

# FULLSCREEN PRIORITY INFLUENCER SPOTLIGHT

## THE ROYALTY FAMILY



### Biography

- A blended, Columbian-Lebanese family.
- Started YouTube in late 2017, making \$8,000 in their first month.
- Content Focus: Viral challenges, daily vlogs, reaction videos, and pranks..
- The family recently welcomed their newest addition, Milan in June 2020.



### Audience Reach

- 7% < 18
- 25% 18 - 24
- 28% 25 - 34
- 27% 35 - 44
- 51% Female
- 49% Male



### Recent Career Wins

- Hit 1 billion views in April 2020
- Reached 9 million subscribers in July 2020



### Previous Brand Partnerships

- Bed Bath and Beyond
- Snuggle
- L'Oréal
- Google Pixel



### Why They Would Be a Good Fit

- Have an attentive and rapidly growing audience
- They're representative of diverse demographics

## Socials:



7.7k



9.76M



500+



486k





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PRIORITY INFLUENCER SPOTLIGHT

LOVELIVESERVE



Biography

- LoveLiveServe is a channel created by best friends of ten years, Noah Boat and Rhino.
- The two are Drexel University alum who majored in film and grew to popularity in 2016.
- Content Focus: Comedic sketches, reaction videos, music parodies, and pranks
- Recently made a cameo appearance in a music video for the popular Tik Tok song, “3 Musketeers”.



Audience Reach

- 11% < 18
- 42% 18 - 24
- 24% 25 - 34
- 13% 35 - 44
- 14% Female
- 86% Male



Recent Career Wins

- Hit 1B views in November 2019 and are close to 2B soon
- Reached 6 million subscribers in February 2020



Previous Brand Partnerships

- Vincero Watches
- Raycon Headphones
- Dollar Shave Club
- Swagbucks



Why They Would Be a Good Fit

- Have a large variety of comedic content which is great for brands interested in fostering interpersonal connections with consumers
- Great fit for brands looking to tap into Gen Z

Socials:

- 214k
- 6.76M
- 1.3M
- 558k



#loveliveserve  
Karens Be Like



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# PRIORITY INFLUENCER SPOTLIGHT

KRAZYRAYRAY



Biography

- KrazyRayRay is a YouTube channel ran by beauty guru, Sarai Jones.
- Sarai is a lover of all things fashion, beauty, fitness, and food.
- Content: Makeup & skincare how-tos, workout routines, challenges, mental health.
- Sarai most recently became a homeowner and has promised subscribers for more content on home decor



Audience Reach

- 11% < 18
- 39% 18 - 24
- 20% 25 - 34
- 20% 35 - 44
- 81% Female
- 19% Male



Recent Career Wins

- Reached 400M views in June 2020



Previous Brand Partnerships

- American Eagle
- Hello Fresh
- SavageXFenty
- Pantene



Why They Would Be a Good Fit

- Sarai has built a close-knit community who values her insight into a variety of brands from which ones are best to use on your skin, what products have helped her most in working out, and which styles are trending for fashionistas like her.

Socials:



326k



3.53M



377.2k



948k



#Krazyrayray #Challenge  
I used only GIANT Products for a Day | Krazyrayray



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# PRIORITY INFLUENCER SPOTLIGHT

## MEGAN AND LIZ



### Biography

- Megan and Liz is a self named pop group composed of fraternal twin sisters.
- The twins grew to fame from their song covers and have won Macy's iHeart Radio Rising Star contest and was named one of Billboard's 21 under 21 up and coming artists in 2012.
- Content: music covers & videos, workout routines, wedding planning, self-care routines, home decorating, travel vlogs, and friend tags.



### Audience Reach

- 3% < 18
- 61% 18 - 24
- 30% 25 - 34
- 5% 35 - 44
- 91% Female
- 9% Male



### Recent Career Wins

- Reached 200M views in April 2020
- Hit 990k YouTube followers in March 2020



### Previous Brand Partnerships

- Soap & Glory
- Batiste
- Clubtails
- BB Cosmetic



### Why They Would Be a Good Fit

- Megan and Liz have a fan base that has evolved alongside them and are dedicated to supporting their journey, allowing the duo to have a great influence on Gen Z and Millennial women in a variety of brand categories.

