



MEDIA KIT 2023

Kaila Ocampo

Content Creator . Social Media Influencer
Youtuber . Small Business Owner

YOUTUBE.COM/RAINBOWHOLICTV / @RAINBOWHOLIC



ABOUT Me

Hello there!

I'm Kaila, the founder of rainbowholic. I am a content creator, YouTuber, and social media influencer who loves sharing Japanese life, travel, and "kawaii" culture and aesthetics.

I explore places and enjoy sharing my experiences on different platforms. My goal is to bring happiness through my creative contents, and inspire women and fellow kawaii lovers to try new things, enjoy life, and intertwine such positive experiences into daily life activities and hobbies.

AVAILABLE FOR

Travel Promotion
Social Media Content & Collaborations
Ambassadorship
Product Reviews

CONTACT

the.rainbowholic@gmail.com

Based in Tokyo, Japan



Social Statistics

142k

Instagram Followers

📷 rainbowholic

155k

Facebook Followers

📘 rainbowholic

163k

YouTube Subscribers

📺 rainbowholictv

39.4k

Tiktok Followers

🎵 rainbowholictv

17k

Group Members

📘 kawaiijournaling

330

Monthly Supporters

🎵 rainbowholic





AUDIENCE

88.9%
female

40.7%
25-34 yrs. old

21.2 %.....United States

7.2 %.....Philippines

6.6 %.....Indonesia

4.6%.....Mexico

4.5%.....Brazil

REACH

Average Engagement Rate : 1.13%

140,000+.....Followers

1,600+.....Average Likes

2,500+.....Average Story Views

30,000+.....Average Reel Views

300,000+.....Average Weekly Reach

RainbowHolic
@rainbowholic



Where to find



AUDIENCE

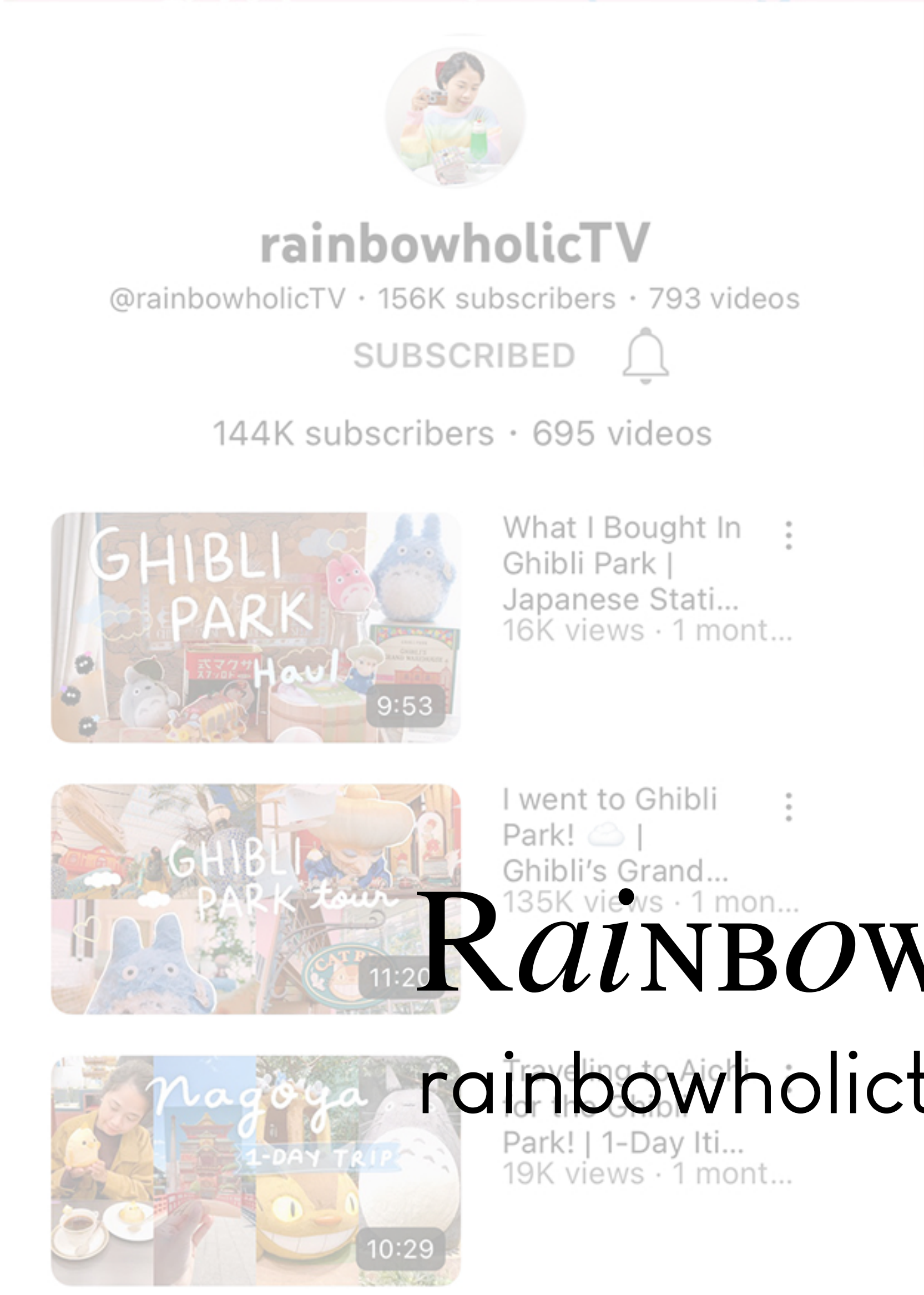
79.5%
female

34.1% 22.8%
25-34 yrs. old 18-24 yrs. old

20.1 %.....United States
15.2 %.....Japan
5.7 %.....Indonesia
5.6 %.....Philippines
4.7 %.....India

REACH

21.3M total views (lifetime)
200,000+ monthly average views



Rainbowholic
rainbowholicTV



Previously worked with



Rakuten

YOUTUBE.COM/RAINBOWHOLICTV

@RAINBOWHOLIC



Notion



Previously worked with

Karel Capek
TOKYO 1987



Phomemo

nordgreen
COPENHAGEN

meiji

YOUTUBE.COM/RAINBOWHOLICTV

@RAINBOWHOLIC


cebu pacific


Treasureland
TOHOKU
JAPAN 日本東北


JR-CENTRAL

Central Japan
Railway Company



INTERESTED?

Email Kaila at [*the.rainbowholic@gmail.com*](mailto:the.rainbowholic@gmail.com) for more inquiries about available rates and packages.