

BRAND PARTNERSHIP PORTFOLIO

SOTIS MIKROS

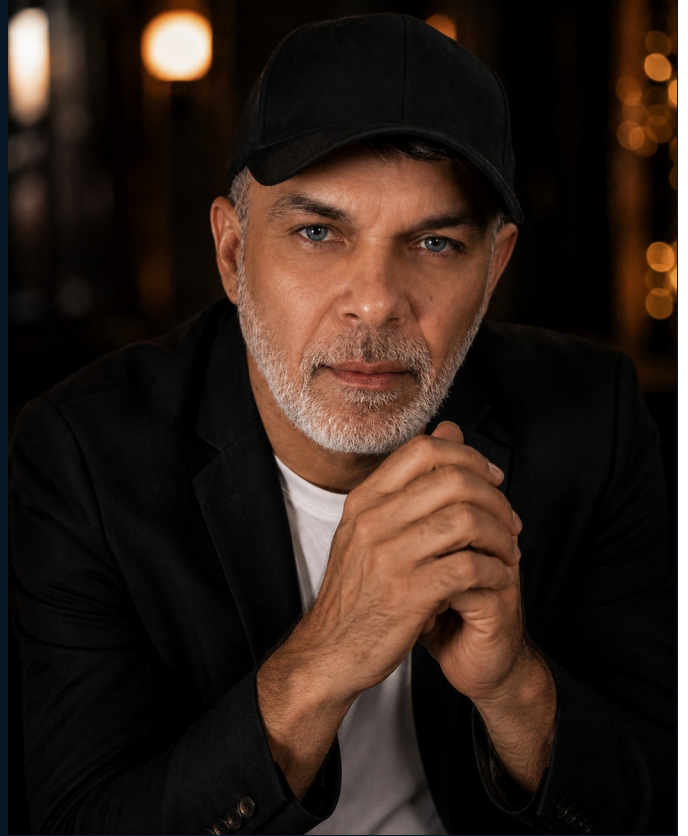
SINGER • SONGWRITER • COMPOSER • PERFORMER • DIGITAL
CREATOR

*Every brand has a story. We
give it a voice.*

Original music • Authentic performance • Cinematic
storytelling

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POSITIONING

ARTIST-LED BRAND STORYTELLING

A distinctive creative proposition built around original music, human connection and proven digital reach.

Sotis Mikros is a UK-based independent Greek singer, songwriter, composer, performer and digital creator. He combines original music, authentic live voice and cinematic production to turn a brand's identity into content people can hear, feel and remember.

196.7K

SOCIAL AUDIENCE

13.6M+

RECENT PLATFORM VIEWS

1.1M+

VISIBLE INTERACTIONS

5

CONTINENTS REACHED

MORE THAN A PLACEMENT

A collaboration can begin with one idea and develop into bespoke lyrics, original music, live performance, cinematic video and multiple campaign-ready versions — all shaped around the brand itself.

THE CORE PROPOSITION

- Original music and performance created specifically around the brand.
- Cinematic storytelling that gives the product a natural emotional role.
- Distribution through an established multi-platform community with international reach.

ARTIST

THE ARTIST STORY & GLOBAL MISSION

Greek emotion. International communication. Music without borders.



Writing poetry from an early age, Sotis Mikros has developed an extensive original catalogue and transformed it into a fast-growing body of recorded music, live vocals and digital storytelling.

His creative work is rooted in the emotional directness of Greek song — love, memory, resilience, longing and hope — while expanding through English and cross-cultural interpretations designed to connect with listeners internationally.

His mission is clear: to carry the feeling and emotional truth of Greek music across borders, languages and cultures, and to build a global community around original songs and authentic performance.

ORIGINAL VOICE	MULTI-LANGUAGE CREATION	GLOBAL AMBITION
A recognisable emotional and artistic identity.	Greek, English and adaptable international directions.	A creative path designed to travel beyond one market.

COMMERCIAL STRENGTHS

WHY WORK WITH SOTIS MIKROS

Ten commercial strengths that combine into one distinctive brand partnership proposition.

01

ORIGINAL MUSIC FOR THE BRAND A complete song, short theme or sonic identity can be created around the brand's product, values and story.

02

BESPOKE LYRICS AND CONCEPT The message becomes natural, memorable storytelling rather than a cold or conventional advertisement.

03

AUTHENTIC VOICE AND PRESENCE Sotis can perform the original work himself, becoming the real voice and human face of the campaign.

04

MUSIC AND CINEMA AS ONE STORY Sound, performance and visual production are developed together as one coherent creative work.

