

TEO KAYKAY

**CUSTOM
CHAMPAGNE**

**// TEO KAYKAY DIGITAL SUPPORT
FOR COVID-19 SITUATION**

**2K20 - 6 PAGES ** page size 21x29.7

“CONFIDENTIAL”

ABOUT TEO KAYKAY

Description: Street Artist since 1996
Main activity: Champagne Customization
Followers on Instagram: 20.000 (20K)
Engagement rate: 3.42% (result above 2.40% of market average)
Average stories views: 700-800 each story
Average post likes: between 250 and 400/each post
Average post views: 5.200 (5K)
Average comments: 30/each post
Average Live streaming participant: 900-1000 each live streaming
Weekly average profile visit: 4.800 each week
Weekly unique people who see the posts: 360.673
Weekly post impressions: 512.462

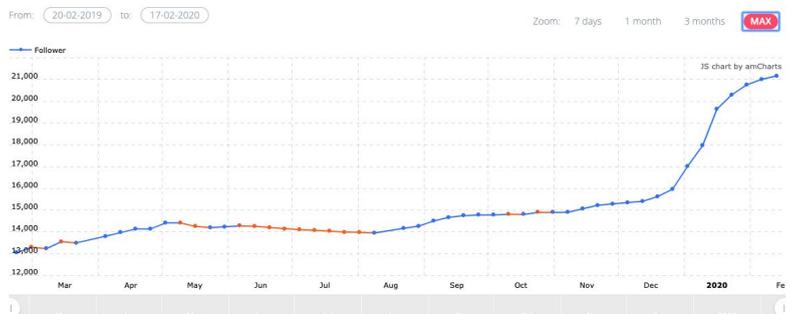
Teo KayKay is the first Street Artist in the World Teo KayKay is the first street **artist** in the world to have chosen to apply the graffiti style to **champagne** bottles.

His creations are owned by champagne collectors and as well Hollywood actor **Stephen Dorff** and rapper and singers as: **Usher, Lil Pump, Fedez, Raige, Gemelli Diversi** etc..

PHOTO SOURCE SHEET / MORE INFO ON THE OFFICIAL WEBSITE: <https://www.teokaykay.com/>
VIPS WHO OWN HIS CUSTOM CHAMPAGNE



The contrast created merging the luxury of champagne and the graffiti style generates a lot of interest in the public which today represents a high value for the artist who sees his main presence on the social network Instagram which has about **20,000 followers**, an average of 850 views per each story, an average for each posto of **700 likes** and **40 comments** and a profile average of **3.42%** of engagement, through the creation of quality content. **His profile is constantly growing (the graph shows the last 12 months)**





TEO KAY KAY ON WIKIPEDIA

https://en.wikipedia.org/wiki/Teo_KayKay

TEO KAYKAY - FREE DIGITAL SUPPORT COVID-19

To counter the slowdown in business caused by the unpleasant situation of the **COVID-19 Virus**, Teo KayKay wants to give companies the opportunity to be communicated and promoted through his instagram channel.

Teo KayKay personally selects the companies to collaborate with and has decided to package a **free proposal to support companies**.

WHAT TEO KAYKAY ASK:

- 2-3 Free products (Top Level)

WHAT TEO KAYKAY OFFER FOR FREE:

- 10 Instagram Stories (700-800 views each story)during painting the bottles.
- 1 Instagram Live Streaming (900 participants each)to taste the product or to paint it.
- Publish on the website (<https://www.teokaykay.com/>)
- Possibility to sell the bottle on Teo KayKay ecommerce to check the market reaction(<https://streetartwarehouse.com/>)

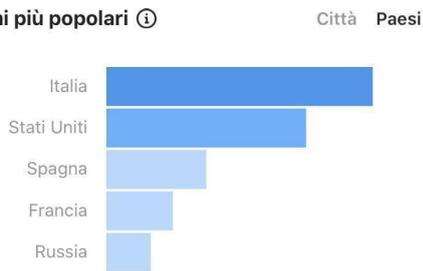
AUDIENCE >>>

A recent interviews at Teo's followers has shown that Teo KayKay has created a **new world for those who love champagne and art**.

