

## SOCIAL MEDIA KIT 11/2023



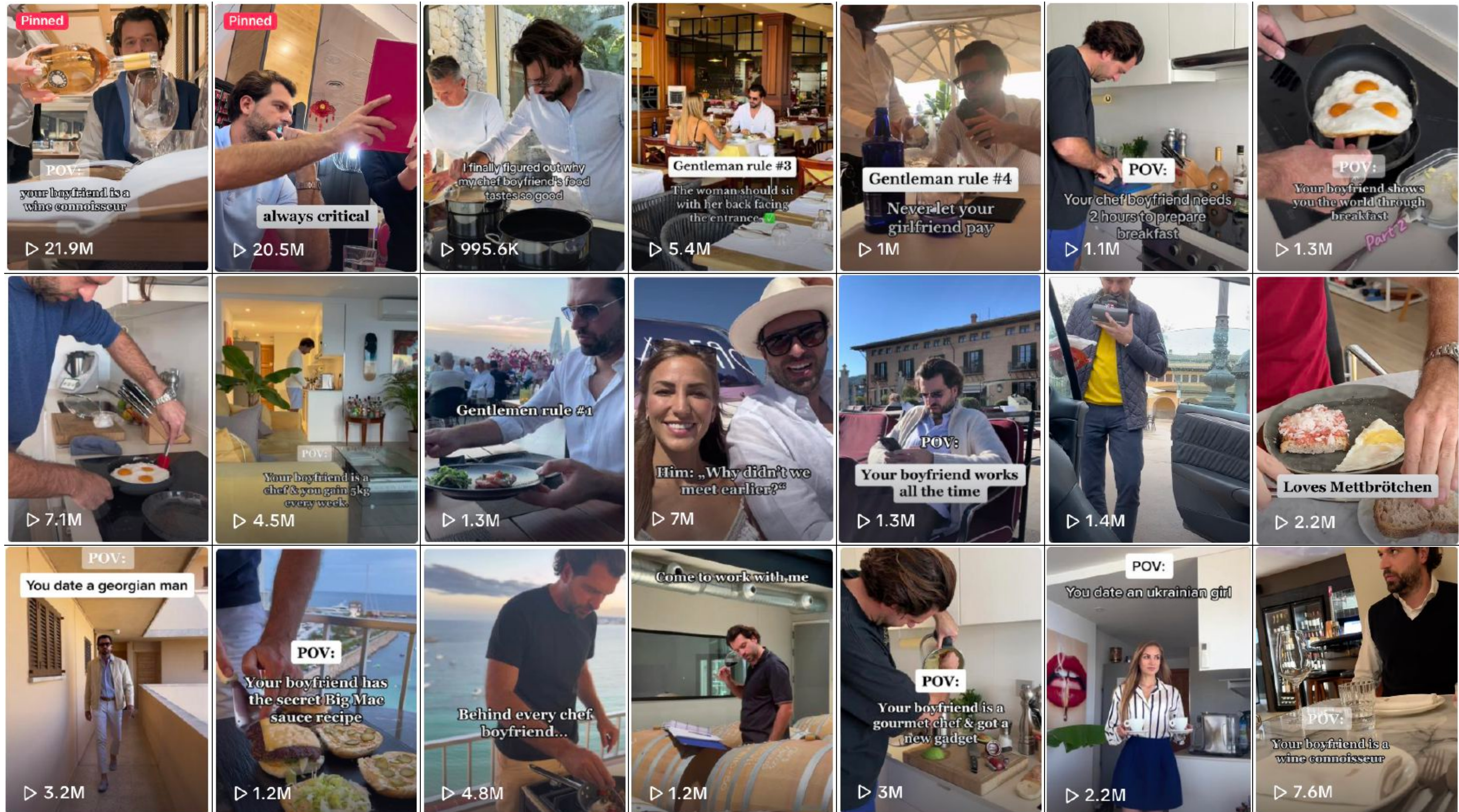
**CARO GIORGIO**  
*Caro Giorgio*  
MALLORCA

*The less it feels like marketing, the more it sells*

Caro & Giorgio is a symbiosis of marketing knowledge and product design to increase your brand awareness. Located on the beautiful Island Mallorca, we design and execute campaigns for companies of all sizes.

