01 | CREATOR MEDIA KIT / NOVEMBER

Eye Catching Italian

Short-form videos about Italian language, food, culture and everyday life - made entertaining, accessible and memorable.

Food & Drink | Culture | Travel | Visual learning







ALEX'S CREATIVE APPROACH

My background as an award-winning actor and my experience with commercial productions have influenced how I create content today. They've helped me become comfortable on camera, tell stories clearly and think about how a brand can fit naturally into a video. With Eye Catching Italian, I try to bring those skills into content that feels useful, entertaining and true to my style.

Italian language **Food & culture** **Everyday life**

~642K
Platform follows
Facebook + Instagram + TikTok

~295K
US based followers
Facebook + Instagram + TikTok

949K
Average IG + FB views / Reel
Oct 1st to Oct 31st - 2026

8.2%
Instagram viewer engagement rate
Interactions per viewer

02 | CREATOR / OVERVIEW

Bringing Italian culture to an international audience.

Original short-form videos, clear cultural stories and a recognisable teaching method.

I'm Alex, an actor and marketer turned creator after meeting my Italian girlfriend and falling in love with Italy. I won the best actor award at the Rome film festival 2024 for the short film "Wherever you go" and have helped other brands reach over 100 million views as a marketing consultant.

Using my skills in communication, I have grown a community of over 600 thousand Italian language learners and Italy enthusiasts in 16 months.

From the first idea and script to presenting, filming and editing, I like finding the hook that turns something familiar into a video people actually want to watch. Humor, curiosity and real cultural detail make that possible.

263K

US-BASED
INSTAGRAM+FACEBOOK+TIKTOK
FOLLOWERS

A community curious about Italian culture, food, travel and everyday life.

PLATFORM OVERVIEW

412K
Facebook followers
60.3% US · 70% women

138K
Instagram followers
22.8% US · 60.7% women

92.3K
TikTok followers
16.2% US followers

PERFORMANCE ACROSS CHANNELS OCTOBER 2026

17.8M
Instagram + Facebook views
9.7M IG + 8.1M FB

+60.9K
Net new followers across three platforms
Facebook + Instagram + TikTok

03 | AUDIENCE / SHARED INTERESTS

Why people follow Eye Catching Italian.

Beyond vocabulary, followers are drawn to the people, places, traditions and everyday experiences that make Italy meaningful to them.

THE COMMON THREAD

Learning the language is often part of a bigger ambition: to experience Italy more personally.

Practical knowledge, cultural familiarity and a stronger connection to Italian life.

WHAT MOTIVATES THE COMMUNITY

01 / TRAVEL

Experience Italy like a local.

Followers want practical Italian, local etiquette and confidence in real situations: ordering at a café, exploring neighbourhoods and interacting with people beyond the typical tourist experience.

02 / HERITAGE

Reconnect with Italian roots.

For some followers, especially older members of the community, family ties in Italy make language and cultural learning personal: a way to connect with relatives and understand traditions across generations.

03 / FOOD CULTURE

Understand what Italians eat and why.

Italian food, regional ingredients, coffee habits and culinary traditions are recurring points of curiosity, along with the stories and customs behind familiar products.

04 / EVERYDAY LIFE

Feel closer to Italian culture.

Small cultural details matter: gestures, expressions, manners, routines, humour and lifestyle habits. These make Italy approachable and interesting even from abroad.

What this means for brands

Products and experiences that already belong in these stories can be introduced through useful, culturally relevant content.

Food & drink | Travel & hospitality | Kitchen & home | Lifestyle & heritage | Language & learning

04 | INSTAGRAM / PERFORMANCE

Instagram overall performance.

Audience, content and interaction figures from the October reporting snapshots. Oct 1st to Oct 31st.

138.1K

Followers

Profile audience

8.1M

Content views

Total views Oct 1st to Oct 31st.

280K*

Average views / video*

Average Instagram Reels views if you remove the outliers*

TWO WAYS TO READ ENGAGEMENT

Interactions relative to exposure.

The same engagement count is divided by views and by viewers.

~3.5%

Interactions / views

~285K events ÷ 8.1M views

~8.2%

Interactions / viewers

~285K events ÷ 3.45M viewers

~285K

Engagement events

+26.205

Net new followers

~38K

Profile visits

*The two highest-performing and two lowest-performing Reels were excluded from the calculation to provide a more representative average.

05 | INSTAGRAM / DEMOGRAPHICS

Instagram's international audience.

Follower age, gender and leading countries from the October 31st snapshots.