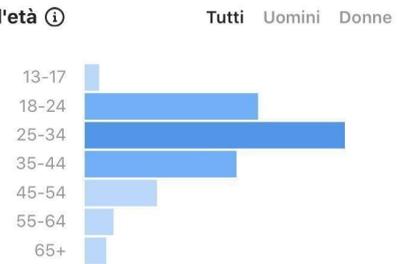
Teo KayKay's audience is located mainly in **Europe** (with a peak in Italy) and the **United States** (with a peak between Miami and New York).

He is currently the only one to paint graffiti exclusively on champagne bottles.

Luoghi più popolari ⓘ



Fascia d'età ⓘ



INSTAGRAM STATS SUMMARY / USER STATISTICS FOR TEOKAYKAY (2020-01-28 - 2020-02-10)

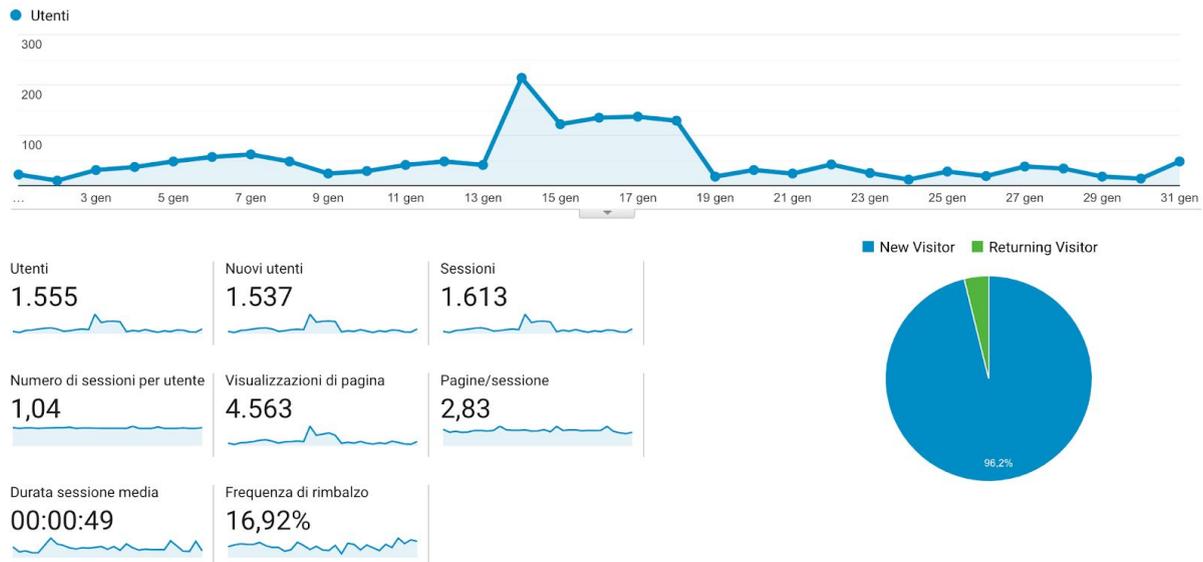
| DATE | | FOLLOWERS | | FOLLOWING | | MEDIA |
|------------------|-----|-----------|--------|-----------|-----|-------|
| 2020-01-28 | Tue | - | 20,440 | - | 237 | 159 |
| 2020-01-29 | Wed | +39 | 20,479 | - | 237 | 159 |
| 2020-01-30 | Thu | +18 | 20,497 | - | 237 | 159 |
| 2020-01-31 | Fri | +15 | 20,512 | - | 237 | 159 |
| 2020-02-01 | Sat | +72 | 20,584 | +1 | 238 | 159 |
| 2020-02-02 | Sun | +82 | 20,666 | - | 238 | 159 |
| 2020-02-03 | Mon | +101 | 20,767 | - | 238 | 159 |
| 2020-02-04 | Tue | +81 | 20,848 | -2 | 236 | 159 |
| 2020-02-05 | Wed | +33 | 20,881 | - | 236 | 159 |
| 2020-02-06 | Thu | +35 | 20,916 | +3 | 239 | 160 |
| 2020-02-07 | Fri | -9 | 20,907 | - | 239 | 160 |
| 2020-02-08 | Sat | -7 | 20,900 | - | 239 | 160 |
| 2020-02-09 | Sun | +32 | 20,932 | +1 | 240 | 160 |
| 2020-02-10 | Mon | +129 | 21,061 | - | 240 | 160 |
| Daily Averages | | +111 | | +1 | | +1 |
| Monthly Averages | | +3,330 | | +30 | | +30 |