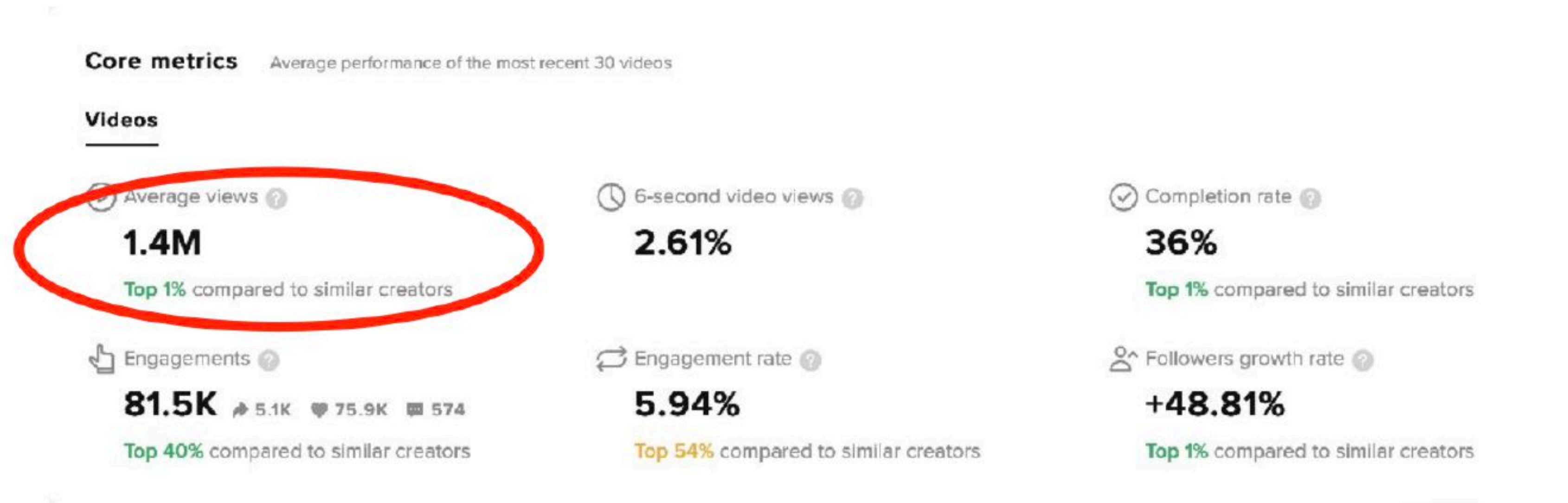
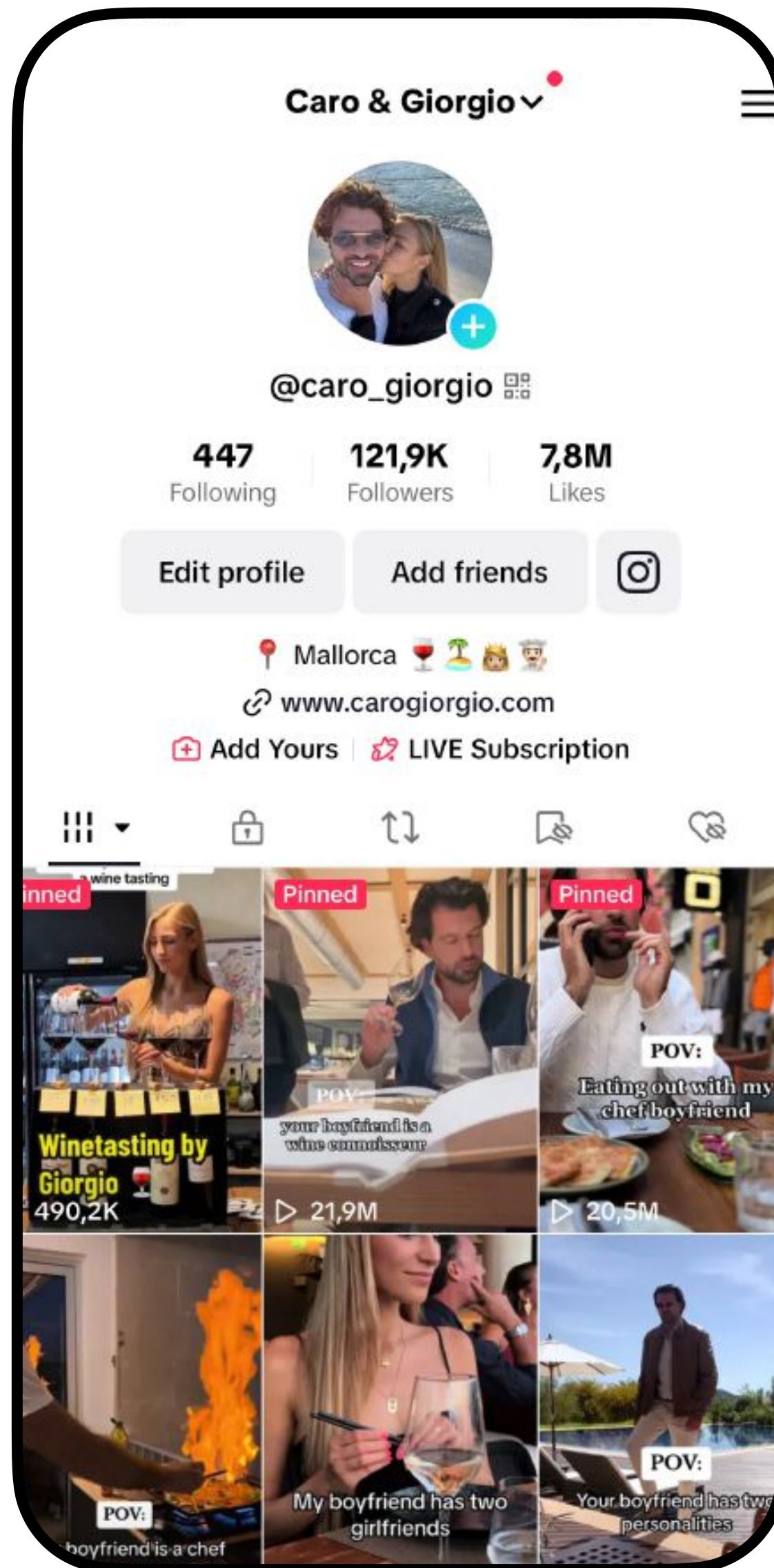


