
TJ TRACY
ADA PAPILA
MARKETER & PHOTOGRAPHER
MODEL & INFLUENCER
MEDIA KIT

ADA PAPILA

INFLUENCER & CREATOR WITH OVER 90K FOLLOWERS & OVER 120M LIFETIME VIEWS

ASSOCIATE MANAGER OF BUSINESS AFFAIRS AT UNIVERSAL MUSIC GROUP





ada papila

@adapapila4

482	93.7K	15.3M
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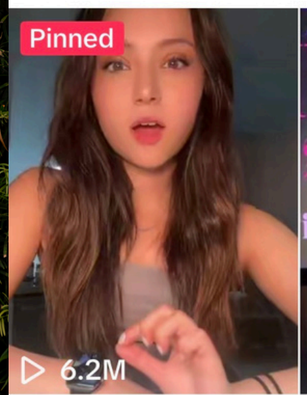
Los Angeles | Music, Fashion & Lifestyle | UGC Creator

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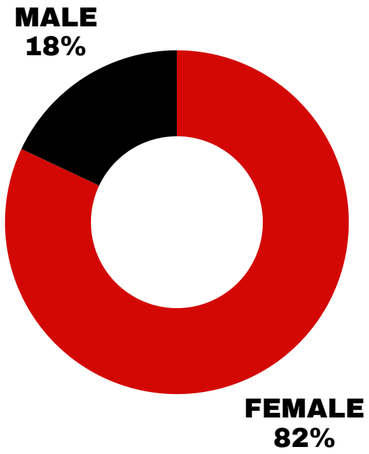




