

**Hi,  
we are  
kncelados**



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# Knelados

## Strong Brand



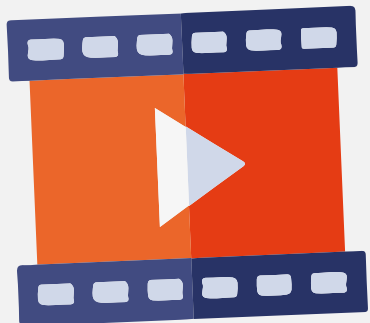
Stay away from serious controversial topics that can cause Brand damage.



Visually identifiable Brand and starring characters.



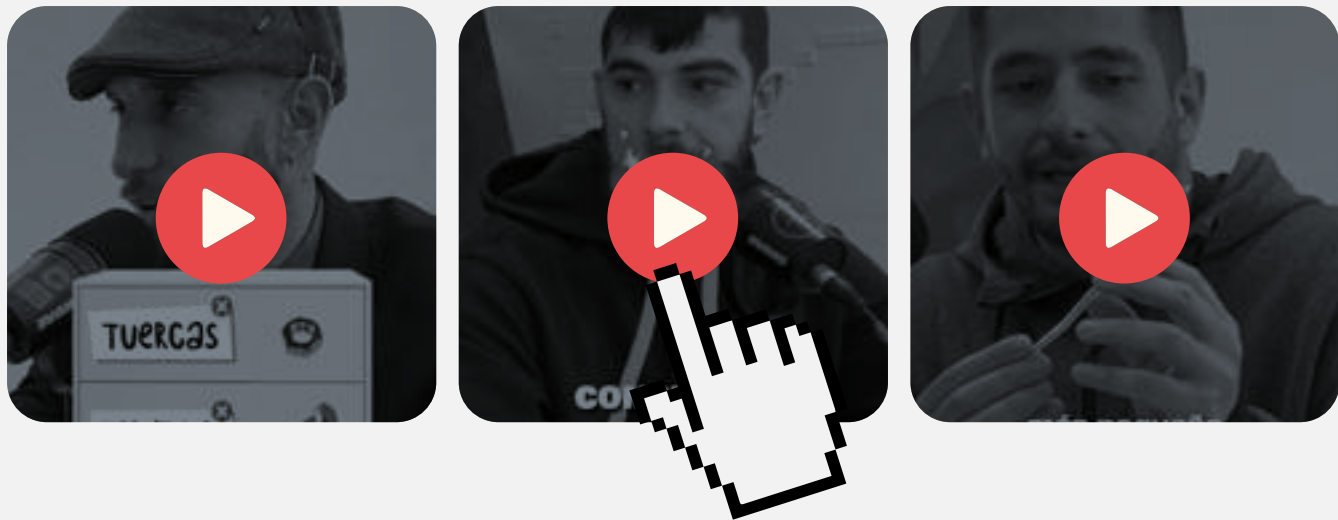
Strong corporate image developed by experienced industry professionals



