

JACQUES REROLLE



MEDIA KIT



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ABOUT JAC

Hi, I'm Jacques Rerolle, but most people call me Jac. I'm fairly well known in Malaysia, Penang specifically for my unique style of recording and documenting things around me. I review all kinds of physical items and gadgets, as well as experiences and locations. You will often find me at launch parties, soft openings, charity galas, conventions, or other notable events around Penang. If you do see me, come up and take a selfie with me if you like!

I uploaded my first video in 2018 and I've been steadily growing my channel and social media accounts ever since. I see my channel and social media as a way to both help people and connect with them around everyday experiences. My ability to travel and attend events while keeping my honest unfiltered approach to things, is the service that I provide to all of my fans and viewers. No content creator can appeal to everyone, but my approach to life, both on and off camera, connects with a broad audience across a diverse set of backgrounds and locations.



FOLLOWING

SOCIAL MEDIA FOLLOWERS

4.8K

VIDEO SUBSCRIBERS

1300

EMAIL SUBSCRIBERS

56K

AUDIENCE

BY AGE RANGE

70% 18-29 YEARS

BY LOCATION

40% Malaysia

8% USA

3% PHL

3% SG

2% IDN

2% UK

BY GENDER

66% MALE

34% FEMALE



BRANDS I'VE WORKED WITH



LAVA MANSION

BULU BULU CAFE

PROMAX DIGITAL

EXTREME AUTOMART

FIERCE FITNESS

PENANG HIDDEN GEMS

TESTIMONIALS

JAC IS AN ABSOLUTE JOY TO WORK WITH-FUN, RESPONSIBLE, AND NATURALLY ENGAGING. AS A PHOTOGRAPHER, HE HAS AN EXCEPTIONAL ABILITY TO CAPTURE GENUINE MOMENTS WHILE KEEPING GUESTS ENTERTAINED WITH HIS SIGNATURE, CHEERFUL "LET'S TAKE A SELFIE!" ENERGY. EVENTS INSTANTLY FEEL LIVELIER WHEN JAC IS AROUND.

HIS DEDICATION TO VIDEOGRAPHY IS EQUALLY IMPRESSIVE. WITH OVER 1,000 VIDEOS ON HIS CHANNEL, HE HAS DOCUMENTED EVERYTHING FROM DAILY LIFE IN PENANG TO F&B HIGHLIGHTS, EVENTS, AND LOCAL SERVICES, SHOWCASING HIS PASSION, CONSISTENCY, AND COMMITMENT TO HIS CRAFT.

AND OF COURSE, EVERYONE RECOGNISES JAC. HIS TALL FRAME, FAIR SKIN, AND ICONIC BLACK UNIFORM WITH A FLUORESCENT GREEN LOGO HAVE BECOME A FAMILIAR AND WELCOMING SIGHT ACROSS PENANG.

~ENGEL CHEOH
DREAM MAKERS ASIA



JAC IS THE PUREST FORM OF A REVIEWER AND INFLUENCER, AND FITS RIGHT IN TO THIS MELTING POT OF A TROPICAL PARADISE THAT IS PENANG.

JAC IS UNIQUELY SUITED TO BEING BEHIND AND IN FRONT OF A CAMERA, AND IS HAPPY TO ENGAGE WITH PENANGITES AND EXPATS ALIKE.

~SAM SHEE
HOWEI EVENTS



JAC IS A FORCE OF NATURE. HE'S ALWAYS EAGER TO DIVE HEADFIRST INTO A NEW CHALLENGE (OR PARTY) AND ALWAYS READY TO HELP OUT. HE LOVES PERFORMING AND HE LOVES PEOPLE, AND MOST OF ALL, HE LOVES TO MAKE PEOPLE LAUGH.

ON STAGE, JAC IS AT HIS BEST WHEN HIS PERSONALITY SHINES THROUGH, HIS STRENGTH BEING THE WAY HE SEES THE HUMOR IN EVERYDAY SITUATIONS. HE'S REALLY JUST NATURALLY FUNNY.

AT EVERY SHOW AND EVERY OUTING, YOU KNOW JAC WILL BE THERE, BRINGING THE ENERGY AND GROUP SELFIES TO THE PARTY.

~GARU
PENANG COMEDY



RATES



PACKAGES BEGIN AT THE "GIFTED PRODUCT" LEVEL FOR REVIEWS, AND "PAID SPONSORSHIPS" FROM \$50-500+ USD, (RM200-2000+) DEPENDING ON SCOPE. I OFFER A VARIETY OF OPTIONS INCLUDING:

- DEDICATED VIDEOS
- INTEGRATED MENTIONS
- AFFILIATE PROGRAMS
- PRODUCT GIFTS (OR RETURNABLE DEMO PRODUCTS WHEN COMBINED WITH REASONABLE COMPENSATION)

METRICS

ENGAGEMENT RATE

THIS METRIC MEASURES HOW MANY PEOPLE ARE INTERACTING WITH YOUR CONTENT. IT INCLUDES LIKES, COMMENTS, SHARES, AND OTHER FORMS OF ENGAGEMENT.

REACH

THIS METRIC MEASURES THE TOTAL NUMBER OF PEOPLE WHO HAVE BEEN EXPOSED TO YOUR CONTENT.

AUDIENCE GROWTH

THIS METRIC INDICATES HOW SUCCESSFUL YOUR SOCIAL MEDIA STRATEGY IS IN TERMS OF EXPANDING YOUR REACH TO NEW AUDIENCES.

CONVERSION RATE

THIS METRIC MEASURES HOW MANY PEOPLE ARE TAKING THE DESIRED ACTION AFTER VIEWING YOUR CONTENT. THIS COULD INCLUDE SIGNING UP FOR AN EMAIL LIST, MAKING A PURCHASE, OR DOWNLOADING AN APP.

COST PER ACQUISITION

THIS METRIC MEASURES HOW MUCH IT COSTS TO ACQUIRE A NEW CUSTOMER OR USER. THIS CAN BE AN IMPORTANT MEASURE OF RETURN ON INVESTMENT FOR SOCIAL MEDIA CAMPAIGNS.

THE METRICS MOST SUITABLE FOR YOUR BRAND ARE UNIQUE. PLEASE GET IN TOUCH TO DISCUSS HOW WE CAN WORK TOGETHER TO BEST BENEFIT YOUR BRAND.

GET IN TOUCH



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