05

CONTENT PEOPLE CAN REMEMBER Emotion and melody help a brand become heard, felt, recognised and recalled.

WHY WORK WITH SOTIS MIKROS

06

A TRUSTED ORGANIC COMMUNITY The audience relationship was built through consistent personal communication, replies and genuine connection.

07

MULTI-LANGUAGE AND GLOBAL FLEXIBILITY Creative concepts can be adapted for different languages, cultures, markets and campaign objectives.

08

ONE CONCEPT, MULTIPLE USES A central idea can become a full song, cutdowns, social videos, instrumental versions, live versions and event content.

09

NO CATEGORY LIMITATIONS Suitable products, services, places, experiences and corporate stories can all become a tailored creative concept.

10

END-TO-END CREATIVE DELIVERY Idea, lyrics, music, performance, recording, cinematic production, platform adaptation and publication can be connected in one workflow.

WHY SOTIS MIKROS?

Because he does not simply promote a brand — he gives it its own voice, music and story, bringing it to life through authentic performance and cinematic storytelling for an international community built organically on trust.

COMMUNITY

ORGANIC GROWTH THROUGH GENUINE CONNECTION

A community that knows the artist, speaks with him and returns because the relationship feels personal.



For more than two years, Sotis has treated the people who follow him as friends rather than anonymous numbers. He reads their messages, joins conversations and makes a genuine effort to respond personally to as many comments and messages as possible.

That consistency created trust, loyalty and meaningful engagement. The community and channel growth were built predominantly organically, before limited recent promotional testing began.

WHAT THIS MEANS FOR A PARTNER

A brand message is not simply placed in front of an audience. It enters an existing relationship built on familiarity, emotion and trust.

♦10,121

FACEBOOK NET FOLLOWERS

875.6K

FACEBOOK INTERACTIONS

19.1K

TIKTOK SHARES

82.7%

IG NON-FOLLOWER VIEWS

ANALYTICS

DIGITAL IMPACT AT A GLANCE

Verified native-platform results captured 4 August 2026.

122,619 FACEBOOK FOLLOWERS	56,869 TIKTOK FOLLOWERS	7,604 INSTAGRAM FOLLOWERS	9,573 YOUTUBE SUBSCRIBERS
9.68M FACEBOOK VIEWS	2.1M TIKTOK VIEWS	792K INSTAGRAM VIEWS	1.08M YOUTUBE VIEWS

PLATFORM ROLES

- **Facebook:** Scale, interaction and long-term community depth.
- **TikTok:** Algorithmic discovery, search reach and active sharing.
- **Instagram:** High non-follower discovery through Reels.
- **YouTube:** Watch time, repeat listening and catalogue depth.

DATA NOTE

Combined totals use different native reporting windows of approximately 60–90 days. They are presented as a current scale indicator, not as one unified measurement. Historical growth was predominantly organic; recent paid campaign tests are treated separately.

FACEBOOK

FACEBOOK — SCALE, INTERACTION & COMMUNITY DEPTH

Latest 90 days: 6 May–3 August 2026

Total followers	122,619
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Views	9,682,725
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Interactions	875,639
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3-second views	3,519,507
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1-minute views	158,121
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Watch time	1,042 days 13 hours
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Net followers	+10,121
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Profile visits	130,950
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Reels share of views	94.2%
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Non-follower views	59.4%
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Follower views	40.6%
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DISCOVERY & AUDIENCE DATA

Discovery: Reels 52% • Feed 39% • Page 3.6% • Other 2.2% • Stories 1.9% • Groups 1.2%

Age data: 18–24 0.8% • 25–34 5.3% • 35–44 13.9% • 45–54 26.2% • 55–64 29.1% • 65+ 24.7%

Countries: Greece 28.9% • United States 22.1% • Germany 9.5% • United Kingdom 8.7% • Bulgaria 7.1% • Other 23.8%

Cities: Athens 20% • Melbourne 14.5% • Sydney 11.8% • London 10% • Sofia 10% • Other 33.6%

Selected top content by views: 613,913 • 486,296 • 464,220 • 252,167 • 190,190

COMMERCIAL SIGNAL

Facebook combines large-scale reach with substantial interaction, repeat viewing and discovery beyond the existing follower base.

