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CLASSICAL CONTENT
FOR A MODERN
AUDIENCE



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About

I'm an operatic tenor from Neath in Wales, and have spent the last 10 years working internationally at opera houses in Europe and beyond.

I've received awards for my contribution to opera, and have a passion for sharing the art form online.



ORGANIC REACH

My passion for storytelling has naturally lead me to creating fresh, engaging classical content.

I've built a loyal, engaged audience with strong video viewership of a growing audience who are curious about opera and classical music.

21,000 FOLLOWERS ACROSS INSTAGRAM & FACEBOOK



Clients & Collaborators



















INSTAGRAM



3.6M VIEWS
IN 180 DAYS



185K ACCOUNTS
REACHED



65% OF VIEWS FROM
NON-FOLLOWERS



UK 24%, US 15%,
GERMANY 9%,
SOUTH KOREA 4%

FACEBOOK

16K FOLLOWERS

690K VIEWS
IN 90 DAYS

170K VIEWERS

82% OF VIEWERS
ARE NON-FOLLOWERS

Branded Content

INSTAGRAM STORY
CROSS-PROMOTION



COMMISIONED
CONTENT
CREATION

Quality Attention

Classical music carries a natural association with quality.

This offers a unique opportunity for brands to build upon that association, reaching a global audience.

In a world where attention is currency, this strategy has the potential to provide audiences with the authentic, organic style of content they crave.