### Socials:



961.1k



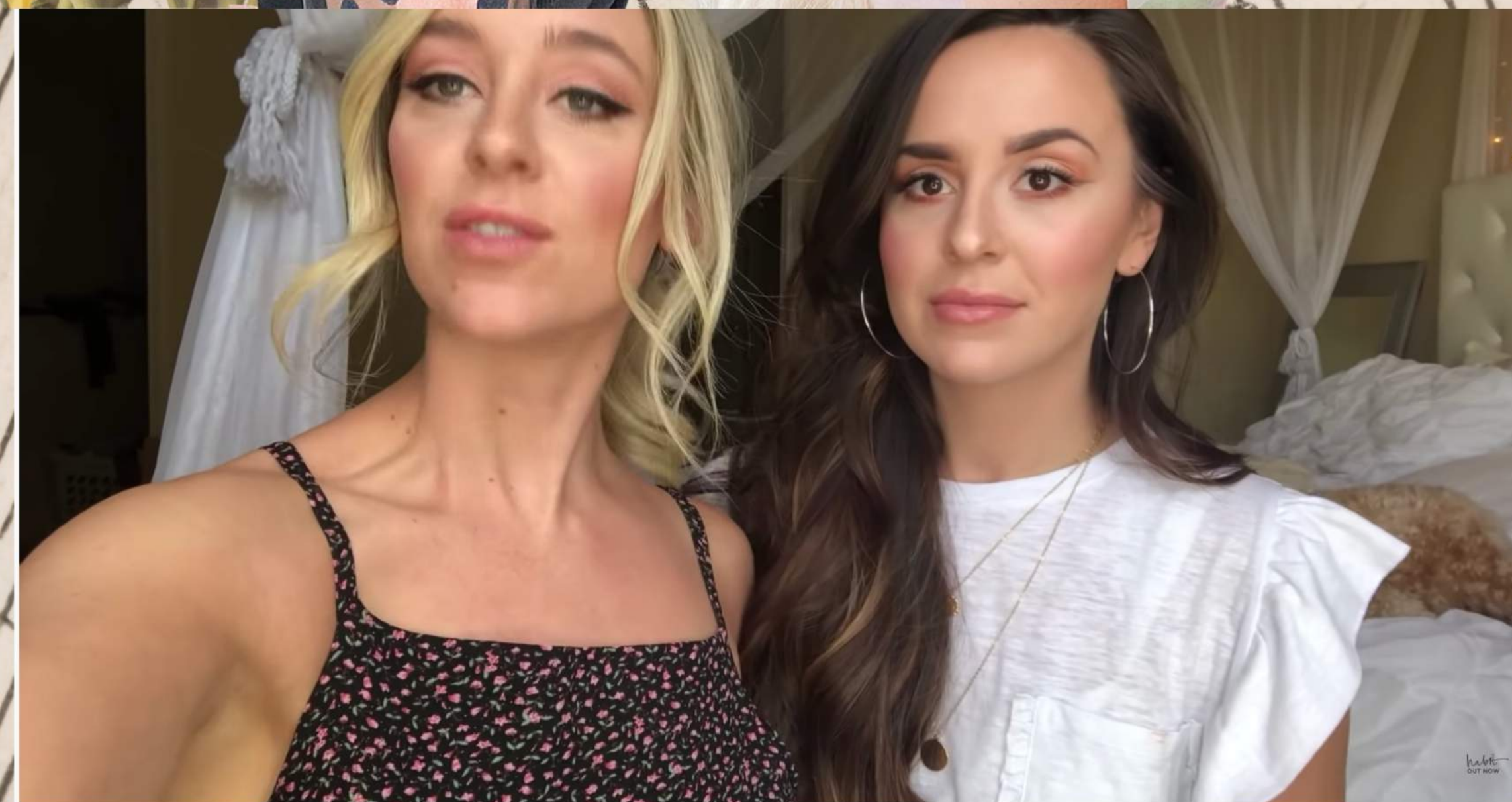
992k



155.7k



84.9k



BACHELORETTE PARTY | Wedding Wednesday - Episode 14 | MeganandLiz



# FULLSCREEN PRIORITY INFLUENCER SPOTLIGHT

## FAZE RUG



### Biography

- FaZe Rug is a channel ran by Brian Awadis since 2012.
- FaZe Rug is part of the FaZe Clan, a collective group of superstar gamers and esports players and has done a number of projects and sponsorships with members of the clan.
- Content: gaming, pranks, challenges, vlogs, reactions and paranormal activity videos



