



MEDIA KIT 2022

AARON FRANCIS

ABOUT

MODEL, REALITY STAR AND SKIN-CARE ADVOCATE, AARON HAS RECENTLY BECOME A POPULAR FACE WITHIN THE FASHION AND FITNESS WORLD.

With over 650k followers, Aaron has grown a highly engaged audience after his success on Love Island 2021. Utilising his model background, university degree and passion for wellness, Aaron regularly creates fashion hauls and provides self-care and fitness tips for his followers.

His approachable, relatable personality with his powerful work ethic and creative eye, gives him the ability to apply himself to a multitude of areas and opportunities.

Aaron's dedication to men's skincare has led him to develop his own brand aimed at helping young males to overcome uncomfortable discussions surrounding grooming and skincare. He plans to continue to use his platform to share his own experience with self-confidence and how fashion and skincare can be used to help people feel their best!

FOLLOW

- @AARONFRANCIIS
- @AARONFRANCIIS
- "AARON FRANCIS"

NOTABLE PARTNERSHIPS

- Revolution • Dermalogica • Arm and Hammer • Nip + Fab • Yango Deli • Sports Direct • Amazon • Burton • ISIF • JD • Therabody • Jabra

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SOCIAL REACH

- 261.2K
- 361K
- 3.37K

TIKTOK

ENGAGEMENT RATE:
7%

GENDER SPLIT:
81.5% F / 18.5% M

PAGE VIEWS MONTHLY:
208.6K

VIDEO VIEWS MONTHLY:
6.6M

AV. LIKES PER VIDEO:
4.9K

TOP COUNTRIES:
UK, IRELAND, AUSTRALIA

INSTAGRAM

ENGAGEMENT RATE:
2%

GENDER SPLIT:
825% F / 14.9% M

PRIMARY AGE:
18-34

IMPRESSIONS WEEKLY:
1M

REACH WEEKLY:
250K

AV. LIKES PER POST:
2K

VIEWS PER STORY:
32K

TOP COUNTRIES:
UK, IRELAND, AUSTRALIA
USA, NEW ZEALAND



INSANITY

GROUP