# 26 VIRAL VIDEOS IN 2023 WITH MORE THAN 110M VIEWS





# TIKTOK ACCOUNT CARO GIORGIO



Our TikTok account has been performing exceptionally well, with an average of 1.4 million views per video, placing us in the top 1% among similar creators.

## Total followers

[Download data](#)

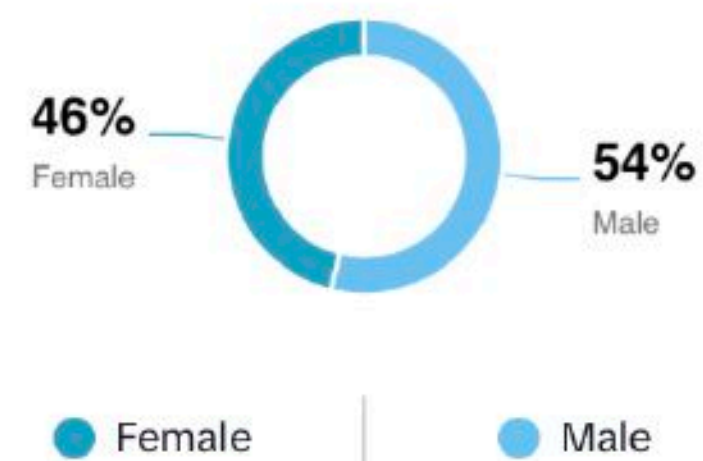
Last 7 days Last 28 days Last 60 days Custom ▾

