

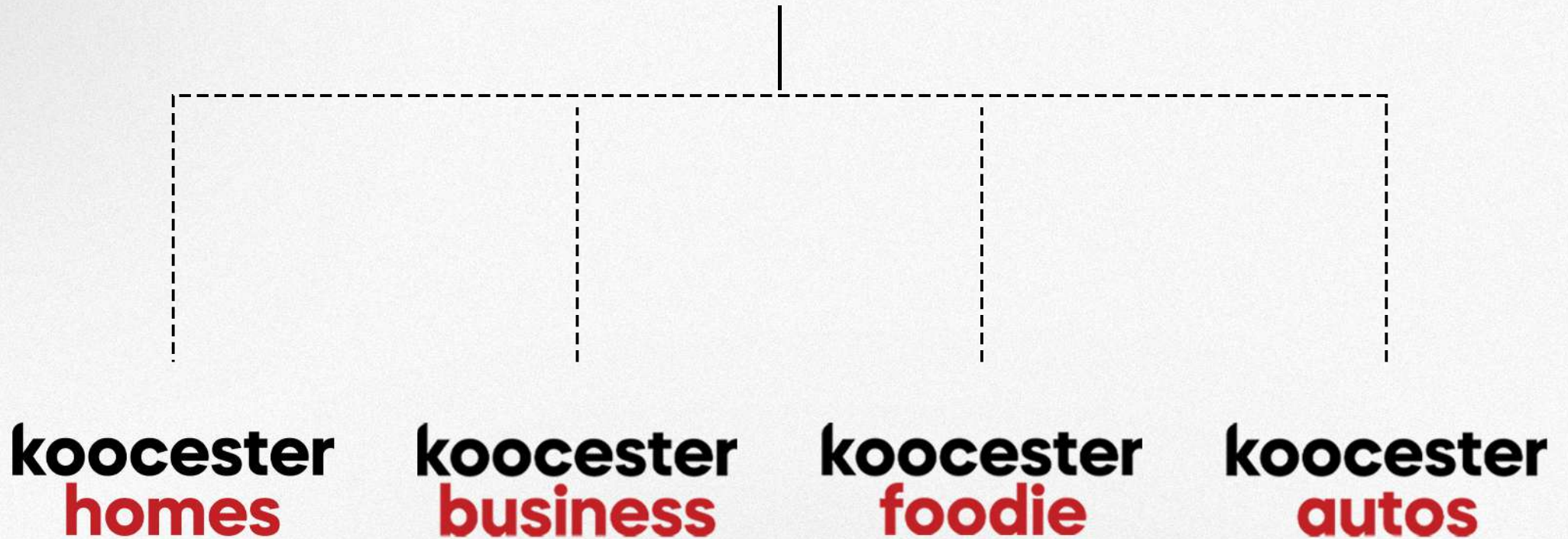
koocester group

MEDIA KIT

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koocester **group**



ABOUT US

Koocester was inspired by **invaluable wisdom** shared by accomplished entrepreneurs and industry leaders. Their insights and guidance have proven to be **transformative in shaping our journey**.

Koocester's videos serve as a **catalyst for personal growth**, delivering motivation and actionable knowledge to our viewers. Our goal is to facilitate **lifelong learning and empower positive change** in their lives.

Inspiration and education have remained the cornerstones of our business since inception.

-Our Founder, Koocester



MAIN PAGE

koocester

Koocester is a dynamic content creator and influencer, renowned in Southeast Asia for his series "What do you do for a living?" His organic question-and-answer style and deep audience understanding have made him a sought-after influencer in the luxury lifestyle space. Koocester is a dynamic content creator and a brand, renowned in Southeast Asia for his series, "What do you do for a living?" His organic question and answer style and diverse audience have made him a sought after creator in the luxury lifestyle space.

koocester **homes**

All about documenting homeowners with their humble abode and telling stories of their cherished memories.

koocester **business**

Exclusive insights of businesses and the behind the scenes of it, to inspire the audience with the takeaways of various industries.