### Audience Reach

- 14% < 18
- 26% Female
- 38% 18 - 24
- 74% Male
- 24% 25 - 34
- 15% 35 - 44



### Recent Career Wins

- Reached 3B views in January 2020
- Hit 16M YouTube subscribers in July 2020



### Previous Brand Partnerships

- Bang Energy
- The Black Tux
- Nissan
- G Fuel Energy



### Why They Would Be a Good Fit

- Has an incredible reach on multiple platforms and is attractive to the up an coming gaming demographic

## Socials:



20.4k



16.8M



2.4M



5.2M



I Opened A Real McDonald's In My New House



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# PRIORITY INFLUENCER SPOTLIGHT

## THE HAMILTONS



**Biography**

- The Hamiltons are a couple who rose to fame from their unconventional path to marriage which played out on the Netflix reality show, Love Is Blind.
- Lauren and Cameron were perhaps the most popular couple on the show, who openly talked about the realities of being in an interracial relationship.
- Their YouTube channel aims to keep fans looped into their journey as a couple and both use their social platforms to speak out on a variety of social issues.
- Content: Q&As, relationship advice, vlogs, quarantine diaries, and date nights.



**Audience Reach**

- 2% < 18
- 28% 18 - 24
- 40% 25 - 34
- 15% 35 - 44
- 96% Female
- 4% Male



**Recent Career Wins**

- Reached 650k subscribers in September 2020



**Previous Brand Partnerships**

- Spotify
- Uber Eats
- Bumble



**Why They Would Be a Good Fit**

- The Hamiltons are incredibly representative of modern day couples and have an inclusively diverse following, perfect for brands looking to reach various millennial demographics.



WE MET ELLEN!!!

**Socials:**

- 6.4k
- 659k
- 90.5k (Lauren)  
51.5k (Cameron)
- 2.8M (Lauren)  
1.9M (Cameron)



## PRIORITY INFLUENCER SPOTLIGHT

## RYDEL FUNK (LYNCH)



## Biography

- Rydel Funk is a YouTuber who was originally known for being part of the sibling band, R5 alongside her four brothers.
- In Feb 2020, Rydel got engaged to longtime boyfriend and fellow YouTuber, Capron Funk and in the midst of the pandemic has planned her wedding, gotten married, and is now expecting her first child!
- With a lot changing in her personal life, Rydel continues to share her journey alongside her supportive fan base
- Content: Cooking, vlogs, organizing hacks, challenges, makeup tutorials, and mukbangs



## Audience Reach

- 16% < 18
- 49% 18 - 24
- 17% 25 - 34
- 11% 35 - 44
- 83% Female
- 17% Male



## Recent Career Wins

- Reached 400k subscribers in October 2020



## Previous Brand Partnerships

- Scentbird
- Revolve
- ghd Hair



## Why They Would Be a Good Fit

- Rydel has put out a lot of popular content since the pandemic and fans are eager to follow along her journey to see what is next for her and her new family!

## Socials:



319.6k



403k



804k



1.4M





## PRIORITY INFLUENCER SPOTLIGHT

## SWAY'S UNIVERSE



## Biography

- Sway's Universe is a channel ran by radio personality and journalist, Sway Calloway.
- Sway grew to fame as part of a two man music group, Sway and Tech when their album, This or That reach #30 on Billboard's Hip Hop/R&B Albums chart and #1 on Top Heatseekers' 1999 chart.
- He currently hosts *Sway In The Morning* on Sirius XM and works with MTV to host and produce programs.
- Content: music videos, activism, music / movie star interview, live concerts, political news



## Audience Reach

- 3% < 18
- 30% 18 - 24
- 40% 25 - 34
- 18% 35 - 44
- 88% Female
- 12% Male



## Recent Career Wins

- Inducted into National Radio Hall of Fame's Class of 2020
- Reached 750M views in October 2020