TIKTOK

TIKTOK — ALGORITHMIC DISCOVERY & ACTIVE SHARING

Last 60 days ending 3 August 2026

Video views	2.1M
Profile views	17.2K
Likes	133.1K
Comments	8.2K
Shares	19.1K
Total viewers	987K
New viewers	629.6K
Followers	56,869
Net follower growth	+5.4K

DISCOVERY & AUDIENCE DATA

Traffic sources: For You 71.4% • Search 17.1% • Personal profile 8.9% • Following 1.8% • Sound 0.8%

Viewer data: Female 66% • Male 33% • Other 1% | Ages: 18–24 5.5% • 25–34 18.2% • 35–44 20.5% • 45–54 27.4% • 55+ 28.4%

Viewer countries: Greece 48.7% • Tanzania 8.8% • Bulgaria 7.1% • Cyprus 6.7% • Romania 4.8% • Israel 2.9% • Germany 2.2% • Georgia 1.8% • Kenya 1.7% • UAE 1.1% • Other 14.2%

Follower data: Female 60% • Male 40% | Ages: 18–24 8.5% • 25–34 26.2% • 35–44 25.4% • 45–54 23.4% • 55+ 16.5%

Follower locations: Greece 13.2% • Tanzania 8.9% • Romania 3.6% • Kenya 3.2% • US 3.1% • Germany 2.8% • UAE 2.6% • Cyprus 2.5% • Bulgaria 2.4% • Indonesia 2.4% • Other 55.3%

COMMERCIAL SIGNAL

The combination of For You discovery, search traffic and 19.1K shares demonstrates content that travels through active audience behaviour.

INSTAGRAM

INSTAGRAM — NON-FOLLOWER DISCOVERY THROUGH REELS

Latest 90 days

Views	792,419
Accounts reached	330,208
Interactions	77,361
Accounts engaged	31,599
Profile visits	11,384
Followers	7,604
Non-follower views	82.7%
Follower views	17.3%
Reels share of views	98.2%
Non-follower interactions	58%
Follower interactions	42%
Reels share of interactions	97.4%

TOP CONTENT SNAPSHOT

Top content: 298K views / 25.6K interactions • 117K / 11.2K • 23.7K / 2.4K • 13.8K / 1K • 11.2K / 1.1K

COMMERCIAL SIGNAL

82.7% of views came from non-followers, showing that the creative work introduces the artist — and potential partners — to audiences beyond the existing community.

YOUTUBE — WATCH TIME, REPEAT LISTENING & CATALOGUE DEPTH

Latest 90 days: 6 May–3 August 2026

Views	1,080,991
Watch time	35,790.5 hours
Unique viewers	292.8K
Returning viewers	30.4K
Net subscribers	+1,677
Current subscribers	9,573
Official artist channel share	84%
Other channels using music	16%

AUDIENCE DATA

Gender data: Female 60.5% • Male 39.5%

Age data: 13–17 4.1% • 18–24 2.0% • 25–34 10.8% • 35–44 17.4% • 45–54 26.4% • 55–64 21.0% • 65+ 18.3%

Countries: Greece 44.8% • United States 7.2% • Germany 5.6% • Bulgaria 4.3% • Cyprus 3.6%

Cities: Athens 146.5K views • Thessaloniki 61K • Sofia 20K • Limassol 13.8K • Sydney 11.5K

TOP CONTENT

TITLE	VIEWS	AVG %
Με αγάπη και σεβασμό προς όλους σας.	108,891	75.1%
Stay with me after midnight	99,653	78.8%
Tamally Ma'ak	79,984	61.7%
ΚΑΡΔΙΑ ΜΟΥ ΣΕ ΑΓΑΠΩ	73,624	67.7%
Η ΖΩΗ ΕΙΝΑΙ ΣΤΙΓΜΕΣ	59,434	77.3%
Αχ αγάπη μου (Ya Habibi)	51,956	73.9%
Σε Ζητάω... Ya Rouhi	43,970	74.3%
Hold me Closer Tonight	30,823	72.4%
ΑΝ ΕΙΝΑΙ ΑΓΑΠΗ	15,137	72.3%
ΗΡΘΕ Η ΩΡΑ	13,267	74.1%

GLOBAL REACH

INTERNATIONAL AUDIENCE & GLOBAL REACH

A creative presentation based on the Spotify Streams Map supplied by the artist team.



The blue territories represent the international footprint visible in the original Spotify Streams Map. The artwork is used as a creative visual summary; detailed country performance remains supported by the native platform analytics presented in this portfolio.

WHAT WE CAN CREATE FOR A BRAND

Each collaboration begins with the identity, objective and story of the partner — never with a preset category list.



Original brand song

A complete song written and performed specifically for the company, product, service or campaign.

Live performance

A genuine vocal performance for a campaign film, launch, corporate event or digital premiere.