121970 in total ⓘ

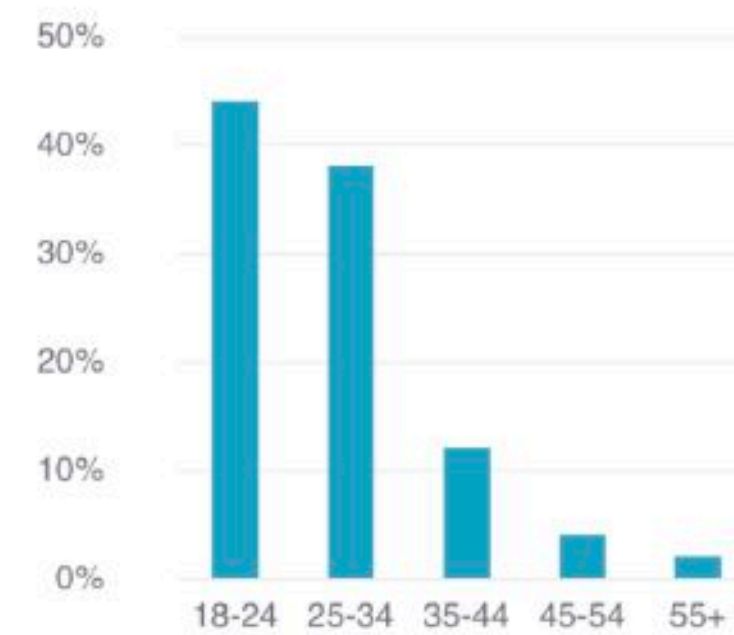
↑ +71 (+0.06%) vs. Oct 18 - Oct 24



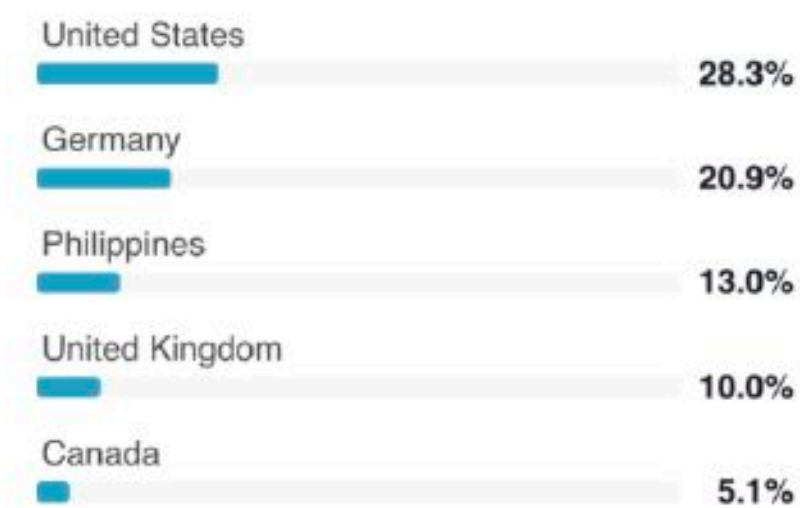
## Gender ⓘ



## Age ⓘ



## Country/region ⓘ



## Language

english

## Target group

US, UK, DE

## Topics

relationship, lifestyle, wine, cooking, baking, beauty, entertainment, nationalities



# Key metrics

[Download data](#)