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**

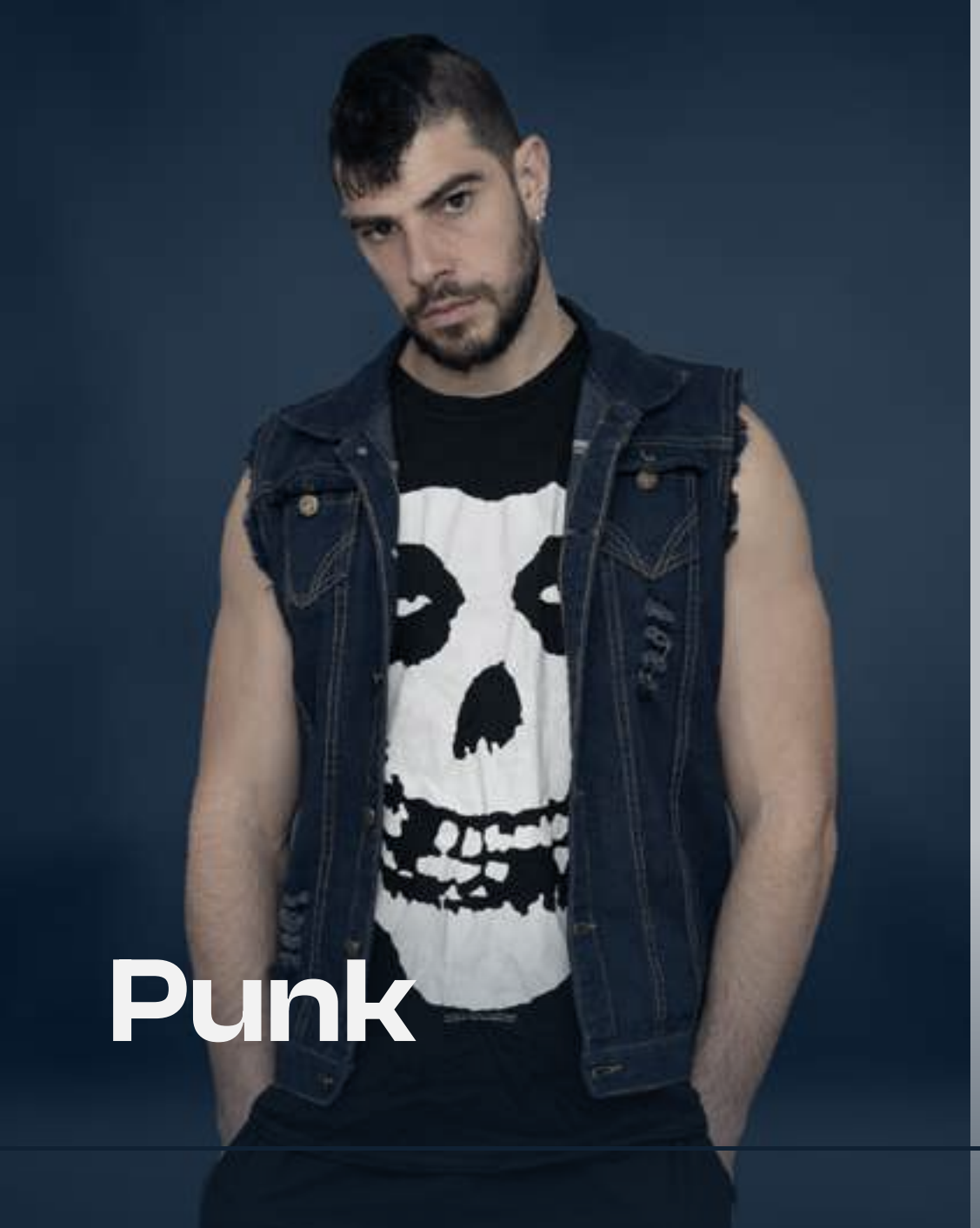
# Persuasive pitch

## 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 requirements