60.7%

Women among followers

Men 39.3%

84.4%

Followers aged 25+

Derived from supplied age bands

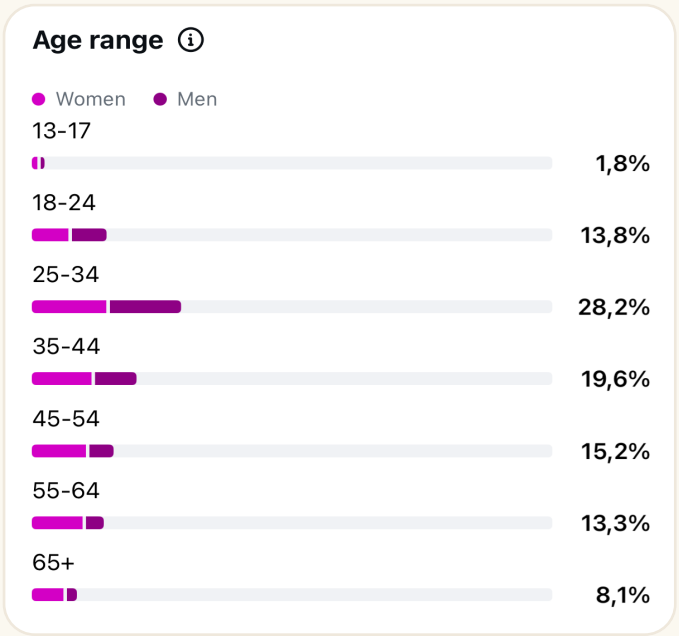
22.8%

US-based followers

Derived from supplied Countries bands

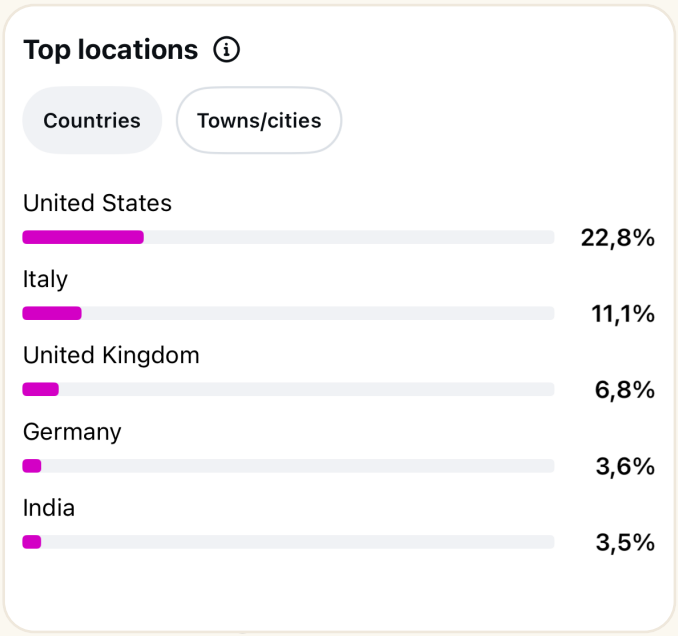
ORIGINAL PLATFORM ANALYTICS

Instagram · audience insights



Age and gender

Instagram followers



Top countries

Instagram followers

06 | FACEBOOK / PERFORMANCE

Facebook overall performance.

Native Facebook Professional Dashboard, from the October reporting snapshots. Oct 1st to Oct 31st.

412K
Followers
Profile audience

10M
Content views
Total views Oct 1st to Oct 31st.

291K*
Average views / video*
Average Facebook Reels views if you remove the outliers*

TWO WAYS TO READ ENGAGEMENT

Interactions relative to exposure.

The same engagement count is divided by views and by viewers.

2.19%
Interactions / views
219K events ÷ 10M views

4.87%
Interactions / viewers
219K events ÷ 4.5M viewers

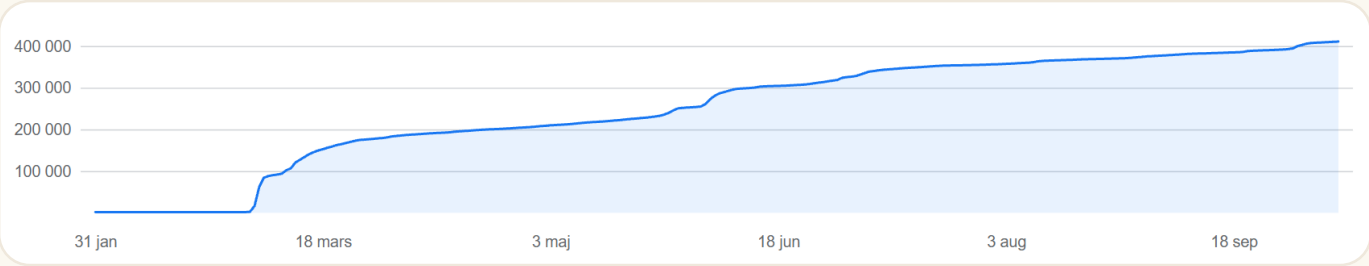
219k
Engagement events

+27k
Net new followers

4.5M
Unique viewers

Follower growth · native analytics · Jan 31st to Oct 31st.