Last 7 days Last 28 days **Last 60 days** Custom ▾

Video views  
**15.4M**  
↓ 15.5M (50.2%) vs. Jul 4 - Sep 1

Profile views  
**201.7K**  
↓ 337.4K (62.6%) vs. Jul 4 - Sep 1

Likes  
**756.0K**  
↓ 1.2M (62.2%) vs. Jul 4 - Sep 1

Comments  
**12.7K**  
↓ 6.6K (34%) vs. Jul 4 - Sep 1

Shares  
**69.0K**  
↓ 7.7K (10%) vs. Jul 4 - Sep 1

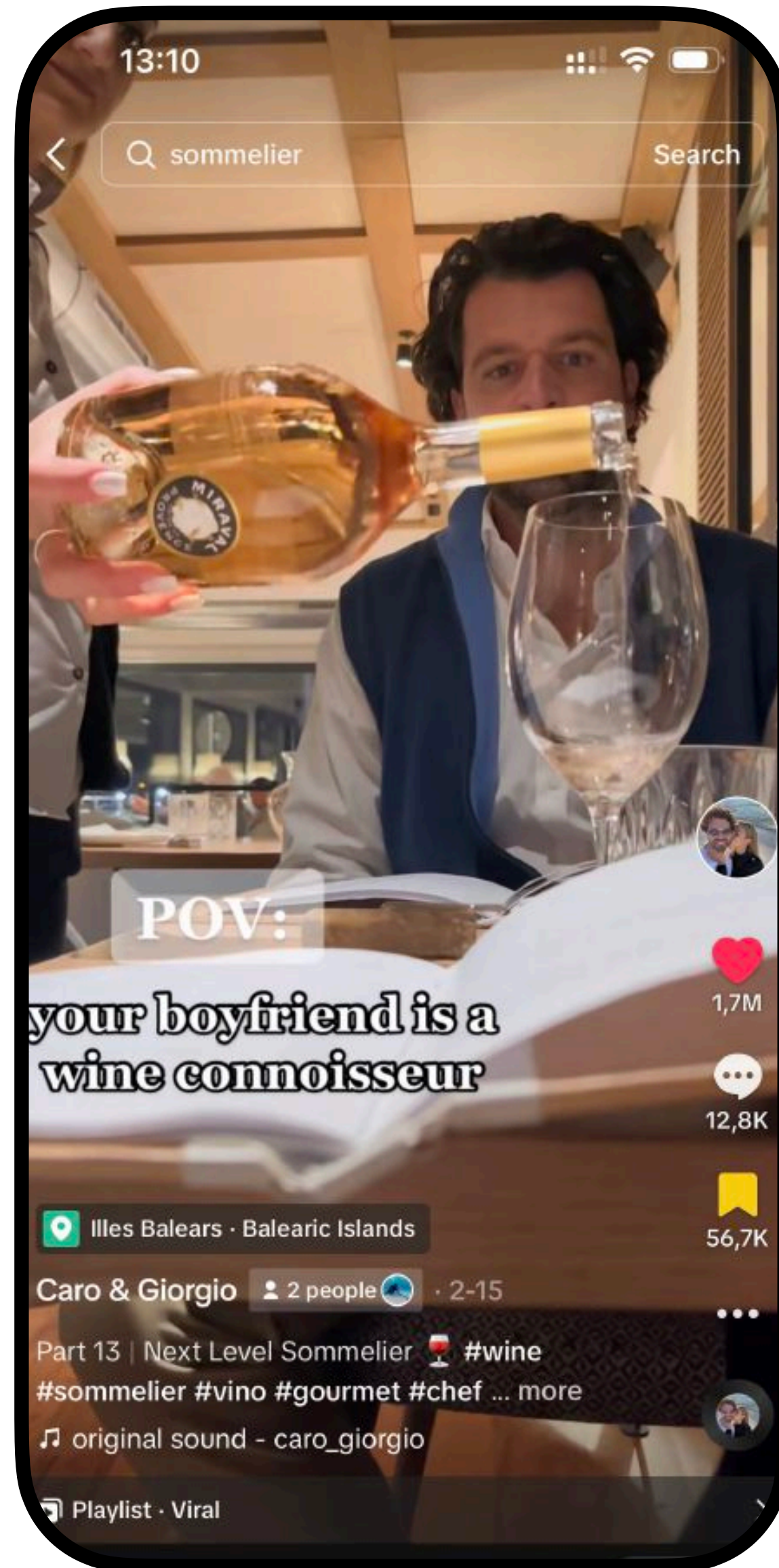
Unique viewers  
**11.9M**  
↓ 11.5M (49.2%) vs. Jul 4 - Sep 1

## Video views





# TIKTOK EXAMPLE REFERENCES



**21.2M Views**  
**1.7M Likes**  
**12.8K Comments**  
**56.7K Saved**  
**75.2K Shares**

*@mirvalprovence*

In the conception of the video, an unexpected moment was designed for the highest possible interaction with the viewer. In the video, a wine is tasted in an unusual way during a visit to a restaurant. Hearing the sound of the wine triggers emotions and leads the viewer into the comments, driven by their curiosity. An authentic product placement is introduced, but the viewer doesn't get the feeling that it's an advertisement - according to our maxim: the less it feels like marketing, the more it sells.

[https://www.tiktok.com/@caro\\_giorgio/video/7200484154981485830](https://www.tiktok.com/@caro_giorgio/video/7200484154981485830)



# TIKTOK EXAMPLE REFERENCES



**586.6K Views**  
**11.1K Likes**  
**0.7K Comments**  
**1.1K Shares**

*@scaviray\_official*

The video revolves around the Scavi & Ray brand and shows an amusing size comparison. The product is visibly presented, but does not look like classic advertising due to the embedding in the humorous concept. The exaggerated comparison triggers amazement, the viewer starts laughing and shares the video. This increases the brand reach, the viewer can remember the drink at his next liquor purchase and is more likely to reach for the already known product.

[https://www.tiktok.com/@caro\\_giorgio/video/7266041082578750752](https://www.tiktok.com/@caro_giorgio/video/7266041082578750752)

# PRICING

## EVERY PROJECT IS DIFFERENT

*we work with a combination of*

### PRODUCTION COST

depending on the effort for

Concept  
Copywriting  
Production  
Editing

+

### CPM

fixed or staggered according to

Views  
Likes  
Comments  
Shares

+

### OPTIONAL

according to need

Buyouts  
Exclusivity  
Brand Ambassador  
Activities



# CARO & GIORGIO



**Caro** works for a leading marketing agency, where she is responsible for Google Ads and sales. She is very serious about all kinds of sports. Caro has Ukrainian roots and grew up in Germany.



**Giorgio** is a half German half Georgian Industrial Designer with deep insights of business development strategies and product marketing. His passion lies in underwater metal detecting and cooking.



# CONTACT

**CARO GIORGIO**  
*Caro Giorgio*  
MALLORCA

*[www.carogiorgio.com](http://www.carogiorgio.com)*

+49 173 469 42 81  
[cg@carogiorgio.com](mailto:cg@carogiorgio.com)