koocester **foodie**

Sharing compelling stories and exclusive behind-the-scenes insights into F&B businesses, while educating and inspiring our audience

koocester **autos**

It's all about cars!
Coming soon

ABOUT US

koocester
group

Services

• Content collaboration

• Content Production



• Social Media Management

• Social Media Consultant

Type of Video



Business Tour



Personal Branding



Home Tour



Yacht Tour



Office Tour



Event Tour



Showroom Tour



Factory Tour



VLOG



Giveaway

DEMOGRAPHICS

Top Countries

Malaysia

Singapore

Indonesia

0% 10% 20% 30% 40% 50%

Age Group

18 - 24

25 - 34

35 - 44

45 - 54

0% 10% 20% 30% 40% 50%

Gender



Instagram - Past 90 Days Analytics

Instagram
Aug 27 - Nov 24

Views

15,000,272



Accounts Reached

5,133,064



Accounts Engaged

212,650



Reels

93.4%

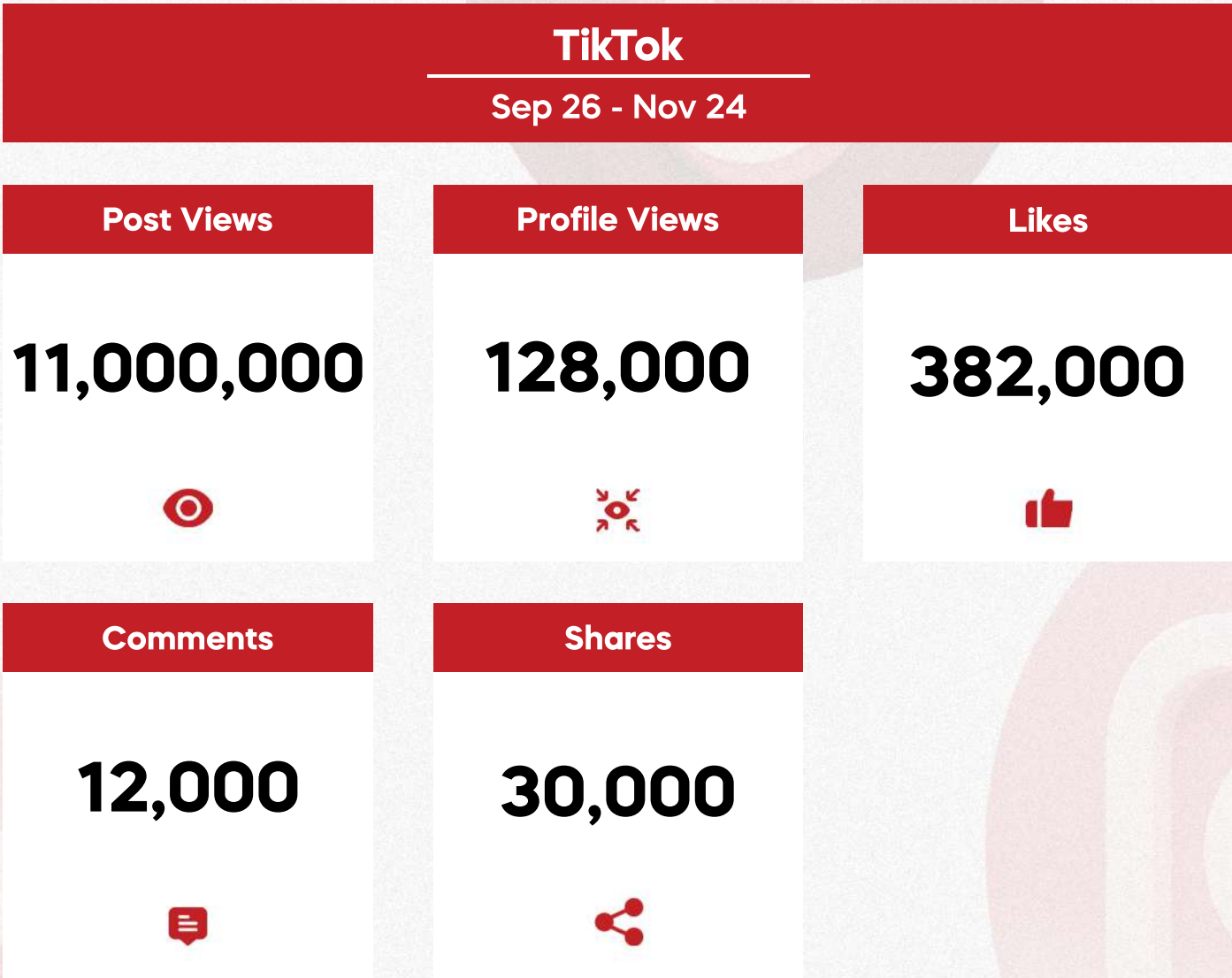


Interactions

333,935



TIKTOK - PAST 60 DAYS ANALYTICS



FACEBOOK - PAST 30 DAYS ANALYTICS