Facebook Professional Dashboard



*The two highest-performing and two lowest-performing Reels were excluded from the calculation to provide a more representative average.

07 | FACEBOOK / DEMOGRAPHICS

Facebook's international audience.

Follower demographics, with age and gender first and geography from the October 31st snapshots.

70%

Women among followers

Men 30%

61.0%

Followers aged 35–64

Sum of three reported age groups

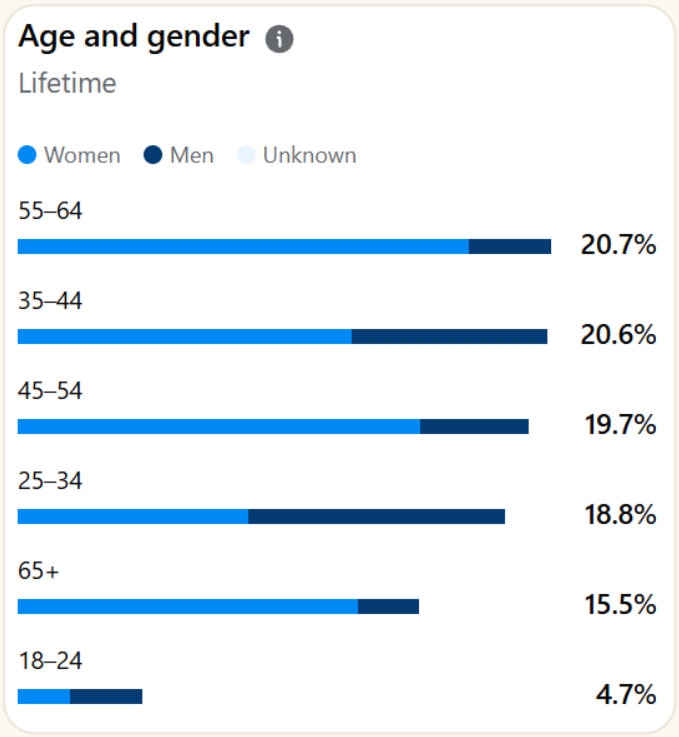
~248K

Followers based in US

60.3% of 412,355 followers

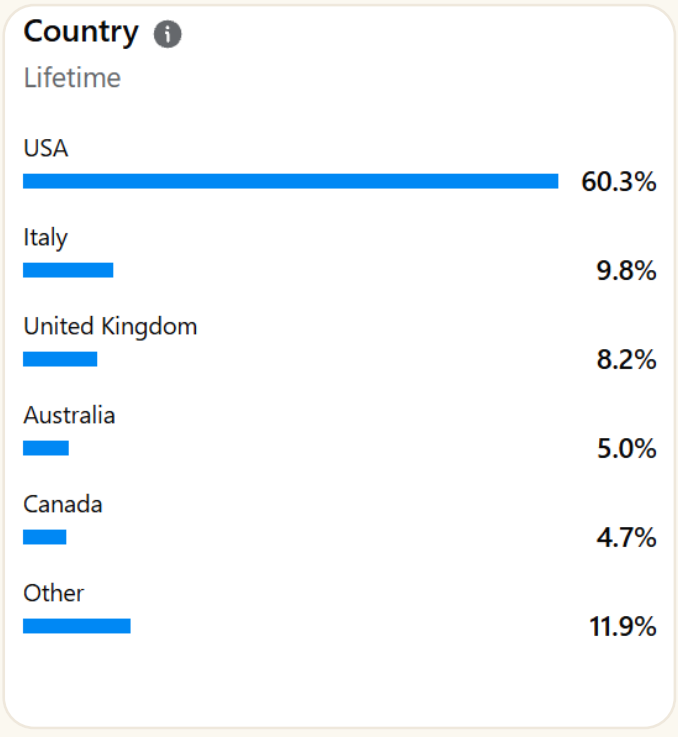
ORIGINAL PLATFORM ANALYTICS

Meta · audience insights



Age and gender

Facebook followers · Lifetime



Top countries

Facebook followers · Lifetime

08 | TIKTOK / PERFORMANCE

TikTok overall performance.

TikTok native performance, from October reporting snapshots. Oct 1st to Oct 31st.

92.3K
Followers
Followers

3.3M
Content views
TikTok post views

216K*
Average views / video*
Average TikTok videos views if you remove the outliers*

TWO WAYS TO READ ENGAGEMENT

Interactions relative to exposure.

The same engagement count is divided by views and by viewers.

