




Enabling Experiences. Creating Connections. Raising Impact.

truecreators studio

 www.truedigital.ph

 creators.ph@truedigital.com

  True Digital Philippines



EVAN TAN



CONTENT CREATOR | ENTERTAINMENT
LIFESTYLE | SKITS

DEMOGRAPHICS



Audience: 12- 49 Years Old
18-24 - 46%






Countries:

Thailand | Indonesia | Philippines | United States

Dominant Gender

Men - 55%

SOCIAL MEDIA PLATFORMS

	FOLLOWING	ENG. RATE	
	249,777	67.4K	TOTAL AUDIENCE: 10,678,456
	10,300,000	263.6K	TOTAL ENG RATE: 343.5K/POST
	5,646		
	200,293	314	
	123,000		



RICHARD JUAN



ACTOR | HOST | ENTERTAINMENT
FASHION | LIFESTYLE

DEMOGRAPHICS








Audience: 12 - 49 Years Old
18 - 24 - 59%

Countries:
Philippines | Thailand | USA | Japan

Dominant Gender
Women - 52%

SOCIAL MEDIA PLATFORMS

	FOLLOWING	ENG. RATE	
	511,713	15.4K	TOTAL AUDIENCE: 2,023,600
	751,500	9.7K	TOTAL ENG RATE: 26.6K/POST
	495,267	386	
	145,000		
	122,092	125.28	



MAUREESE EUGENIO



LIFESTYLE | ACTING | ENTERTAINMENT

DEMOGRAPHICS

Audience: 12 - 49 Years Old
18 - 24 - 65%

Countries:
Philippines | Indonesia | USA | Canada

Dominant Gender
Women - 56%

SOCIAL MEDIA PLATFORMS

	FOLLOWING	ENG. RATE	
	184,560	82k	TOTAL AUDIENCE: 2,060,260
	1,700,000	198.8K	TOTAL ENG RATE: 286.2K/POST
	51,967	1.1K	
	48,700		



Jervan Jervan



ENTERTAINMENT | SKITS | ACTING

DEMOGRAPHICS



Audience: 12 - 34 Years Old
18 - 24 - 55%

Countries:

Philippines | Thailand | Indonesia | Japan

Dominant Gender

Women - 64%

SOCIAL MEDIA PLATFORMS



FOLLOWING

16,149

ENG. RATE

201

TOTAL AUDIENCE:
5,334,121



5,200,000

18.2K

TOTAL ENG RATE:
18.4K/POST



127,901

868



7,890



Devi Descartin



ENTERTAINMENT | SKITS | ACTING

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DEMOGRAPHICS

Audience: 12 - 34 Years Old
18 - 24 - 65%

Countries:
Philippines | USA | Indonesia | Japan

Dominant Gender
Women - 92%

SOCIAL MEDIA PLATFORMS

	FOLLOWING	ENG. RATE	
	9,991		TOTAL AUDIENCE: 2,322,763
	2,400,007	173.3K	TOTAL ENG RATE: 173.8K/POST
	36		
	5,720		



SIMON JOSEPH JAVIER

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LIFESTYLE | FASHION |
ENTERTAINMENT
HOSTING

DEMOGRAPHICS

Audience: 12 - 34 Years Old
18 - 24 - 65%

Countries:
Philippines | USA | Indonesia | Japan

Dominant Gender
Women - 92%

SOCIAL MEDIA PLATFORMS

	FOLLOWING	ENG. RATE	
	84,607	289	TOTAL AUDIENCE: 8,585,696
	8,500,000	16.6K	TOTAL ENG RATE: 17.3K/POST
	6,600		
	49,700	5.6K	



YANI DE DIOS



ACTOR | VLOGGER | BUSINESS OWNER
FINANCIAL ADVISOR

DEMOGRAPHICS






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Audience: 12- 34 Years Old
18-24 - 46%

Countries:
Philippines | Indonesia | USA | Canada

Dominant Gender
Men - 89%

SOCIAL MEDIA PLATFORMS

	FOLLOWING	ENG. RATE	
	56,956	6.6K	TOTAL AUDIENCE: 324,022
	126,500	17.4K	TOTAL ENG RATE: 25.3K/POST
	130,882	58.59K	
	9,784	47	
	67,200	22.9K	



CHRISTELLE DC



LIFESTYLE | FASHION | BEAUTY

DEMOGRAPHICS

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Audience: 13 - 44 Years Old
18-24 - 53%




Countries:

Philippines | Indonesia | USA | Canada

Dominant Gender

Women - 74.3%

SOCIAL MEDIA PLATFORMS

	FOLLOWING	ENG. RATE	
	13,600	1.8K	TOTAL AUDIENCE: 146,601
	133,900	6.9K	TOTAL ENG RATE: 8.9K/POST
	1,100	0.24	



CHARLIZE PARAS



FASHION | BEAUTY | ENTERTAINMENT
MUSIC | HOSTING

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DEMOGRAPHICS

Audience: 12- 49 Years Old
18-24 - 51%

Countries:
Philippines | USA | UAE | Canada

Dominant Gender
Men - 64%

SOCIAL MEDIA PLATFORMS

	FOLLOWING	ENG. RATE	
	21,361	4.9K	TOTAL AUDIENCE: 178,400
	109,800	9.5K	TOTAL ENG RATE: 4.4K/POST
	10,800		
	16,300		
	21,100		