Facebook
Oct 30 - Nov 26

Reach

290,583



Engagement

23,958



Views

604,902



3-Second Video Views

312,401

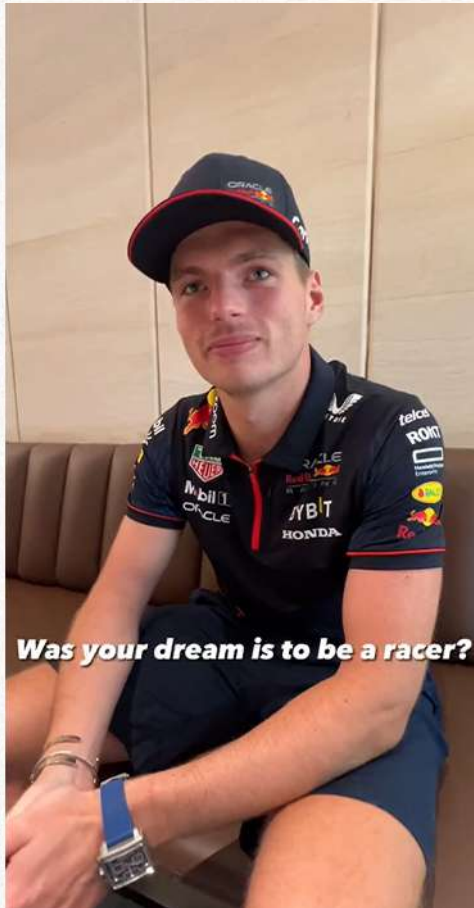


1-Minute Video Views

45,869



Koocester's Collaborations



Racer

MAX VERSTAPPEN

Singapore Grand Prix
2023 - F1 Race.

VIEWS



639.4K



141K



14.1K

Engagement rate: 166.4%

[Watch Video Here](#)



Skateboarder

SAKURA YOSOZUMI

Japanese professional
skateboarder. Gold
medalist at Olympic
Games 2021.

VIEWS



105.9K



129K



--K

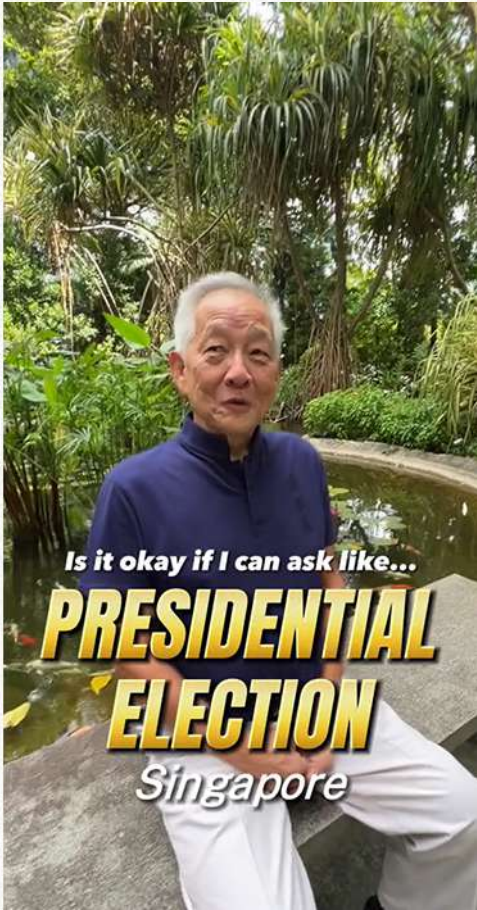
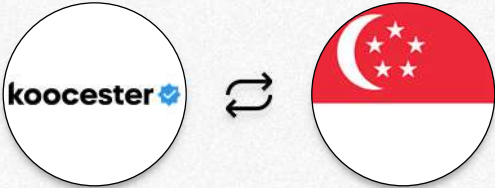
Engagement rate: 27.5%

[Watch Video Here](#)

**Engagement includes views, likes, comments, shares & saves.*

**The engagement rates are abnormally high as the content has gone viral, and the reach has exceeded the follower count.*

Koocester's Collaborations



Politician

NG KOK SONG

Interviewed him when the presidential election Singapore in 2023.