~5.3%
Interactions / views
~176K events ÷ 3.3M views

~7.6%
Interactions / viewers
~176K events ÷ 2.3M viewers

~176K
Engagement events

+7.7K
Net new followers

2.3M
Unique viewers

*The two highest-performing and two lowest-performing videos were excluded from the calculation to provide a more representative average.

09 | TIKTOK / DEMOGRAPHICS

TikTok's international audience.

Original TikTok viewer age and gender, alongside follower locations, from the October 31st snapshots. These analytics refer to different populations.

64.8%

Followers aged 18–34

25.9% aged 18–24 + 38.9% aged 25–34

61%

Women among followers

Men 39%

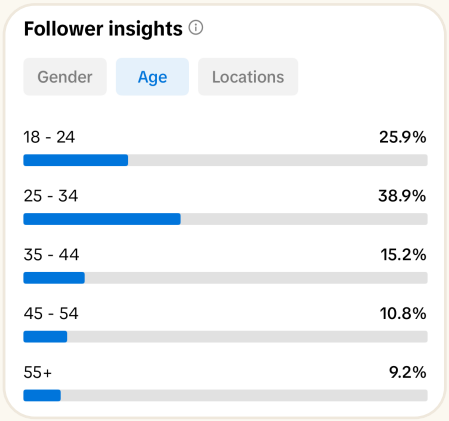
16.2%

US-based followers

Follower location

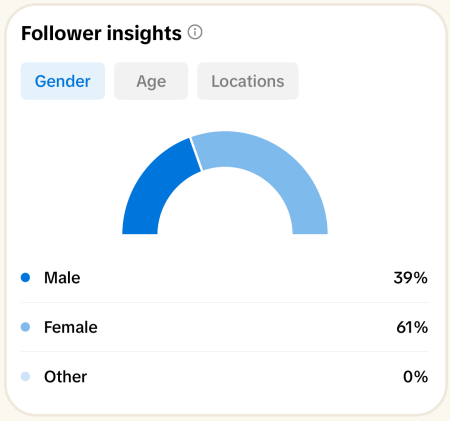
ORIGINAL PLATFORM ANALYTICS

TikTok native analytics



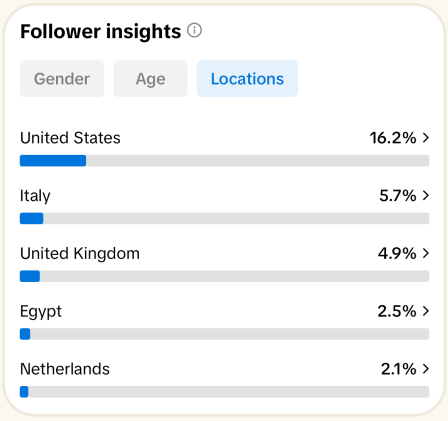
Follower age

TikTok followers



Follower gender

TikTok followers



Follower countries

TikTok followers

10 | PARTNERSHIP OPPORTUNITIES

Your brand, part of the story.

Product - and experience- led ideas rooted in Italian culture, with creative formats tailored to the brief.

01 / EVERYDAY RITUALS

Food & Drink

Coffee, ingredients, regional products, familiar recipes and food traditions.

02 / CULTURE IN CONTEXT

Travel & Experiences

Destinations, hospitality, transportation, cultural tours and everyday etiquette.

03 / OBJECTS IN USE

Kitchen & Home

Cookware, coffee machines, ceramics, tableware and routines at home.

04 / EVERYDAY IDENTITY

Lifestyle & Design

Craftsmanship, heritage, fashion, design and culturally rooted products.

WAYS TO COLLABORATE

01 Sponsored short-form videos

Original video concepts developed and published through Eye Catching Italian's channels.

02 Multi-platform campaigns

Publishing across Facebook, Instagram and TikTok according to campaign goals.

03 Brand & destination storytelling

Cultural themes, products or experiences incorporated naturally into a useful story.

04 Brand-owned content & licensing

Production for brand channels; organic/paid rights, term and exclusivity defined separately.

Campaign terms

Concept, publishing channels, deliverables, review rounds, schedule, disclosure and usage rights are agreed per project. Historical organic views are not guarantees of sponsored performance.

11 | CREATOR PARTNERSHIPS / CONTACT

Let's make something worth watching.

Have an Italian product, cultural experience or story in mind? Get in touch to explore a collaboration with Eye Catching Italian.

BUSINESS ENQUIRIES

alex@eyecatchingitalian.com

SOCIAL CHANNELS

Instagram · @eyecatchingitalian

TikTok · @eyecatchingitalian

Facebook · Eye Catching Italian

WEBSITE

partnerships.eyecatchingitalian.com

Italian language · Culture · Everyday life

Original creative concepts, native distribution and brand-channel content, scoped to each partnership.