KYLA JAVIER

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DEMOGRAPHICS

Audience: 13 - 44 Years Old
18-24 - 54%

Countries:
Philippines | USA | United Kingdom

SOCIAL MEDIA PLATFORMS



FOLLOWING

18,385

ENG. RATE

1.5K

TOTAL AUDIENCE:
181,285



162,900

3.1K

TOTAL ENG RATE:
4.7K/POST



1,700

819.88

LIFESTYLE | FASHION | TRAVEL INFLUENCER



Marian Carmelo



ENTERTAINMENT | SKITS | ACTING

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DEMOGRAPHICS

Audience: 12 - 34 Years Old
18 - 24 - 65%

Countries:
Philippines | USA | Indonesia | Japan

Dominant Gender
Women - 92%

SOCIAL MEDIA PLATFORMS

	FOLLOWING	ENG. RATE	
	14,800	536	TOTAL AUDIENCE: 712,100
	525,500	4.4K	TOTAL ENG RATE: 5.3K/POST
	171,800	259	
	94,500	25.6K	



HAZEL FAITH



MUSIC | ENTERTAINMENT | ARTISTS
COUPLE CONTENTS

DEMOGRAPHICS






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Audience: 12- 49 Years Old
18-24 - 49%

Countries:
Philippines | USA | Chile | South Korea

Dominant Gender
Women - 54%

SOCIAL MEDIA PLATFORMS

	FOLLOWING	ENG. RATE	
	12,604	88	TOTAL AUDIENCE: 301,498
	147500	1.2K	TOTAL ENG RATE: 1.4K/POST
	5,401	2.68	
	135,993	24	
	39,600	570.67	



BUNIQUE

DEMOGRAPHICS




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Audience: 12- 49 Years Old
18-24 - 49%

Countries:
Philippines | USA | Chile | South Korea

Dominant Gender
Women - 54%

SOCIAL MEDIA PLATFORMS

	FOLLOWING	ENG. RATE	
	3,262	—	TOTAL AUDIENCE: 307,096
	391,800	10.2K	TOTAL ENG RATE: 10.4K/POST
	5,296	14.62	
	39,600	3.1K	



MUSIC | ENTERTAINMENT | ARTISTS



GECA MORALES



MUSIC | ENTERTAINMENT | ARTISTS

DEMOGRAPHICS





Audience: 12- 49 Years Old
18-24 - 49%

Countries:
Philippines | USA | Malaysia | Canada

Dominant Gender
Women - 54%

SOCIAL MEDIA PLATFORMS

	FOLLOWING	ENG. RATE	
	12,976	445	TOTAL AUDIENCE: 60,061
	35,500	3.9K	TOTAL ENG RATE: 4.7K/POST
	5,644	34.94	
	6,796	64	
	15,900	4.5K	



RAPPL

DEMOGRAPHICS






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Audience: 12- 49 Years Old
18-24 - 51%

Countries:
Philippines | USA | UAE | Canada

Dominant Gender
Women - 92%

SOCIAL MEDIA PLATFORMS

	FOLLOWING	ENG. RATE	
	21,203	813	TOTAL AUDIENCE: 131,390
	38,500	1.4K	TOTAL ENG RATE: 2.4K/POST
	67,167	48.26	
	4,520	6	
	35,100	2.8K	



MUSIC | ENTERTAINMENT
REACTION VIDEO



Jay Pudadera



TRAVEL | FASHION | LIFESTYLE
FITNESS

DEMOGRAPHICS



Audience: 12 - 49 Years Old
25 - 34 - 50%

Countries:
Philippines | Indonesia | Thailand | USA

Dominant Gender
Men - 86%

SOCIAL MEDIA PLATFORMS

	FOLLOWING	ENG. RATE	
	33,275	531	TOTAL AUDIENCE: 37,766
	3,940	1.8K	TOTAL ENG RATE: 2.6K/POST
	551	11	
	585		



Garett Flores

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TRAVEL | FASHION | LIFESTYLE
FITNESS

DEMOGRAPHICS

Audience: 12- 49 Years Old
24 -34 - 54%

Countries:

Philippines | Indonesia
Thailand | USA

Dominant Gender

Men - 72%

SOCIAL MEDIA PLATFORMS



FOLLOWING

24,921

ENG. RATE

72

TOTAL AUDIENCE:
25,554



43

10.14

TOTAL ENG RATE:
2.6K/POST



113



Maan Cayabyab



Lifestyle | Influencer | Techspert
Host | Streamer

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DEMOGRAPHICS

Audience: 12- 49 Years Old
24-49 - 65%

Countries:
Philippines

Dominant Gender
Women - 92%

SOCIAL MEDIA PLATFORMS



FOLLOWING

5,900

ENG. RATE

19

TOTAL AUDIENCE:
5,963



35

7.67

TOTAL ENG RATE:
29.1/POST



TheFirstTimeMommy



Lifestyle | Momfluencer | Techspert
Entrepreneur | Content Creator

DEMOGRAPHICS





Audience: 18 - 64 Years Old
25 -34 - 52%

Countries:
Philippines | Canada | Spain
Japan

Dominant Gender
Women - 94%

SOCIAL MEDIA PLATFORMS

	FOLLOWING	ENG. RATE	
	14,072	38	TOTAL AUDIENCE: 16,870
	528	4.26K	TOTAL ENG RATE: 48.13/POST
	2,100		
	108	18.59	

THANK YOU!



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creators.ph@truedigital.com



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