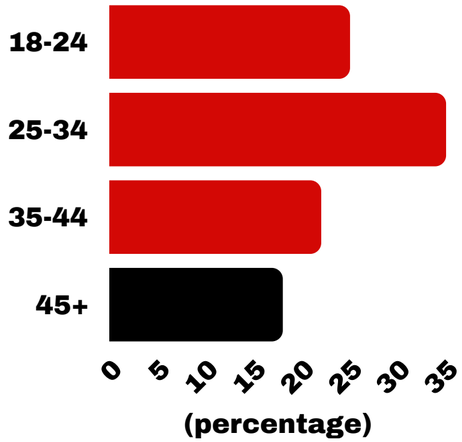
AUDIENCE

A HIGHLY ENGAGED, FEMALE-DRIVEN AUDIENCE CENTERED AROUND MUSIC, BEAUTY, & LIFESTYLE

GENDER BREAKDOWN



CORE AGE GROUPS



AUDIENCE GEOGRAPHIES

1. USA
2. UK
3. MEXICO
4. BRAZIL
5. CANADA

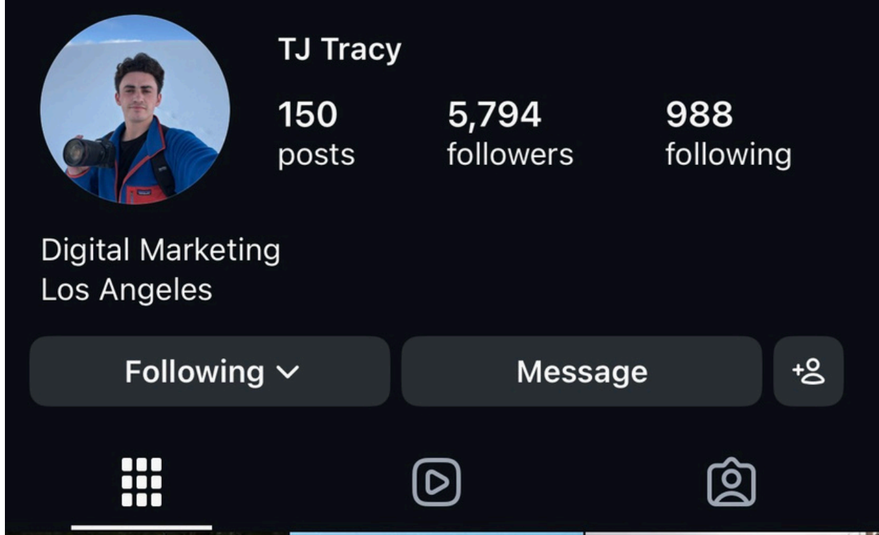
TJ TRACY

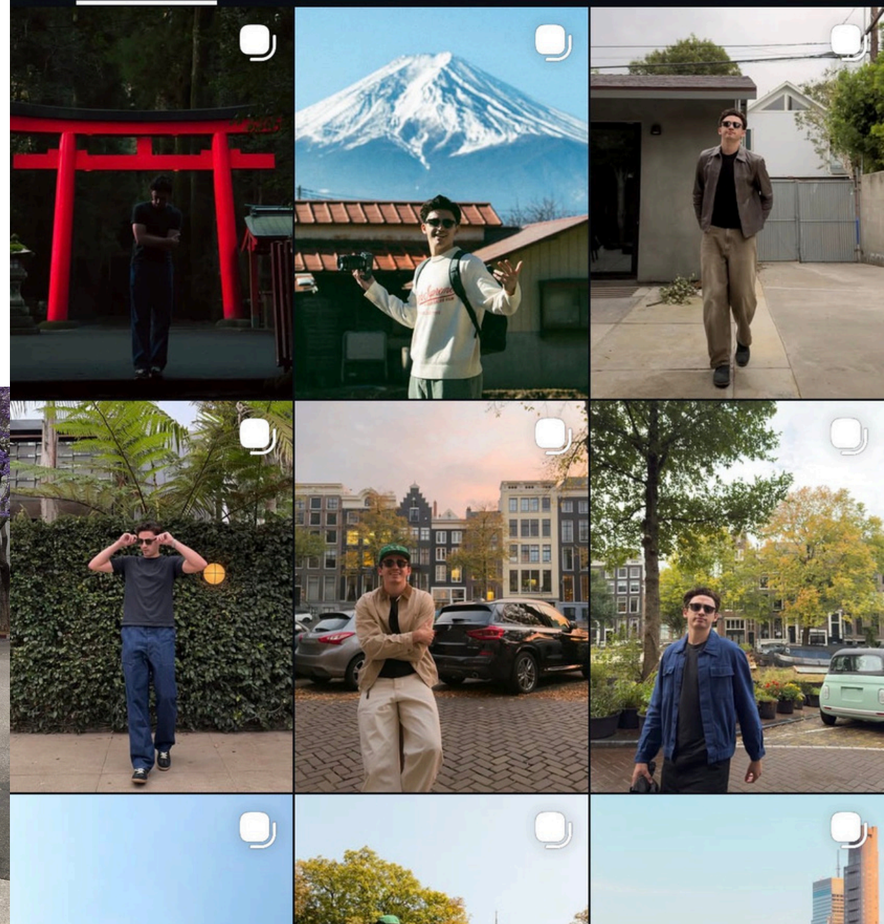
PHOTOGRAPHER AND CONTENT STRATEGIST FOR
BARSTOOL, AIR CANADA, BELGIUM TOURISM, & MORE

MARKETING MANAGER AT
REVELIO LABS







STRATEGY

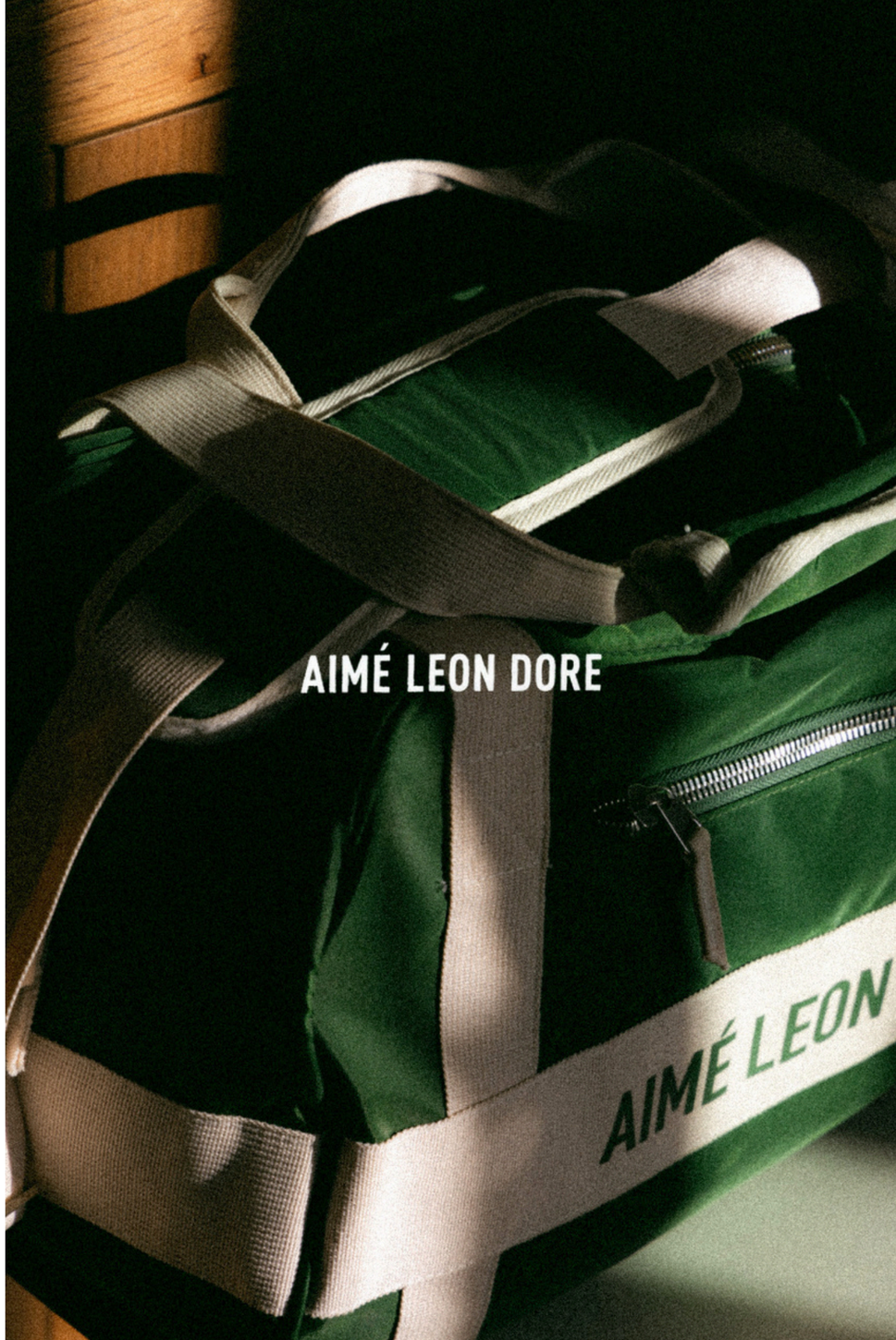
BACKED BY REAL CAMPAIGN EXPERIENCE, WE BUILD
CONTENT PLANS THAT ARE PROVEN TO PERFORM

