



CREATOR MEDIA KIT · 2026

Music, Magic & Adventures

A global family-entertainment brand built around Amber — an original animated character with her own music, stories and worldwide reach.

110K+

Instagram followers
(+7.5K this week)

1-3.4M

profile views per day

25M

views on one viral Reel

PRESENTED BY
Plosionart Studio

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Instagram · TikTok · YouTube — @byambaverse



WHO WE ARE

The Brand

ByAmberVerse is an original animated universe centered on Amber — a charming three-year-old character — blending music, storytelling and family adventures. Unlike a single influencer, it is an **intellectual-property brand**: a recognizable character, an original song catalogue, and a fast-growing presence across Instagram, TikTok and YouTube.

~60%

Women (≈72% of all gender-identified followers)

25–54

Core age range (≈61% of audience)

<5%

Audience under 18 — a genuinely adult, purchasing audience

TOP AUDIENCE COUNTRIES

Brazil		14%
United States		14%
India		8%
Spain		3.5%
Mexico		2.9%
France		2.7%

Plus Egypt, Indonesia, Argentina, Italy, Germany, UK — a truly global reach.

AUDIENCE BY AGE

18–24		8%
25–34		21%
35–44		21%
45–54		19%
55–64		17%
65+		10%

A loyal community of women 25–64 — parents & grandparents who make family purchasing decisions.

Why this audience matters to brands

ByAmberVerse reaches the decision-makers — adult women who buy for children, home and family. Combined with a warm, wholesome, brand-safe character, it's an ideal environment for toys, apparel, family products, entertainment, food and lifestyle brands.



PERFORMANCE

Reach & Engagement

~445K

Average reach per Reel — roughly 4× the follower base

3.8M

Peak daily account reach

1M+

Interactions on top-performing Reels

+1,200

New followers per day (recent trend)

3 platforms

Instagram · TikTok · YouTube (@byamberverse)

Original IP

Recognizable character + original music catalogue

WORK WITH US

Collaboration Formats

- ★ **Reels integration** — your product woven naturally into Amber's world (highest-reach format).
- ★ **Stories** — link placements, polls and authentic recommendations.
- ★ **In-feed posts** — premium static or carousel placements.
- ★ **Character integration & custom content** — bespoke scenes featuring Amber, co-created with your brand.
- ★ **Original branded song** — a custom ByAmberVerse track for your campaign, distributed to streaming platforms.
- ★ **Cross-platform packages** — coordinated rollouts across Instagram, TikTok & YouTube.

Let's create something magical.

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Rates on request

Plosionart Studio