## Previous Brand Partnerships

- Crep Project
- Reebok Classic



## Why They Would Be a Good Fit

- Sway has establish relationships with some of the biggest names in Hip Hop to shed light on current events and social issues, and his fans are loyal to his channel and show because of how real he keeps it, trusting that any partnerships or endorsements will come from the heart

## Socials:



1M



2.29M



27.7k



1M



#1 MC in Hollywood: Shia LaBeouf Freestyles 5 Fingers of Death with Oswin Benjamin | Sway's Universe



# PRIORITY INFLUENCER SPOTLIGHT

## LAUREN GIRALDO



### Biography

- Lauren Giraldo is a YouTuber who first grew to fame on Vine, where she starred in its first long form original series, Camp Unplug
- She is also a musician and released her first single in 2017
- Recently, Lauren made the move from LA to Arizona with her boyfriend where they bought a new house and adopted a new dog!
- Content: self care and workout routines, Q&As, travel videos, clothing hauls, makeup / hair transformations, interior design



### Audience Reach

- 4% < 18
- 53% 18 - 24      - 93% Female
- 32% 25 - 34      - 7% Male
- 6% 35 - 44



### Recent Career Wins

- Nominated for YouTuber of the Year by the Shorty Awards
- Reached 64M views in September 2020



### Previous Brand Partnerships

- Fabletics
- Too Faced
- HelloFresh
- CVS Beauty



### Why They Would Be a Good Fit

- Lauren is known for differentiating herself as a down to earth influencer and fans take her recommendations to heart.

### Socials:



1.02M



619.2k



847k



213.1k



I WENT TO THE TRENDIEST LA COFFEE SHOPS



FULLSCREEN

# PRIORITY INFLUENCER SPOTLIGHT

## THE FAMILY PROJECT



### Biography

- The Family Project is a family-based YouTube channel ran by Josh and Zashia, who share what it's like raising a blended family with three kids.
- Josh is a singer / songwriter and Zashia is a model / activist - there is nothing that this family can't do!
- The couple most recently welcomed their son Cairo in August 2020.
- Content: pranks, challenges, vlogs, pregnancy journeys, and mukbangs



### Audience Reach

- 12% < 18
- 43% 18 - 24
- 24% 25 - 34
- 13% 35 - 44
- 49% Female
- 51% Male



### Recent Career Wins

- Reached 600k subscribers in Nov 2020
- Averaged 1.3M views / week in 2020



### Previous Brand Partnerships

- CuriosityStream
- Vanity Planet
- Swagtron
- Roborock

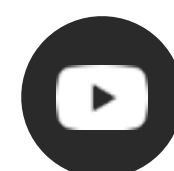


### Why They Would Be a Good Fit

- They are a down to earth family that has found a balance between working and playing hard. With a wide range of followers almost evenly split, this channel has a wide reach for brands looking to reach multiple demographics.



### Socials:



612k



49.1k



49.7k



215k





# PRIORITY INFLUENCER SPOTLIGHT

## GREGG AND CAMERON



### Biography

- Gregg and Cameron are two best friends who are best known for their work in acting in Hollywood
- Although their channel was started in 2016, the duo had separated over the last few years to meet the demands of being actors.
- In May 2020, the two friends decided to come back together to create weekly content as it brought them and their fans so much joy.
- Content: challenges, vlogs, transformations, and cooking videos



### Audience Reach

- 9% < 18
- 55% 18 - 24
- 26% 25 - 34
- 5% 35 - 44
- 86% Female
- 14% Male



### Recent Career Wins

- Reached 319k subscribers in Nov 2020
- Averaged 310.2k views / week since May 2020



### Previous Brand Partnerships

- Honey
- Old Spice
- MiO Liquid Water Enhancer
- Calvin Klein



### Why They Would Be a Good Fit

- With the duo being full-time actors while working on their channel, they have a significant reach in pop culture and would be ideal for brands looking to reach a broader audience.

## Socials:



319k



2.4M (Gregg)  
247 (Cameron)



4.9M (Gregg)  
220k (Cameron)



5.6k



#TheDolanTwins #Twins #GreggandCameron

Twin Transformation! (w/ The Dolan Twins) | Gregg Sulkin and Cameron Fuller