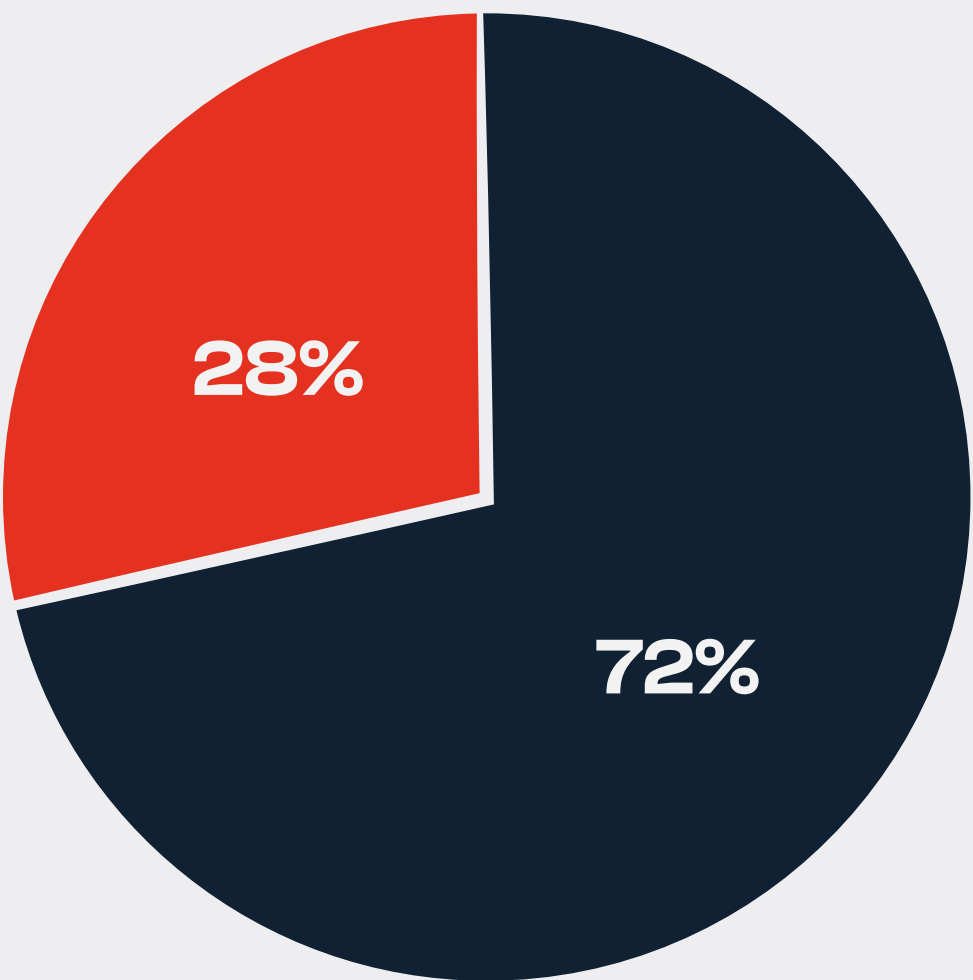




# Tiktok Demographics

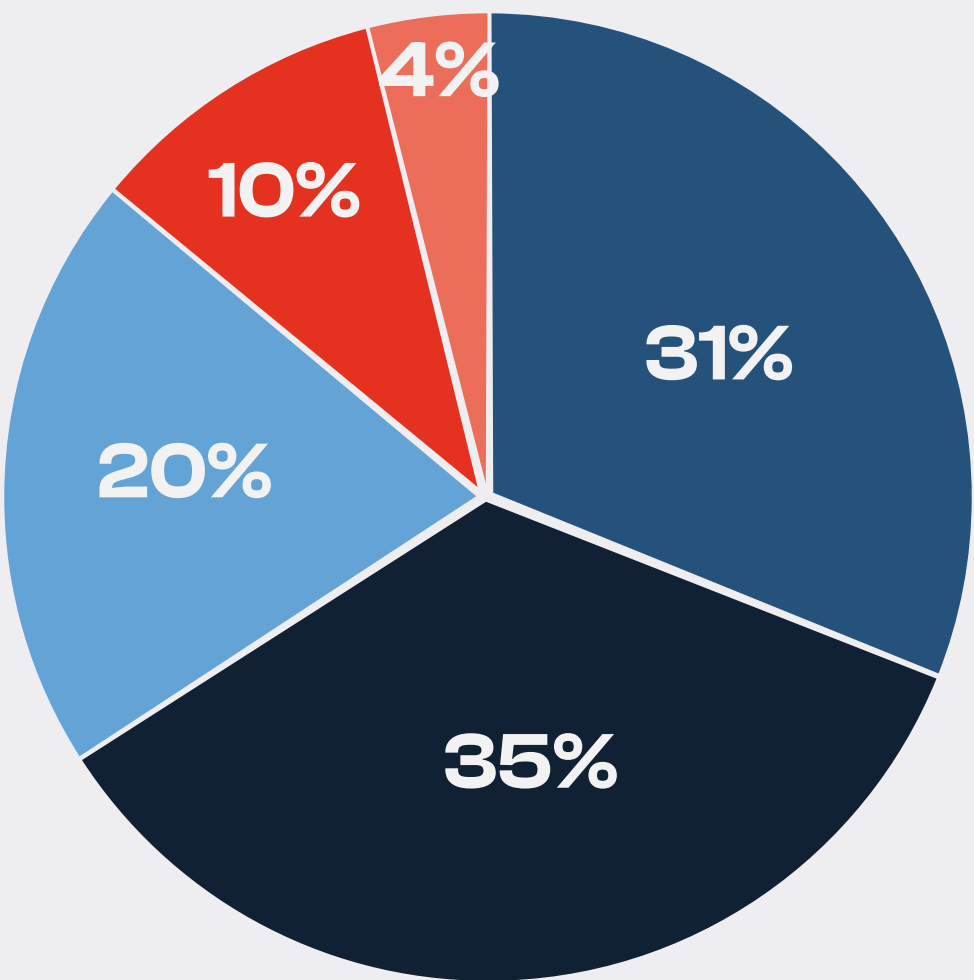


Gender



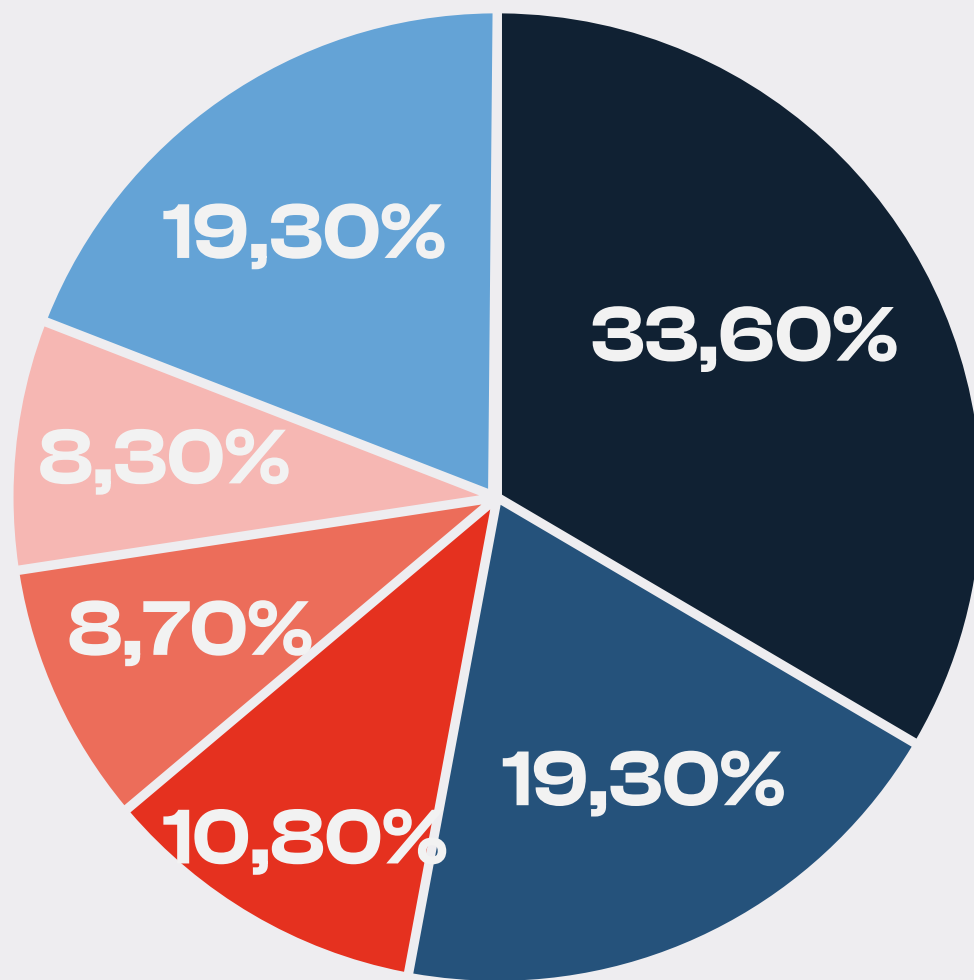
Men Women