CONTENT

CONSISTENT ABILITY TO PRODUCE HIGH-QUALITY VISUALS
THAT CAPTURE ATTENTION AND CONVERT

REACH

AN ESTABLISHED AUDIENCE WITH A TRACK RECORD OF
BUILDING COMMUNITY AND SHARING VIRAL MOMENTS



BRANDED CONTENT

SHORT-FORM UGC

NATIVE, PLATFORM-READY CONTENT BUILT TO PERFORM

SPONSORED POSTS

DIRECT REACH TO ENGAGED MUSIC, CONCERT, & BEAUTY AUDIENCE OF OVER 90K

CINEMATIC PHOTOS

HIGH-QUALITY STILLS FOR CAMPAIGNS, ADS, EDITORIAL







UGC

SEAMLESS PRODUCT INTEGRATION

PRODUCTS FEATURED NATURALLY IN CONTENT THAT AUDIENCES ALREADY WANT TO WATCH

STRATEGICALLY TREND-DRIVEN

BUILT FROM PLATFORM TRENDS, AUDIENCE BEHAVIOR, AND PROVEN CONTENT FORMATS

BRAND-LEVEL QUALITY

CONTENT THAT RESONATES WITH AUDIENCES WITHOUT SACRIFICING BRAND-LEVEL QUALITY



FEATURING

PAT McGRATH LABS

UGC CASE STUDY

CAMPAIGN OVERVIEW

CREATOR-LED BEAUTY CONTENT FOCUSED ON NATIVE TIKTOK STORYTELLING, PRODUCT INTEGRATION, & RETENTION-FIRST SHORT-FORM EXECUTION

