

BRAND PARTNERSHIP PORTFOLIO

SOTIS MIKROS

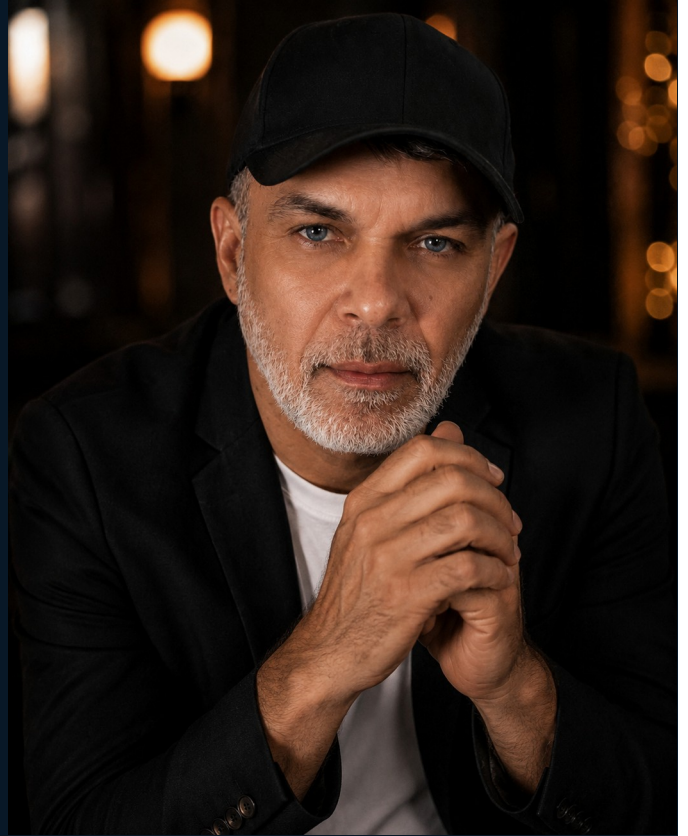
SINGER • SONGWRITER • COMPOSER •
PERFORMER • DIGITAL CREATOR

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

Product storytelling • Original music •
Authentic performance • Cinematic
content

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POSITIONING

ARTIST-LED BRAND & PRODUCT STORYTELLING

A distinctive creative proposition built around authentic creator presence, product storytelling, original music 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.

214K COMBINED DIGITAL AUDIENCE	57M 2026 VIEWS • FB / TT / YT	3.29M FACEBOOK INTERACTIONS	14.5K COMMUNITY MEMBERS
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214K includes the 14.5K Community members shown here; audiences may overlap.

MORE THAN AN ENDORSEMENT

A collaboration can begin with a product, service or campaign objective and develop into authentic creator content, natural product integration, cinematic video, original music, live performance and multiple campaign-ready versions — all shaped around the partner itself.

THE CORE PROPOSITION

- Product-led creator content and natural on-camera integration built around the brand objective.
- Cinematic storytelling, performance and — when useful — original music that give the product a natural emotional role.
- Multi-platform distribution through an established international community with strong discovery beyond existing followers.

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

A recognisable emotional and artistic identity.

MULTI-LANGUAGE CREATION

Greek, English and adaptable international directions.

GLOBAL AMBITION

A creative path designed to travel beyond one market.

BRAND ALIGNMENT — THE PERSON BEHIND THE ARTIST

BACKGROUND & IDENTITY

Greek-born and UK-based, Sotis has built an independent catalogue and audience around original music, live voice, self-directed creative work and direct personal connection.

VALUES

Authenticity, respect, loyalty, creativity and human connection shape both the work and the way he communicates with his audience.

LIFE & INTERESTS

Family-oriented and creatively hands-on, with strong interests in music production, visual storytelling, creator technology, travel and cross-cultural experiences.

PRODUCT PARTNERSHIP FIT

A natural fit for grooming, menswear and accessories, creator/audio technology, travel and hospitality, lifestyle products, services and experience-led campaigns.

COMMERCIAL STRENGTHS

WHY WORK WITH SOTIS MIKROS

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

01

PRODUCT STORYTELLING & NATURAL INTEGRATION A product can be used, worn, demonstrated or featured naturally inside studio, lifestyle, performance or creator-led content.

02

ORIGINAL MUSIC & SONIC IDENTITY A complete song, short theme or recognisable sound can be created around the product, values, launch or campaign.

03

AUTHENTIC VOICE & ON-CAMERA PRESENCE Sotis can speak, perform and present as himself, giving a campaign a credible human face rather than a detached advert.

04

BESPOKE CREATIVE CONCEPTS Hooks, scripts, lyrics, visual ideas and story angles are developed around what the brand needs people to feel, understand or remember.

05

CONTENT PEOPLE CAN REMEMBER Emotion, personality, melody and cinematic visuals help a product become seen, 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 & 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 hero video, Reels, TikToks, Shorts, Stories, stills, live content, event assets and music-led versions.

09

CATEGORY FLEXIBILITY Natural fits include grooming and fragrance, menswear and hats, creator/audio technology, travel and hospitality, lifestyle products, services and experiences.

10

END-TO-END CREATIVE DELIVERY Concept, script, music where needed, performance, product integration, recording, cinematic production, platform adaptation and publication can be connected in one workflow.

WHY SOTIS MIKROS?

Natural product presentation • memorable campaigns • trusted global audience.

