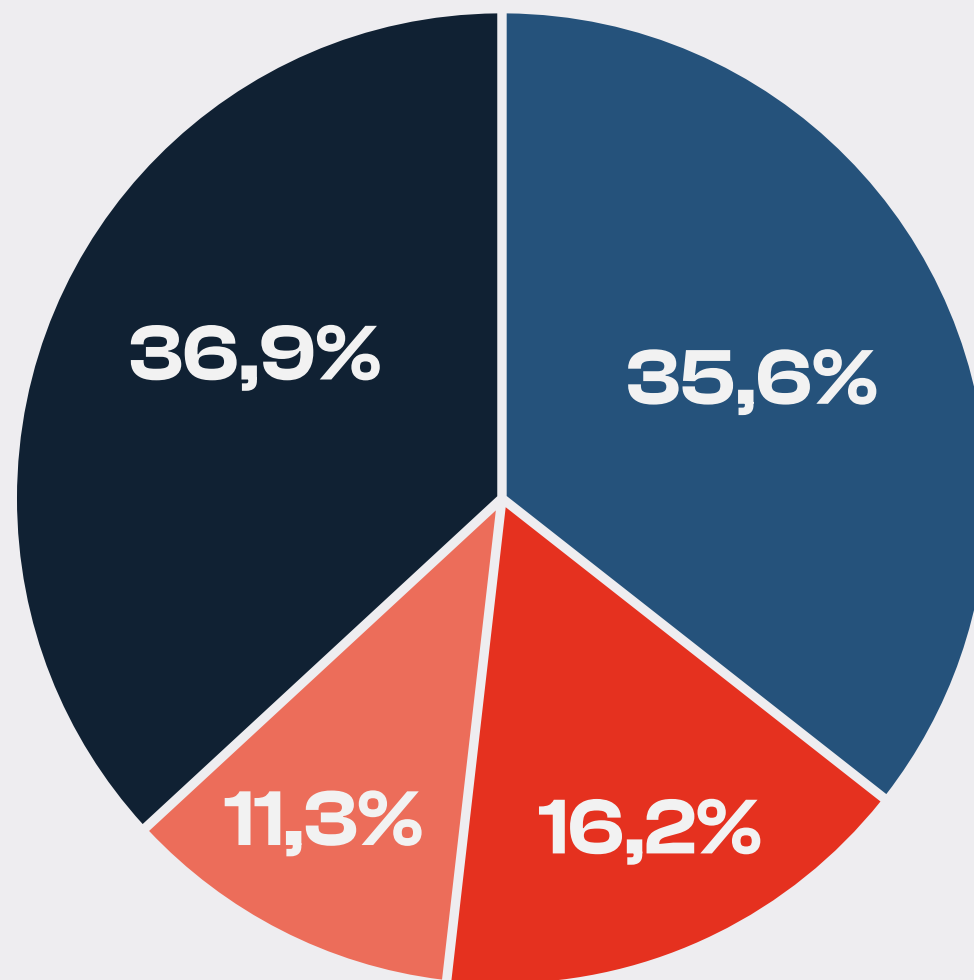
Men Women

Demographics



18-24 25-34  
35-44 Other

Origin



Spain Mexico  
Argentina Other

# 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 profesional 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):

- 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 length)
- 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







**thank  
you.**

   @kncelados  
kncelados@gmail.com  
kncelados.com