CAMPAIGN RESULTS

ENGAGEMENT
907K+ TOTAL VIDEO VIEWS
1.8K+ HOURS WATCHED
20.9K+ LIKES
2.6K+ SAVES

COMMERCE IMPACT
$20K+ TRACKED GMV
700+ PRODUCTS SOLD

CAMPAIGN OVERVIEW

TOP-PERFORMING VIDEOS REACHED 417K+ & 297K+ VIEWS

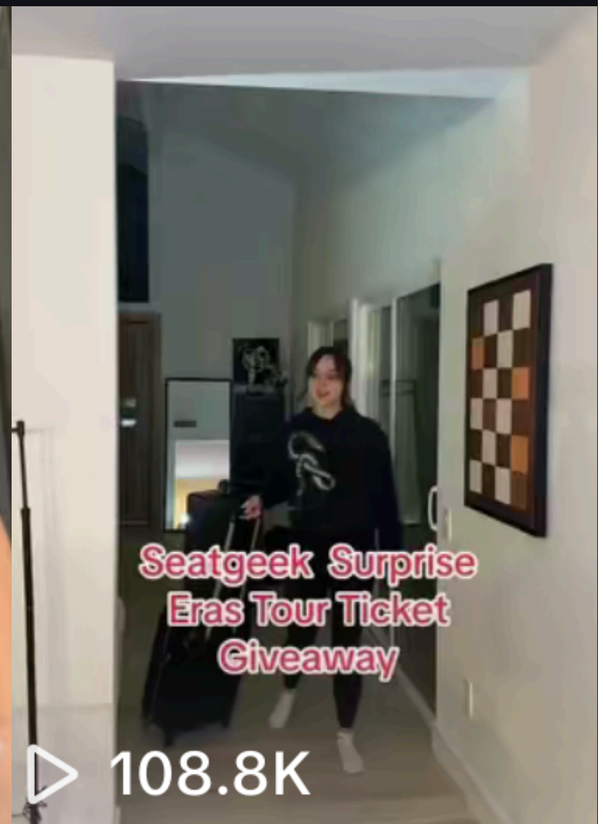
STRONG SAVE RATES SIGNAL HIGH PRODUCT INTEREST GENERATED

THREE VIDEOS FEATURED DIRECTLY ON PAT MCGRATH LABS TIKTOK PRODUCT PAGE

SPONSORED CONTENT







BUILT-IN DISTRIBUTION

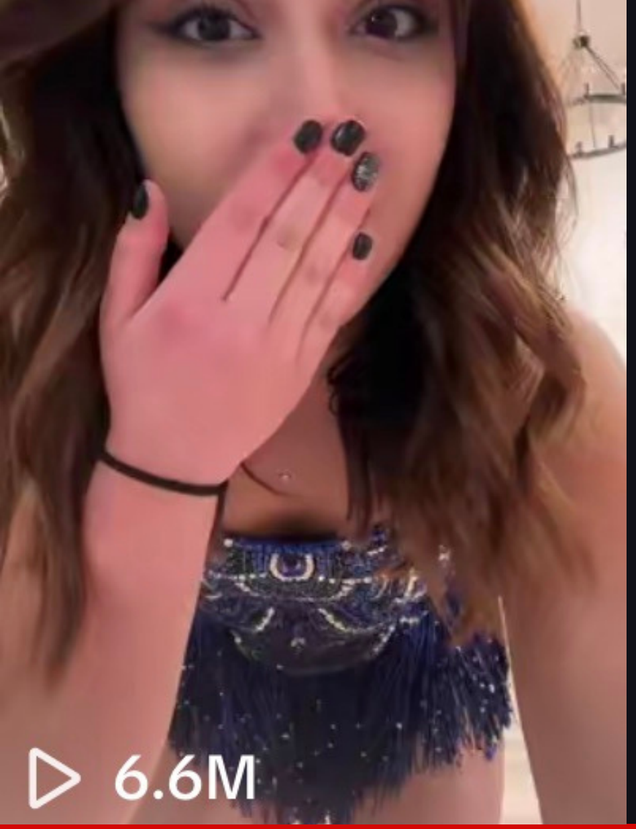
CONTENT DELIVERED DIRECTLY TO AN ENGAGED AUDIENCE OF 90K+ FOLLOWERS

AUTHENTIC CREATOR TRUST

BRAND MESSAGING INTEGRATED THROUGH A CREATOR VOICE AUDIENCES ALREADY CONNECT WITH

AGILE CREATIVE EXECUTION

CONTENT PRODUCED & DELIVERED AT THE SPEED OF CULTURE, ON TIME WITH PLATFORM TRENDS, NOT AFTER



FEATURING

SEAT GEEK

SPONSOR CASE STUDY

CAMPAIGN OVERVIEW

SPONSORED CONTENT CREATED AROUND LIVE EVENTS, MUSIC CULTURE, AND PLATFORM-NATIVE STORYTELLING DESIGNED TO MAXIMIZE ORGANIC REACH AND AUDIENCE ENGAGEMENT.

CAMPAIGN RESULTS

ENGAGEMENT

10M+ TOTAL VIDEO VIEWS
1M+ LIKES
50K+ SAVES
25K+ COMMENTS

COMMERCE IMPACT

74% RETURNING VIEWERS
99% REACHED THROUGH NON-FOLLOWERS
55.4% FULL VIDEO COMPLETION RATE

CAMPAIGN OVERVIEW

BUILT AROUND MUSIC CULTURE & GENUINE STORYTELLING

EXPANDED BEYOND THE EXISTING AUDIENCE THROUGH STRONG ORGANIC DISTRIBUTION

GENERATED HIGH REPEAT VIEWERSHIP & SUSTAINED AUDIENCE ENGAGEMENT

PHOTOGRAPHY











TIMELINE

01
STRATEGY

CREATIVE DIRECTION, CAMPAIGN GOALS, CONTENT CONCEPTS, AND ALIGNMENT ON DELIVERABLES

02
PRODUCTION

CONTENT CAPTURE AT SCALE OPTIMIZED FOR TIKTOK, REELS, & BRAND USAGE

03
DELIVERY

FAST-TURNAROUND DELIVERED IN PLATFORM-NATIVE FORMATS, READY FOR ORGANIC & PAID USE