Collaborating with Teo KayKay to create unique pieces, limited editions or collabs means inserting a original element full of colors and creativity. However, creating unique pieces on the occasion of these events will give to the brand value over time and having a satisfactory redemption.

Teo KayKay has a **clean profile** that **does not use BOT or automatism**. **The audience is real and targeted!** Teo KayKay interacts with his followers with One to One communications.



TEO KAYKAY Website Monthly Overview



TEO KAYKAY eCommerce project.

Teo KayKay will open his own ecommerce store, called "Street Art Warehouse" where it will be possible to purchase unique edition of piece of art realized on luxury champagne bottles and bubbles.

This will be the first eCommerce in the World to sell custom champagne bottles realized in unique pieces.

Street Art Warehouse is the **official store of Teo KayKay** and it's the only place where the **luxury world** meets the **Street Art**.

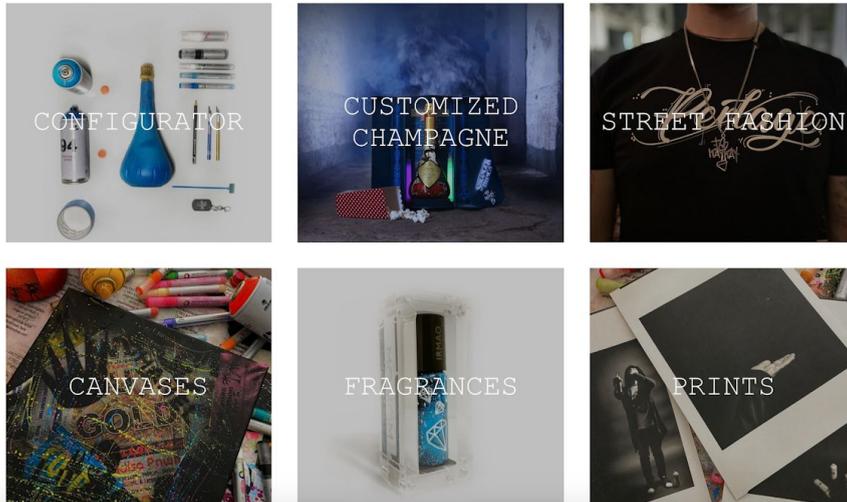
Here you will find really **Top Luxury products** where you can buy customized in unique editions or where you can **make customizations**.

No other store is officially recognized by the artist. We strongly recommend that you be wary of imitations.

Here some preview of the eCommerce:



EXPLORE THE COLLECTIONS



Teo KayKay want to select only Top Premium bubbles for his eCommerce as he want to maintain the high exclusivity that there's around his figure as he's the first Street Artist in the World to paint only on luxury bubbles.

We really thank you so much for your attention, and we hope to receive a positive feedback from your side.

For more info:

Official Website: <https://www.teokaykay.com/>

Milano 2020

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MORE INFO ABOUT TEO KAYKAY ON >>> <https://www.teokaykay.com/>

Official eCommerce: <https://streetartwarehouse.com/>

Teo KayKay