Age



18-24 25-34 35-44  
45-54 Otro

Origin

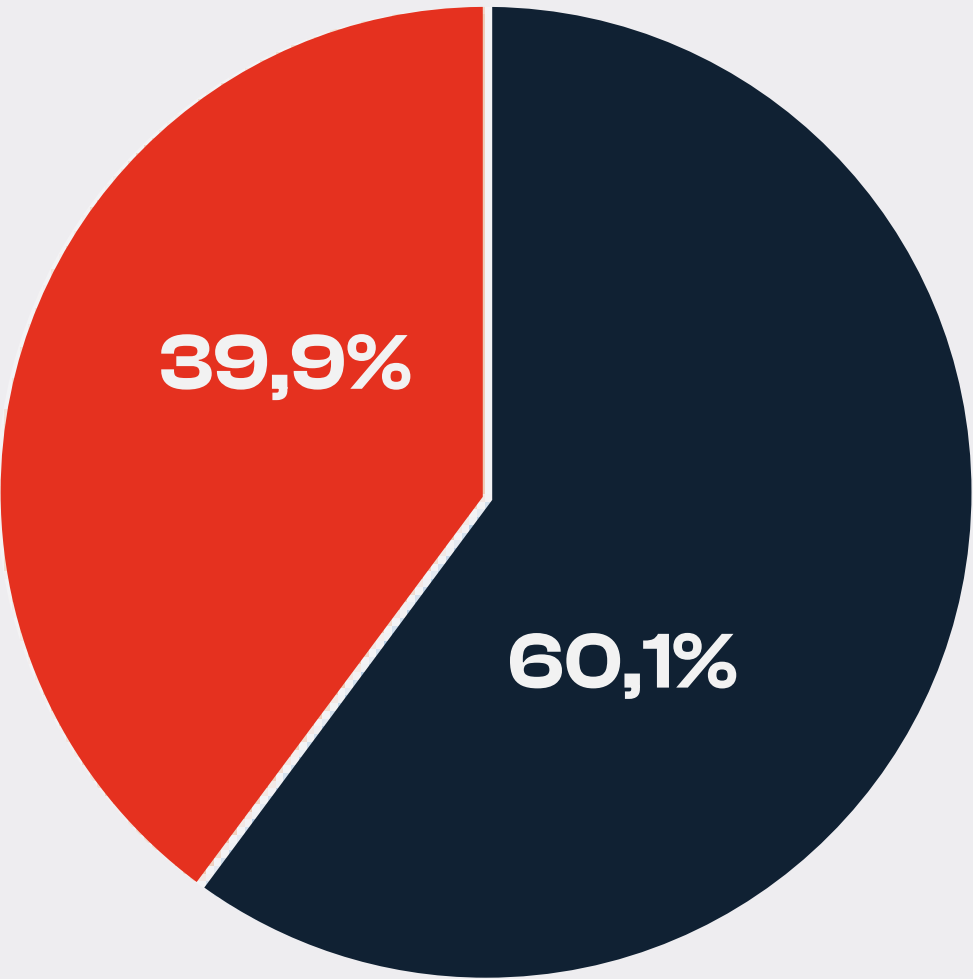


Spain Mexico Argentina  
Colombia Venezuela Otro

# Instagram Demographics

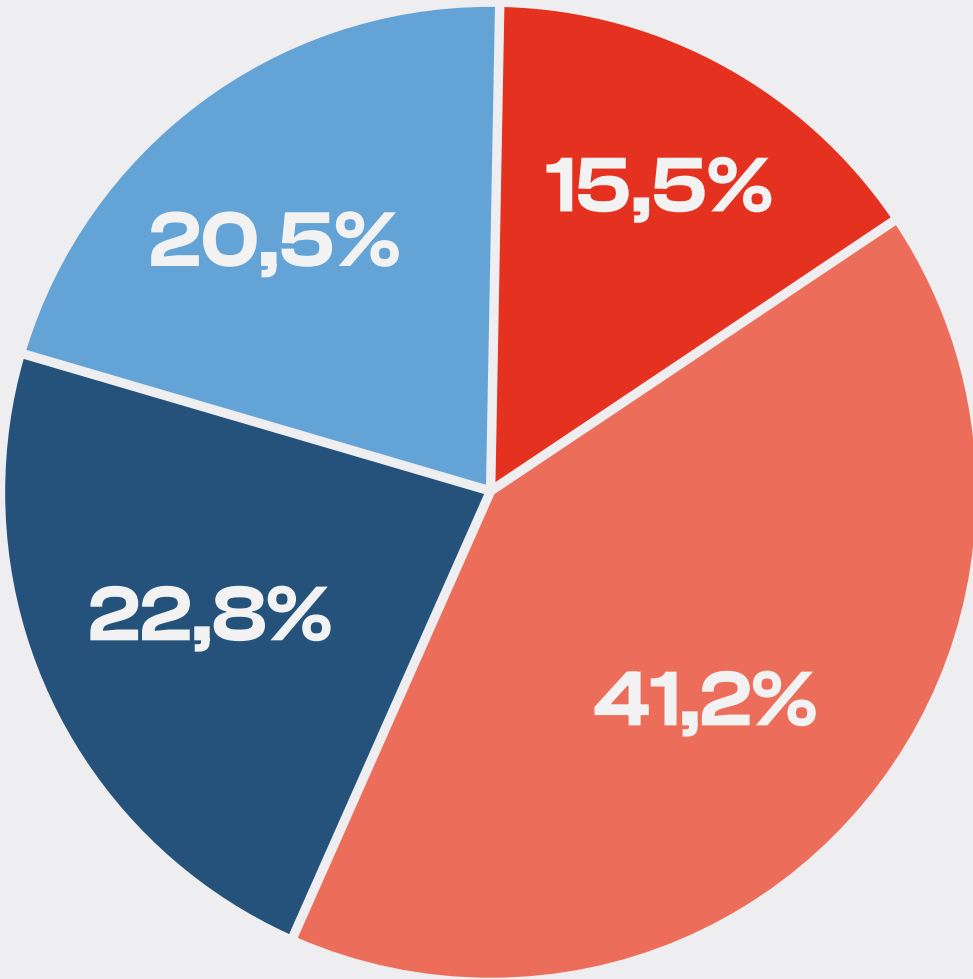