VIEWS



619.1K



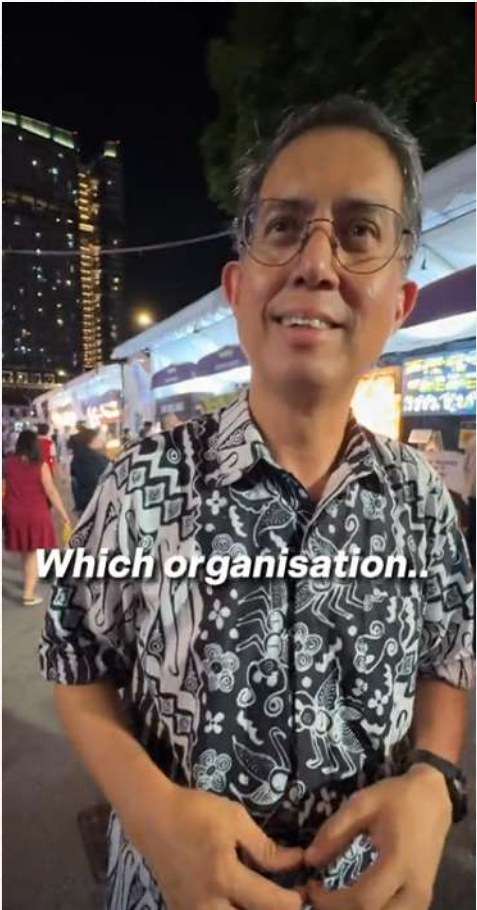
196K



5.9K

Engagement rate: 163.2%

[Watch Video Here](#)



Politician

M. FAISHAL IBRAHIM

Interviewed him when the Kampong Glam Event 2024.

VIEWS



50.2K



52.2K



5K

Engagement rate: 12.8%

[Watch Video Here](#)

**Engagement includes views, likes, comments, shares & saves.*

**The engagement rates are abnormally high as the content has gone viral, and the reach has exceeded the follower count.*

Koocester's Collaborations



Politician



SYED SADDIQ

Member of Parliament
for Muar.

VIEWS



1.1M



762K



30K

Engagement rate: 297.6%

[Watch Video Here](#)

Singer



DATO AMY SEARCH

Group Rock Malaysia
Vocalist, Search. Interviewed
him when they held a
concert in Singapore.

VIEWS



1.3M



908K



788K

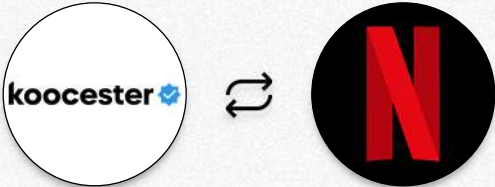
Engagement rate: 344.5%

[Watch Video Here](#)

*Engagement includes views, likes, comments, shares & saves.

*The engagement rates are abnormally high as the content has gone viral, and the reach has exceeded the follower count.

Koocester's Collaborations



K-Drama

BLACK KNIGHT

Promoted Netflix K-Drama genre action released in 2023.

VIEWS



837.2K



1.8M



112K

Engagement rate: 229.5%

[Watch Video Here](#)



TV Series

3 BODY PROBLEM

Promoted Netflix TV Series genre Sci-Fi released in 2024.

VIEWS



115.4K



1.6M



2.7K

Engagement rate: 29.8%

[Watch Video Here](#)

**Engagement includes views, likes, comments, shares & saves.*

**The engagement rates are abnormally high as the content has gone viral, and the reach has exceeded the follower count.*

Koocester's Collaborations

www.koocester.com

hello@koocester.com

+65 80403558

@koocester



Red Bull



Netflix



ERA



Sony



Tesla



Volkswagen



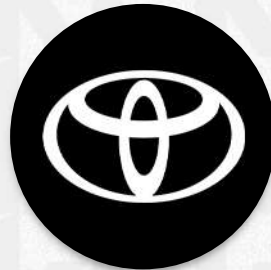
Eco Majestic



NBCB



Asia Marine



Toyota



Geely



REZT+RELAX

Koocester's Collaborations

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**Ferrari Owners
Singapore Club**