Direct-to-community content

Personal studio, acoustic or spoken content that connects the brand to an existing trusted relationship.

Multi-language adaptation

Creative versions designed for different languages, markets and cultural directions.

Short theme or sonic identity

A recognisable musical idea for adverts, launches, recurring content or branded moments.

Cinematic branded film

A story-led visual production that integrates the product naturally into music and emotion.

Multi-platform versions

Reels, TikTok, Shorts, Stories, feeds, longer edits, instrumental cuts and event-ready formats.

Product and experience storytelling

Flexible concepts for products, services, destinations, venues, technologies and experiences.

CUSTOM MUSIC

ORIGINAL MUSIC CREATION

From the first idea to a campaign-ready song and performance.



01

BRAND DISCOVERY

Understand the identity, objective, message, audience and desired emotion.

02

CONCEPT & LYRICS

Develop the story, lyrical direction, hook and creative angle.

03

MUSIC & PERFORMANCE

Compose, arrange and record the original work with Sotis's authentic voice.

04

VISUAL PRODUCTION

Translate the music into cinematic, platform-native storytelling.

05

CAMPAIGN VERSIONS

Create tailored lengths, formats, languages and usage-ready deliverables.

ONE IDEA — MANY DELIVERABLES

Full song • short advert cut • instrumental • live version • social cutdowns • event version • multilingual adaptation

CREATIVE TEAM

CREATIVE PRODUCTION PARTNERSHIP

Original music and performance strengthened by cinematic digital visual production.

Since 2026, Sotis Mikros has expanded his creative collaboration with Stella Batzy, a recognised CapCut creator and digital visual storyteller. The partnership combines Sotis’s original music, voice and artist identity with Stella’s creative direction, cinematic editing instincts, AI-assisted visual development and platform-native short-form production.

A CONNECTED WORKFLOW

The partner can move from brief to concept, original music, performance, visual direction, final edit and platform-ready delivery through one coordinated creative process.

PRACTICAL CAMPAIGN WORKFLOW

01 Brief and objectives	02 Creative concept	03 Lyrics and music
04 Performance and recording	05 Visual direction and production	06 Platform versions and delivery

WORKING PRINCIPLE

Every proposal is tailored around deliverables, production requirements, platform mix, usage rights, territory, exclusivity and campaign duration.

SELECTED MUSIC, PERFORMANCE & PROOF

A growing original catalogue across Greek, English and cross-cultural releases.

SELECTED CATALOGUE

- Love in a Greek Key — English album
- Stay with me after midnight
- Hold Me Closer Tonight
- River of Desire
- ΚΑΡΔΙΑ ΜΟΥ, Σ' ΑΓΑΠΩ
- Η ΖΩΗ ΕΙΝΑΙ ΣΤΙΓΜΕΣ
- Tamally Ma'ak
- Αχ αγάπη μου (Ya Habibi)
- Σε Ζητάω... Ya Rouhi

LISTEN

[Spotify](#)

[Apple Music](#)

[Amazon Music](#)

[Bandcamp](#)

[SoundCloud](#)

SELECTED VIDEO LINKS

[Tamally Ma'ak](#)

[Stay with me after midnight](#)

[Σε Ζητάω... Ya Rouhi](#)

[Η ΖΩΗ ΕΙΝΑΙ ΣΤΙΓΜΕΣ](#)

[Καλημέρα Ζωή Μου — acoustic at the lake](#)

PROOF OF PERFORMANCE

- Multiple recent videos reached tens of thousands of views across long-form and short-form formats.
- Strong average viewing percentages on selected YouTube songs demonstrate deeper attention than a simple impression.
- Top Facebook and Instagram content shows that emotional music-led ideas can scale across platforms.
- Discovery beyond followers is visible on Facebook, Instagram and TikTok.

LET'S CREATE SOMETHING MEMORABLE

PARTNERSHIP VISION & CONTACT

Every collaboration is designed individually around the partner's identity, audience and campaign objective.

Sotis Mikros is building an international emotional connection around original music, authentic voice and cinematic storytelling. The next step is to create meaningful partnerships in which a brand is not merely shown — it is given a voice, a musical identity and a story people can remember.

SOTIS MIKROS

Singer • Songwriter • Composer • Performer • Digital Creator



SPOTIFY



YOUTUBE



INSTAGRAM



TIKTOK

sotismikros1@gmail.com

Facebook • YouTube • Instagram • TikTok

YOUR BRAND WILL NOT SIMPLY BE SEEN. IT WILL BE HEARD, FELT AND REMEMBERED.

Analytics captured from native platform dashboards on 4 August 2026.