



SIBLING THIVALRY PLAYS ON THE TERMS SIBLING RIVALRY AND SIBLINGS THRIVING, IS A PLATFORM THAT ENCOURAGES SIBLING RELATIONSHIPS - TALITHA NDIMA A SEASONED ACTRESS, VO ARTIST AS WELL AS MC, HER BROTHER ZUKO NDIMA , AN AVID RUNNER AND EVENT MC, HAVE OPENED UP VARIOUS CHANNELS ON VARIOUS SOCIAL MEDIA PLATFORMS TO START CONVERSATIONS ON HOW TO FOSTER AND ESTABLISH GOOD COMMUNICATION BETWEEN SIBLINGS AND PEOPLE IN GENERAL THAT WE COME INTO CONTACT WITH. WITH TOPICS RANGING FROM FINANCE TO RELATIONSHIPS, TO ENTERTAINMENT THE APPROACH FROM SIBLING THIVALRY TEAM IS ONE THAT IS FUNNY RELATABLE AS WELL AS THOUGHT PROVOKING AT THE SAME TIME



WHAT WE DO

CONTENT CREATION

YOUTUBE , INSTAGRAM
AND TIK TOK
CONVERSATIONS
BETWEEN SIBLINGS

INTERVIEWS

CONDUCTING
INTERVIEWS WITH
OTHER SIBLINGS AND
CONTENT CREATORS
AND SHARING
RELATIONSHIP
DYNAMICS

SIBLING THINGS

MEET AND GREETs,
GAME NIGHTS, HIKEs,
VACATIONS, EVENT
MCING

 **SPOTIFY : 12.7K**

 **YOUTUBE : 37K**

PLATFORMS

 **TIK TOK : 182.9K**

 **INSTAGRAM: 27.4K**

RATE CARD

TIK TOK

HUMOUROUS AND
LIGHT HEARTED
CONVERSATIONS

INSTAGRAM

INTAGRAM AND TIK TOK
CONVERATIONS
BETWEEN THE SIBLINGS

R5000 - R10 000

YOUTUBE

Q&A SESSIONS WITH
TOPICS RANGING FROM
ADVICE ON FINANCES
TO THOUGHTS ON
MENTAL HEALTH,
GENERAL ISSUES, LIFE
HACKS, RELATIONSHIPS
ETC

R15 000 - R25 000

MC

PRESENTING

APPEARANCE

R10 000 - R20 000



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PLATFORMS

ADVERT INSERT RATES



YOUTUBE AND SPOTIFY

Q&A SESSIONS WITH TOPICS RANGING FROM ADVICE ON FINANCES TO THOUGHTS
ON MENTAL HEALTH, GENERAL ISSUES, LIFE HACKS, RELATIONSHIPS ETC

	PER EPISODE	5 EPISODES	10 EPISODES
PRODUCT PLACEMENT	R5000	R21 250	R35 000
30 SECOND AD	R3 000	R12 700	R20 500
1 MINUTE AD	R5 000	R20 650	R35 000



SOCIAL MEDIA CONTENT (PER PLATFORM)

INSTAGRAM STATIC POST	R2,800–R6,500
INSTAGRAM REEL (15–60 SEC)	R4,800–R11,000
INSTAGRAM STORY SET (UP TO 3 FRAMES)	R1,800–R4,500
TIKTOK VIDEO	R3,800–R9,200
FACEBOOK VIDEO OR POST	R1,800–R5,500
YOUTUBE INTEGRATION (IN SIBLING THRIVALTY)	R7,500–R18,500
YOUTUBE DEDICATED VIDEO	R11,000–R27,500

EVENT HOSTING / MC RATES

EVENT MC (HALF DAY)	R7,500–R13,000
EVENT MC (FULL DAY)	R15,000–R23,000
VIRTUAL EVENT HOSTING	R5,500–R11,000
PANEL MODERATION / INTERVIEWING	R6,500–R13,000

SIBLING SHOW INTEGRATIONS

PRODUCT REVIEW (GEAR/TECH)	R3,800–R9,200
SPONSORED SEGMENT ON SIBLINGS SHOW	R7,500–R18,500
BRANDED EVENT COVERAGE (ONSITE OR VIRTUAL)	R11,000–R23,000
LIVE READS	R8,000–R15,000
SQUEEZE BACKS	R3,000–R7,000
PRODUCT PLACEMENT	R5,000–R10,000
POP-UP BANNERS	R2,500–R6,000
DESCRIPTION LINKS	R2,000–R5,000
INTRO VIDEOS	R12,000–R25,000

ADD-ONS / BUNDLES

- CONTENT BUNDLES (E.G. REEL + STORY + POST): 15–20% DISCOUNT
- USAGE RIGHTS / WHITELISTING: +50% OF BASE CONTENT RATE
- EXCLUSIVITY CLAUSE (PER BRAND CATEGORY): +30–50%



CONTACT INFORMATION

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CREATOR SNAPSHOT

SPOTIFY

MONTHLY PLAYS	66K
FOLLOWERS	12K
MONTHLY STREAMS	35K

INSTAGRAM

SUBSCRIBERS	37K
MONTHLY VIEWS	134K
WATCH HOURS	44K

INSTAGRAM

SUBSCRIBERS	27K
MONTHLY VIEWS	1.2 MIL

TIK TOK

FOLLOWERS	182.9K
MONTHLY VIEWS	1.7 MIL

FACEBOOK

FOLLOWERS	50K
MONTHLY VIEWS	1 MIL

