



Rebecca Felgate

INSTAGRAMER / YOUTUBER / BLOGGER

social statistics



119K



120K



15K



6K

about me

I am a happy-go-lucky British Girl living in Toronto. I believe adventures (and croissants) are good for the soul! I love promoting a fun and active lifestyle. I love cocktails, food, entertainment, culture and fashion. I want to go on as many adventures as possible!

about my brand

My brand is all about sharing my best life with my followers. I am particularly focused on cocktails, drinks, food, events and travel, all of which I like to do in style!

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INSIGHTS



@MISSREBECCAJ

- IMPRESSIONS: 30-40K+ AVERAGE PER POST, 250,000+ WEEKLY IMPRESSIONS ACROSS ENTIRE FEED
- REACH: 27K AVERAGE PER POST
- LIKES: 6K AVERAGE PER POST
- ENGAGEMENT: 6-10% AVERAGE PER POST
- STORIES: 3-4K IN 24 HOURS
- IGTV FULLY ENABLED. AVERAGE 10K VIEWS PER IGTV VIDEO
- TOP CITIES: TORONTO, NEW YORK, LONDON
- TOP DEMOGRAPHICS: 18-24 & 25-34 FOLLOWED BY 35-44



REBECCA FELGATE OFFICIAL

- 6.6 MILLION CHANNEL VIEWS
- 190K MONTHLY VIEWS
- 97% LIKE RATIO
- TOP COUNTRIES: USA, CANADA, UK, AUSTRALIA
- TOP DEMOGRAPHICS: 18-24 AND 25-34

INSIGHTS



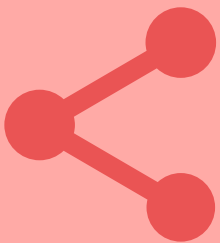
@REBECCAFELGATE

- 5.2K DAILY IMPRESSIONS
- 150K MONTHLY IMPRESSIONS



REBECCA FELGATE OFFICIAL

- 4.5K WEEKLY POST REACH
- TOP COUNTRIES: US, UK, CANADA
- TOP DEMOGRAPHICS: 18-24 & 25-34



OTHER CONNECTIONS

- FOOD AND THEATRE WRITER FOR THE TORONTO GUARDIAN
- AUTHOR OF OWN BLOG

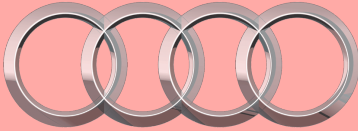
BRANDS I HAVE WORKED WITH



HUAWEI



VICTORINOX



Audi



KENDALL-JACKSON®



WOODMAN
WINES & SPIRITS



MOUTON CADET



NORDÉS
ATLANTIC GALICIAN GIN



Nederburg
SINCE 1791

EMPRESS
1908

LIVE COLOURFULLY

iDEAL
OF SWEDEN



WHITLEY NEILL
HANDCRAFTED GIN

DRINK
TORONTO
SIP WALK REPEAT

CAMPAIGN EXAMPLES: Instagram



Woodman Wines & Spirits: Nikka Whisky

- IGTV VIDEO: 29,000 VIEWS, 6,623 LIKES, 53,300 IMPRESSIONS
- INSTAGRAM FEED POST: 3,398 LIKES, 23,797 REACH, 41,481 IMPRESSIONS
- STORIES: 7 POSTED, 6,000 AVERAGE VIEWS PER STORY POST



VICTORINOX

Victorinox

- IGTV VIDEO 1: 15,000 VIEWS, 5,500 LIKES
- IGTV VIDEO 2: 17,300 VIEWS, 3,780 LIKES, 37,500 IMPRESSIONS
- INSTAGRAM FEED POST 1: 4,300 LIKES, 49,000 IMPRESSIONS
- INSTAGRAM FEED POST 2: 4,900 LIKES, 46,100 IMPRESSIONS
- STORIES: 9 POSTED, 4,000 AVERAGE VIEWS PER STORY POST



Dairy Farmers of Ontario

- IGTV VIDEO: 20,600 VIEWS, 4,779 LIKES, 45,000 IMPRESSIONS
- TORONTO GUARDIAN BLOG POST: 1,000+ PAGE VIEWS