**Lamborghini Owners
Singapore Club**



Scuderia Ferrari SG



Aliyah Rizq Farm



Parliament of Singapore



ROOMA



mm2 Entertainment



The Meatmen Channel



Forward 50



DON DON DONKI Singapore



Swissotel The Stamford



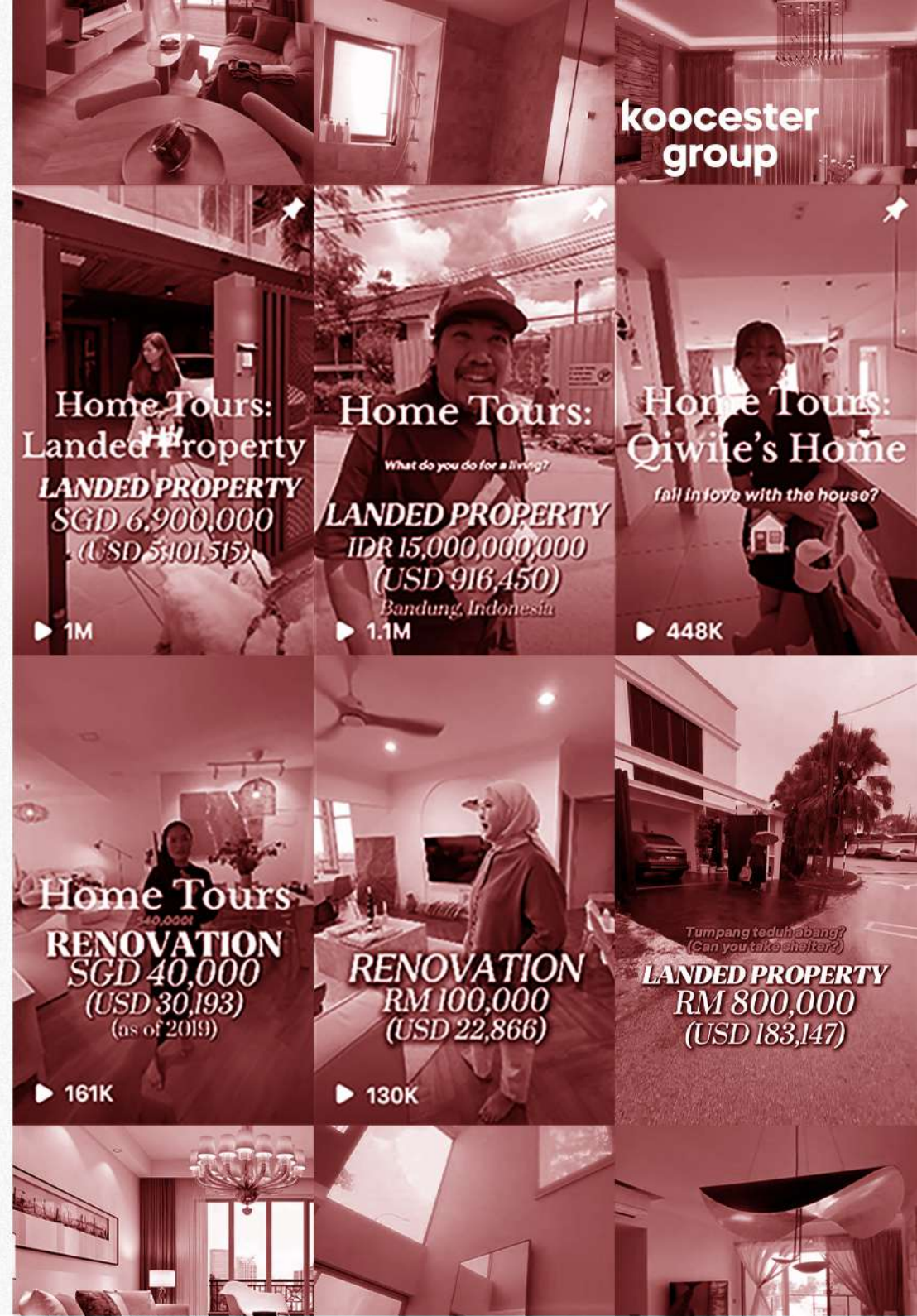
Fairmont Singapore

koocesterhomes

@koocesterhomes

Showcasing the pinnacle of design, architecture, and style in stunning homes and interiors, featuring expert design tips and exclusive interviews with homeowners and designers.

We are on:



DEMOGRAPHICS

koocester
homes

Top Countries

Singapore

Malaysia

Indonesia

Australia

Brunei Darussalam

0% 10% 20% 30% 40% 50%

Age Group

18 - 24

25 - 34

35 - 44

45 - 54

55+

0% 10% 20% 30% 40% 50%

Gender

47.3%



52.6%

Instagram - Past 90 Days Analytics

Instagram

Sep 6 - Dec 4

Accounts Reached

1,051,552



Impressions

2,788,976



Reels

1,000,00



Stories

9,638



Posts

1,248



TIKTOK - PAST 60 DAYS ANALYTICS

TikTok

Oct 5 - Dec 3

Post Views

3,600,000



Profile Views

34,000



Likes

187,000



Comments

7,439



Shares

17,000



koocesterbusiness

@koocesterbusiness

Exclusive insights from influential entrepreneurs, business leaders, and innovators, providing education on industry trends and developments in the global business landscape.

