



RESTAURANT MEDIA KIT

# Abby Korza

CONTENT CREATOR & RESTAURANT  
GROWTH PARTNER

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**40M**

Monthly IG views  
0% from ads

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**50+**

Restaurant collaborations  
in under one year

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**99.8%**

Non-follower reach  
always finding new audiences

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ABOUT

# Where Storytelling Meets Real Foot Traffic

Abby Korza is a multifaceted creator with over 10 years in the performing arts and two years of professional modeling in California. She has used the skills from her background to create content that is relatable, cinematic, and intentional.

Since pivoting to restaurant content creation, Abby has grown her viewership from 40K to 40 million monthly views in under a year. Her approach blends lifestyle, comedy, and UGC in a way that genuinely connects with a wider audience and brings real personality to every restaurant she works with.

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BY THE NUMBERS

|                         |                            |
|-------------------------|----------------------------|
| 40M<br>MONTHLY VIEWS    | 18.3M<br>ACCOUNTS REACHED  |
| +1,495%<br>REACH GROWTH | 99.4%<br>CONTENT VIA REELS |

CONTENT STRATEGY

Lifestyle content and comedy are consistently driving the highest reach. The food is always strategically placed within the content, naturally driving more inquiries and interest.

# Why Restaurants *Keep Coming Back*

50+

RESTAURANT COLLABS  
IN < 1 YEAR

5

ACTIVE ONGOING  
PARTNERSHIPS

99.8%

NEW AUDIENCE REACH  
(NON-FOLLOWERS)

## CONTENT THAT CONVERTS

- Comedy + lifestyle hooks that stop the scroll
- Food always strategically featured to drive curiosity
- Atmosphere, texture, and energy not just food shots
- Trend-aware hooks tuned to current algorithms
- Authentic storytelling that earns saves and shares

## WHAT YOU CAN EXPECT

- Content that reaches audiences who've never heard of you
- High-quality photos and video of food, drinks, interior & exterior
- Active comment engagement to amplify each post
- Monthly performance reporting
- Trend monitoring built into every shoot

## THE STRATEGY BEHIND THE NUMBERS

*Relatable comedy reels draw people in, the food closes them. This isn't accidental. Every video is engineered so the content is shareable, but the restaurant location and food is equally present. The result is organic reach at a scale most paid campaigns can't match, from a wider audience.*

# Three Types of Content. One Cohesive Strategy.

## VIRAL COMEDY REELS

Relatable skits and POV-style videos where your restaurant is the natural, organic setting. These drive the reach often millions of views and position your space as the "it" spot without feeling like an ad.

## LIFESTYLE / ATMOSPHERE UGC

Cinematic, high-quality captures of food, drinks, plating, and ambience. These build your visual identity and give you shareable, brand-worthy assets across every platform.

## DIRECT FOOD FEATURE REELS

Straightforward, mouth-watering food content made to drive immediate cravings and inquiry. Paired with strong hooks, these convert viewers into walk-ins.

All content is filmed on-location. Packages include high-quality photos and videos of food, drinks, interior, and exterior, delivered monthly with a performance report.

## EVERY RESTAURANT IS DIFFERENT

Abby works one-on-one with every partner to build something that genuinely fits their goals, aesthetic, and audience. Packages can always be customized. If none of these feel like the right fit, just reach out and let's figure it out together.

# Three packages. *Zero guesswork.*

## BASIC

**\$1,900 / mo**

12 Reels/TikToks · UGC photos & video · Trend monitoring · Monthly report

## STANDARD

**\$2,500 / mo**

18 Reels/TikToks · Everything in Basic · Scaled reach strategy

## PREMIUM

**\$3,900 / mo**

30 Reels/TikToks (daily) · Full UGC · Monthly platform reviews with images & video

+ Full Social Media Management add-on available for \$1,000/mo

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*Full package details included separately.*