

Media Kit

Romeo

BRITISH SHORTHAIR SILVER TABBY

BIOGRAPHY

Romeo is a visual content project specializing in feline lifestyle and pet-friendly aesthetics. With polished art direction, warm tones, and cinematic storytelling in short formats, the channel redefines traditional pet content, integrating it into current design, home, and trend environments. Based in Spain, the project organically connects with a young and active audience across the Spanish market and Latin America.

In its first month, the channel has demonstrated exceptional traction in the sector, reaching 1.8 million views and building a highly active community with an average engagement rate of 26.3%. The project's true value lies in the retention and promotion of its content, evidenced by over 100k shares in the last 28 days and interaction peaks exceeding 36% for its most viral videos—an ideal metric for brand activations and product launches.



KEY METRICS

+3M	26,79%	+5,2K
TOTAL VIEWS	AVG. ENGANGEMENT RATE	FOLLOWERS

VIDEO HIGHLIGHTS

TOP 1 VIRAL Instagram "Romeo always gets up super cuddly" +500K 36,85% VIEWS ENG. RATE	TOP 2 VIRAL TikTok "Romeo's GRWM" +400K 30,21% VIEWS ENG. RATE
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MARKETS	Spain · America · Japan
CORE DEMO	Pet Lovers · 24 – 52 y/o
NICHES	Feline Lifestyle · Aesthetic Pets · Home and Kitties
SOCIALS MEDIA	Short Video (TiKToK) + Reel (IG)
PEAK	Monday – Thursday, 12:00 – 18:00 CET
BRAND FIT	Cuidado felino premium · Lifestyle · Casa · Comida

SOCIAL MEDIA

TikTok
@british_romeo
Instagram
@brittishromeo
Gmail
romeothebritish@gmail.com

COLLABORATION TYPES

- Sponsored content
- Product placment
- Brand ambassador
- Affiliate campaigns
- Capsule collections
- Native content for the brand