We are on:



DEMOGRAPHICS

koocester
business

Top Cities

Singapore

Kuala Lumpur

Petaling Jaya

Jakarta

Shah Alam

0% 10% 20% 30% 40% 50%

Age Group

18 - 24

25 - 34

35 - 44

45 - 54

55+

0% 10% 20% 30% 40% 50%

Gender

45%



54,9%

INSTAGRAM - PAST 90 DAYS ANALITYCS

Instagram
Sep 3 - Dec 1

Accounts Reached

281,261



Accounts Engaged

11,431



Views

736,054



Interactions

16,466

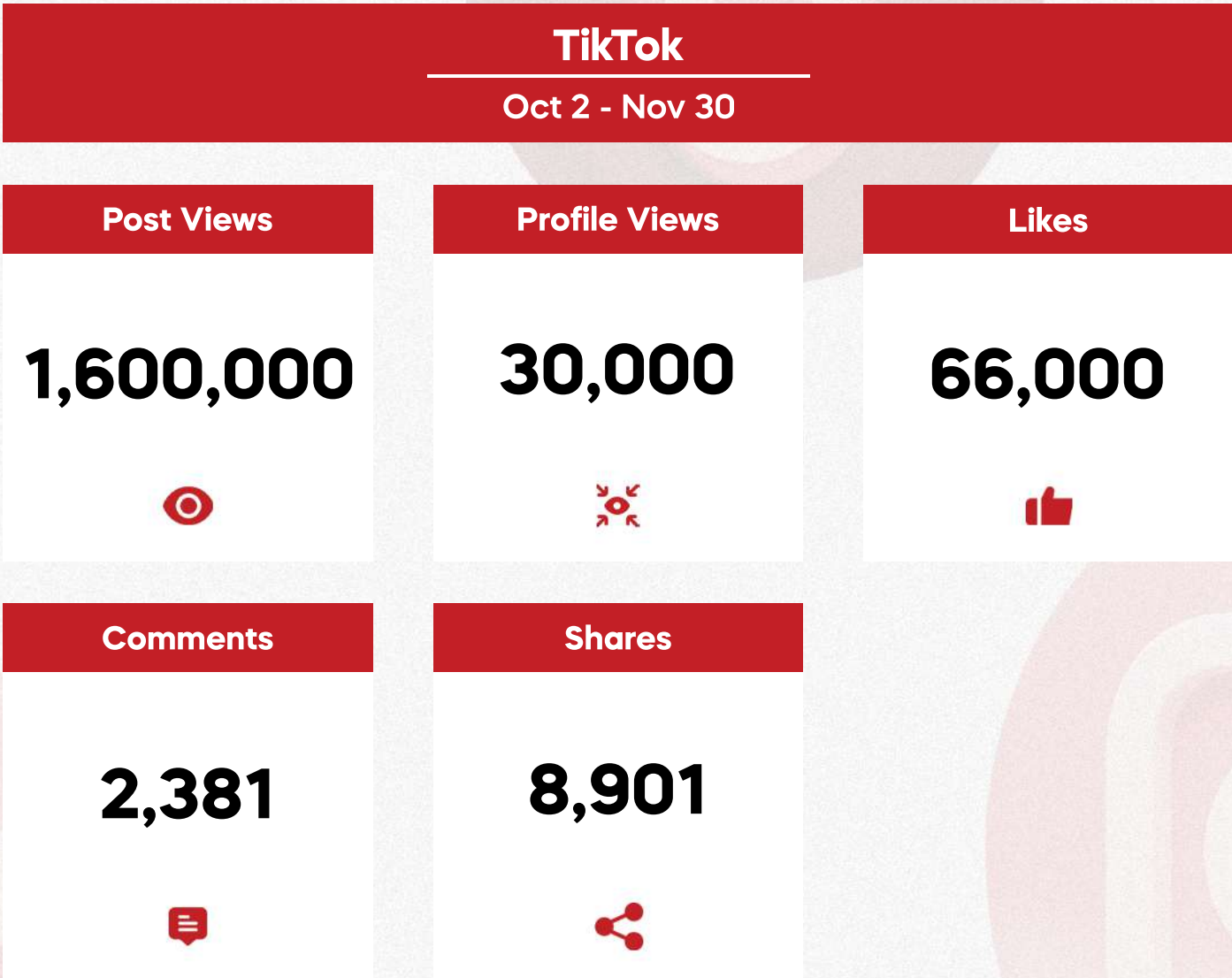


Reels

99.0%



TIKTOK - PAST 60 DAYS ANALITYCS



koocesterfoodie

@koocesterfoodie

Sharing compelling stories and exclusive behind-the-scenes insights into F&B businesses, while educating and inspiring our audience.