Gender



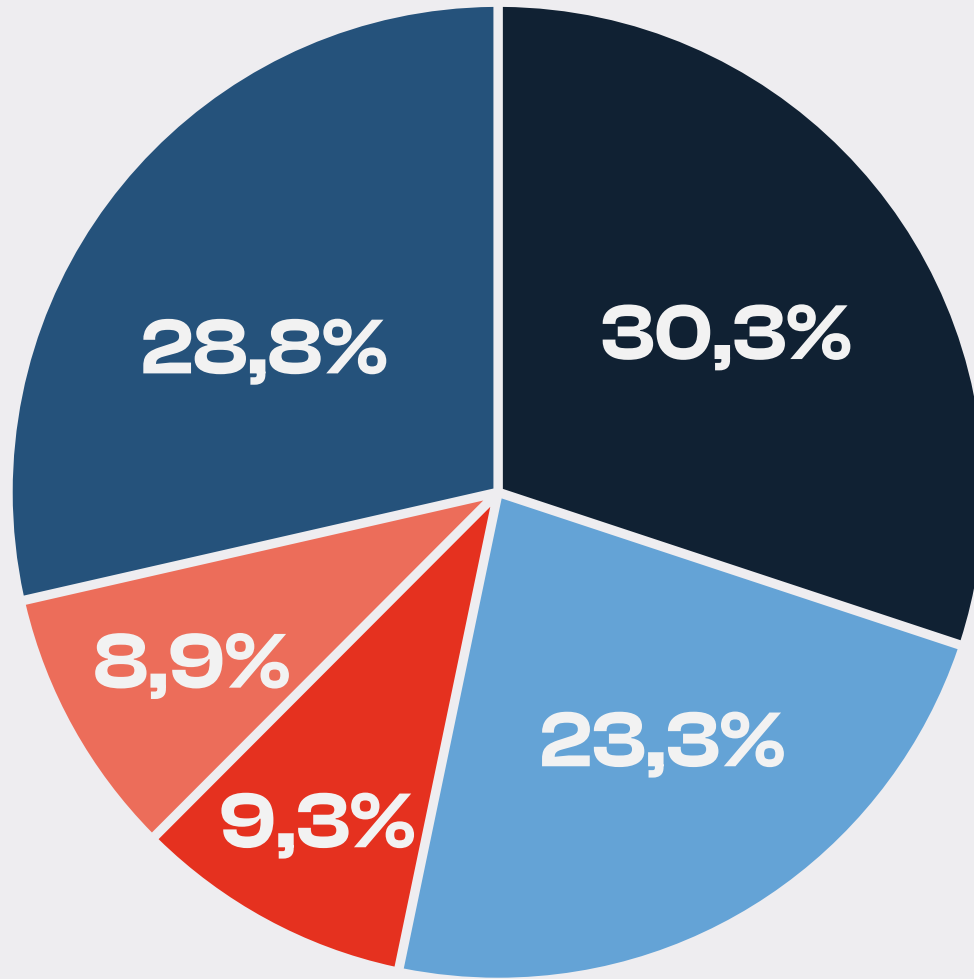
Men Women

Age



18-24 25-34  
35-44 Other

Origin

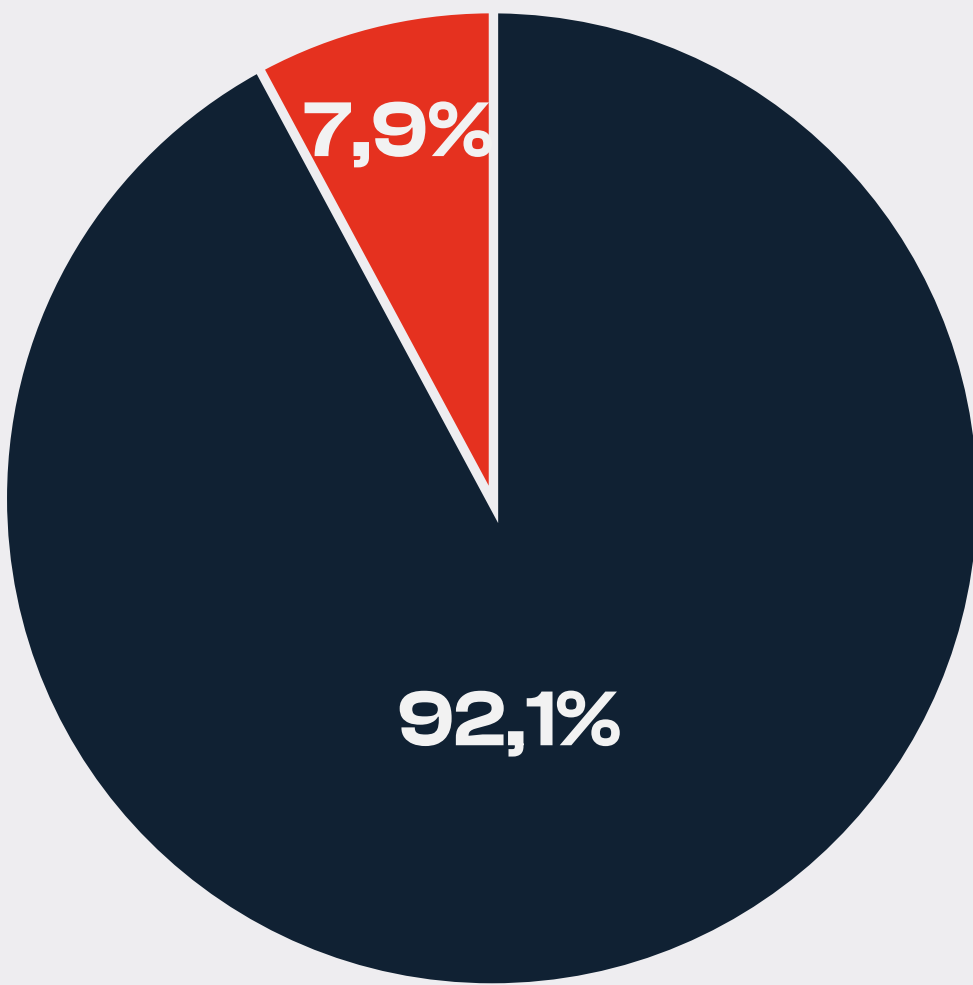