We are on:



DEMOGRAPHICS

koocester
foodie

Top Countries

Singapore

Malaysia

Indonesia

0% 20% 40% 60% 80% 100%

Age Group

18 - 24

25 - 34

35 - 44

45 - 54

0% 10% 20% 30% 40% 50%

Gender

41.8%



58.2%

INSTAGRAM - PAST 90 DAYS ANALYTICS

koocester
foodie

Instagram

Aug 28 - Nov 25

Accounts Reached

820,980



Impressions

1,577,032



Reels

813,000



Stories

19,800



TIKTOK - PAST 60 DAYS ANALYTICS

TikTok

Sep 27 - Nov 25

Post Views

1,500,000



Profile Views

8,509



Likes

54,000



Comments

1,891



Shares

18,000

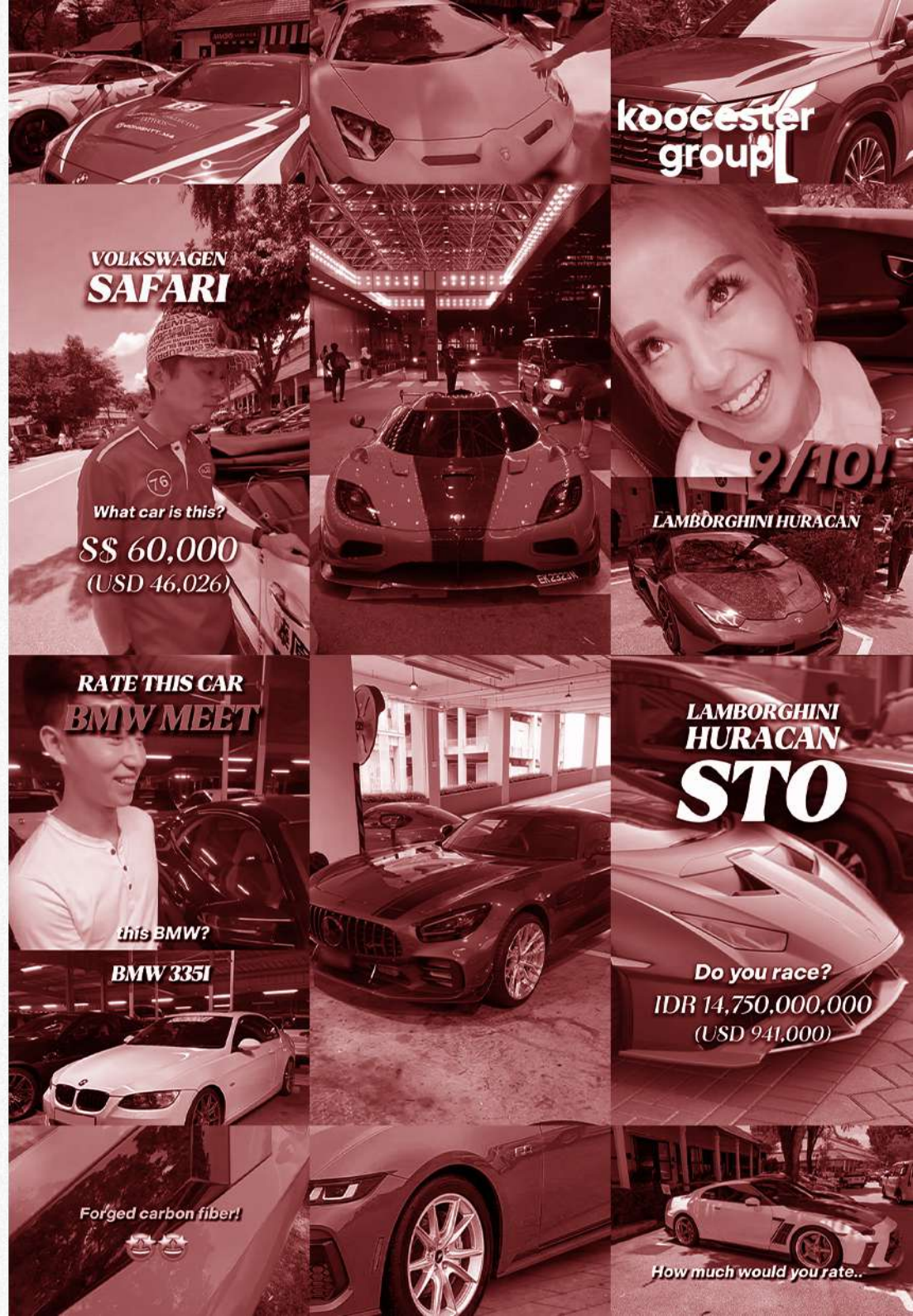


koocester**autos**

@koocesterautos

We live and breathe cars.
Our passion is driving the
conversation around the
automotive world to help you
stay informed and inspired in
the world of cars.