Spain Argentina Mexico  
Chile Other



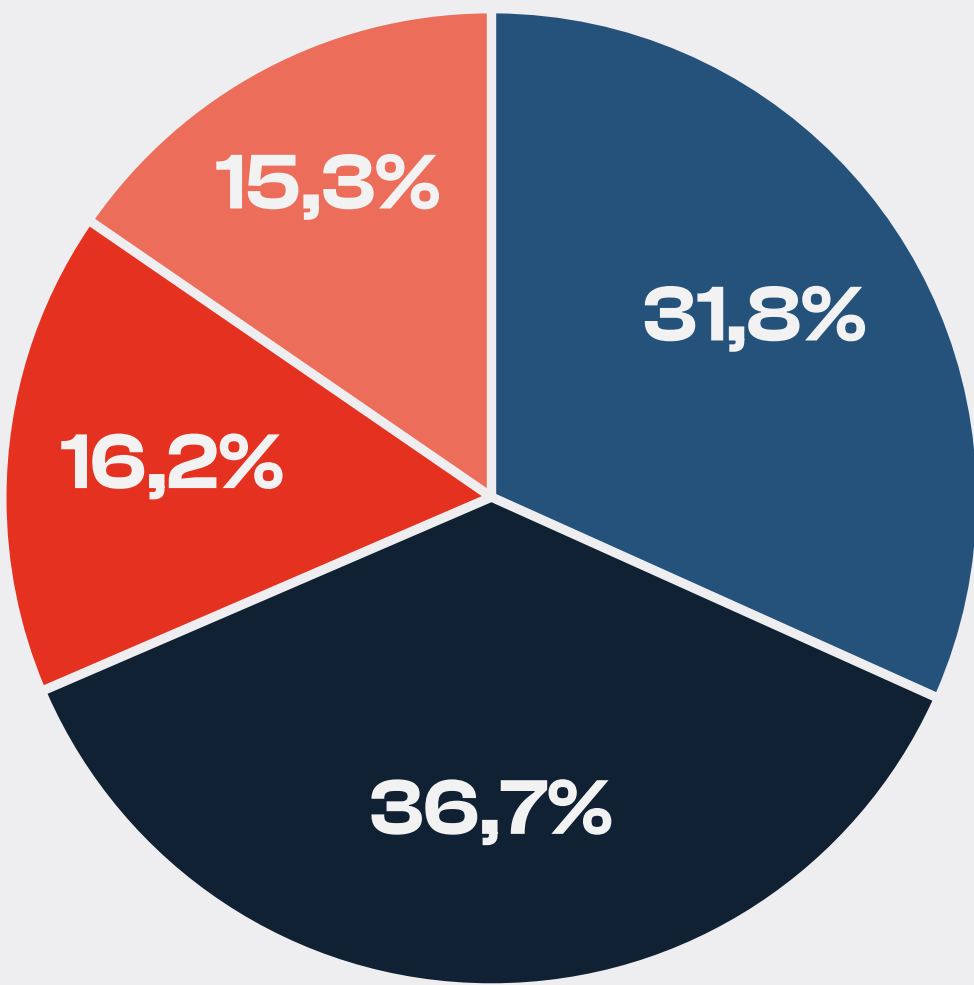
# YouTube Demographics

Gender



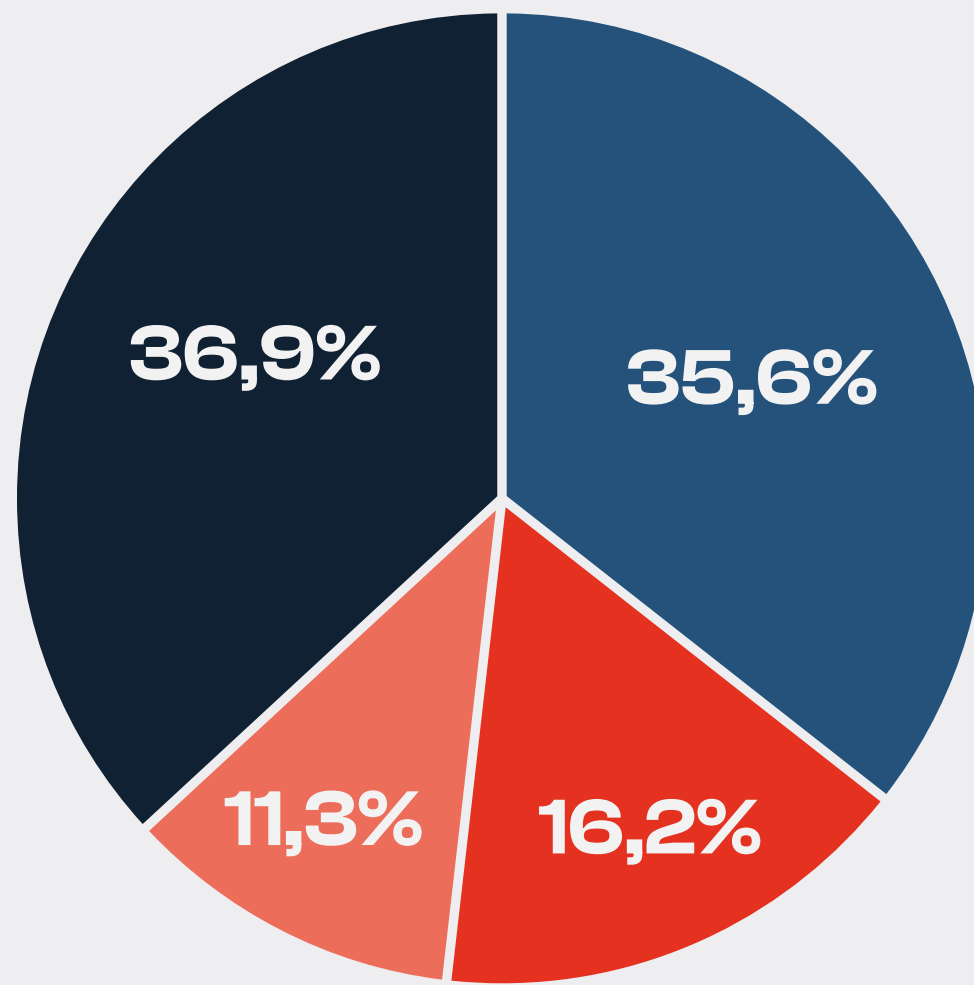
Men Women

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 oportunities
- 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 lenght)
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## Collabs with other Youtube personalities

- Reach to followers from other channels
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# thank you.



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