We are on:



DEMOGRAPHICS

koocester
autos

Top Countries

Singapore

Malaysia

Indonesia

0% 20% 40% 60% 80% 100%

Age Group

18 - 24

25 - 34

35 - 44

45 - 54

0% 10% 20% 30% 40% 50%

Gender

19.2%



80.8%

INSTAGRAM - PAST 90 DAYS ANALYTICS

koocester
autos

Instagram

Aug 27 - Nov 24

Accounts Reached

112,870



Views

557,636



Reels

96.4%



Stories

3.6%



TIKTOK - PAST 60 DAYS ANALYTICS

koocester
autos

TikTok

Oct 6 - Dec 4

Post Views

1,300,000



Profile Views

18,000



Likes

83,000



Comments

4,838



Shares

8,307



BUSINESS CASE STUDY

koocester
group



THE ATAS PEOPLE PAID COLLABORATION

Duration : 05:34

Language : English

Video : [Link here](#)



Total Video Views



452K



89.2K



12.8K



Average video
watch time

47.2s

Watch Video Testimonial

[CLICK HERE](#)

BUSINESS CASE STUDY

koocester
group

Challenges

- Lack of information about how social media works (the algorithm)
- Low social media engagement and awareness
- Lack of business exposure

Objectives

- Want to expand into the digital world
- Reach the middle to upper-class target market
- Promote the Wedding Planning service

500,000+ views
across all platforms
(and growing)
over 160+ leads generated

📞 Reference +65 8742 5700 (Zack)

BUSINESS CASE STUDY

koocester
group



Execution: 1x Koocester Collaboration
Video (Long Business Tour Video)

TOTAL SPEND
SGD 8,000

ROI
SGD 143,000+
(and growing)

TIMELINE TO PRODUCE
(based on campaign complexity)

3-4 WEEKS

Reference +65 8742 5700 (Zack)

BUSINESS CASE STUDY

koocester
group



**ALIYAH RIZQ FARM
PAID COLLABORATION
(SHORT VIDEO)**

Duration : 00:25
Language : English
Video : [Link here](#)



Total Video Views



1M



495K



129K



**Average video
watch time**

14.5s

BUSINESS CASE STUDY

koocester
group



ALIYAH RIZQ FARM
PAID COLLABORATION
(PART 1)

Duration : 04:34
Language : English
Video : [Link here](#)



Total Video Views



655K



102K



8.3K



Average video
watch time

54.2s

BUSINESS CASE STUDY

koocester
group



**ALIYAH RIZQ FARM
PAID COLLABORATION
(PART 2)**

Duration : 05:41
Language : English
Video : [Link here](#)



Total Video Views



179K



97.3K



10.3K



**Average video
watch time**

48.3s

BUSINESS CASE STUDY

koocester
group

Challenges

- Low social media engagement and awareness
- Low awareness for Breeding Program (target B2C)
- Promote Agriculture Business

Objectives

- Brand Awareness
- Promote the Farm
- Promote Investment Program
- Promote as a Household Name for the Industri

2,500,000+ views
across all platforms
(and growing)
over 200+ leads generated

📞 Reference +65 9479 6744 (Nabilah)

BUSINESS CASE STUDY

koocester
group



Execution: 2 Koocester Promotional Videos
(1 Short Video, 1 (2 Parts) Tour Video)

SPENT

SGD 6,000

(unofficially 2 Tag Heuer and a horse)

ROI

SGD 165,000+

(and growing)

TIMELINE TO PRODUCE

(based on campaign complexity)

3-4 WEEKS

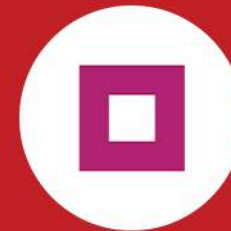
Watch Video Testimonial

[CLICK HERE](#)

📞 Reference +65 9479 6744 (Nabilah)

BUSINESS CASE STUDY

koocester
group



ASIA MARINE
PAID COLLABORATION

Duration : 02:20

Language : English

Video : [Link here](#)



Total Video Views



87.1K



29K



**Average video
watch time**

29.3s

Watch Video Testimonial

[CLICK HERE](#)

BUSINESS CASE STUDY

koocester
group



100,000+ views
across all platforms
(and growing)
over **5+** leads generated

TOTAL SPENT
SGD 5,000

ROI
SGD 300,000+
(and growing)

! Reference +65 8800 6675 (Suhaimi Badri)

BUSINESS CASE STUDY

koocester
group



POMPETTE

Duration : 06:50

Language : English

Video : [Link here](#)



Total Video Views



199.2K



87.2K



**Average video
watch time**

46.8s

Watch Video Testimonial

[CLICK HERE](#)

CONTACT

US



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koocester group