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.

The Facebook group Sotis Mikros-Music Community. extends this relationship through shared music and conversation. Its approximately 14,500 members form a distinct community alongside the main artist accounts.

WHAT THIS MEANS FOR A PARTNER

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

14.5K

GROUP MEMBERS

520.9K

GROUP VIEWERS

34.3K

GROUP COMMENTS

160K

GROUP REACTIONS

WHY THIS MATTERS FOR PRODUCT PARTNERS

When Sotis features a product, the strongest result comes from something he can genuinely use, wear, talk about or integrate into studio, performance, travel or everyday creator content. That makes the collaboration feel native to the relationship rather than like an interruption.

Community activity: 1 January–5 September 2026. Members: 7 September snapshot. Reactions include reactions to comments. Group membership may overlap with followers.

ANALYTICS

DIGITAL IMPACT AT A GLANCE

Verified native-platform results captured 7 September 2026.

123,484 FACEBOOK FOLLOWERS	57K TIKTOK FOLLOWERS	9,201 INSTAGRAM FOLLOWERS	9,841 YOUTUBE SUBSCRIBERS
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39.42M FACEBOOK VIEWS	14.9M TIKTOK VIEWS	801.8K INSTAGRAM VIEWS • 90 DAYS	2.69M YOUTUBE VIEWS
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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

2026 activity: 1 January-6 September; Community through 5 September.

Instagram: latest 90 days. Followers / members: 7 September 2026 snapshot.

Figures rounded. The 214K total includes 14.5K Community members; audiences may overlap and are not unique people. 57M views cover Facebook, TikTok and YouTube only.

214K

COMBINED DIGITAL AUDIENCE

199.5K account followers / subscribers + 14.5K Community members

Community members are included in 214K. Audiences may overlap.

7 September 2026 snapshot. Rounded figures; not unique people.

FACEBOOK

FACEBOOK — SCALE, INTERACTION & COMMUNITY DEPTH

2026 to date: 1 January–6 September

Current followers	123,484
Views	39,416,198
Interactions	3,292,601
Reactions	2,136,070
Comments	240,566
Shares	121,803
Reels share of views	95.4%
Non-follower views	67.5%

CORE AUDIENCE

Audience snapshot: 7 September 2026. Main professional profile: Sotirios Mikromastoris.

Core ages: 45–54 25.9% • 55–64 29.1% • 65+ 25.3%

Top countries: Greece 28.9% • United States 22.1% • Germany 9.3% • United Kingdom 8.7% • Bulgaria 7.1%

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

2026 to date: 1 January–6 September

Video views	14.9M
Profile views	110.7K
Likes	897K
Comments	43.2K
Shares	127.3K
Current followers	57K

CORE AUDIENCE

Follower snapshot: 7 September 2026. TikTok displays rounded counts.

Gender: Female 60% • Male 40%

Core ages: 25–34 25.8% • 35–44 25.4% • 45–54 23.7%

Top countries: Greece 13.2% • Tanzania 9.0% • Romania 3.6% • Kenya 3.2% • United States 3.1%

Additional markets: Germany 2.8% • United Arab Emirates 2.6% • Cyprus 2.6% • Bulgaria 2.4%

COMMERCIAL SIGNAL

With 14.9M views and 127.3K shares in 2026 to date, TikTok demonstrates video exposure supported by active audience response.

INSTAGRAM

INSTAGRAM — NON-FOLLOWER DISCOVERY THROUGH REELS

Latest 90 days • captured 7 September 2026

Views	801,779
Viewers	333,178
Interactions	72,131
Accounts engaged	29,102
Profile visits	10,143
Current followers	9,201
Non-follower views	81.7%
Reels share of views	98.2%

REPORTING PERIOD

Instagram figures cover the latest available 90-day window. They are presented separately from the 2026 year-to-date totals.

COMMERCIAL SIGNAL

81.7% of views came from non-followers, showing that the creative work reaches audiences beyond the existing follower base.

YOUTUBE

YOUTUBE — WATCH TIME, REPEAT LISTENING & CATALOGUE DEPTH

2026 to date: 1 January–6 September

KEY METRICS		TOP CONTENT • ENGLISH TITLES		
Views	2,694,236	TITLE	VIEWS	AVG %
Watch time	71,648 hours	Until the Heart Breaks — 15 Choruses	365,656	58.7%
Core audience	45–64: 47.8%	Stay with me after midnight	162,679	78.1%
Female audience	61.4%	With love and respect to you all	113,501	75.6%
Male audience	38.6%	Tamally Ma'ak / Always With You	104,306	61.6%
Current subscribers	9,841	Love in a Greek Key — 8 Choruses	92,308	67.2%
Official artist channel share	92%	Oh My Love — Ya Habibi	86,897	69.5%
Other channels using music	8%	Life Is Made of Moments	82,781	73.8%
AUDIENCE DATA Core ages: 45–54 25.2% • 55–64 22.6% • 65+ 21.1% Top countries: Greece 40.1% • US 5.8% • Germany 5.5% • UK 4.4% • Bulgaria 4.4%		My Heart, I Love You	78,022	68.1%
		Good Morning, the Day Is Yours	58,212	66.7%
		I Long for You — Ya Rouhi	50,191	74.0%
COMMERCIAL SIGNAL — 71,648 watch hours demonstrate sustained listening. YouTube totals include the official artist channel and other channels featuring the music.				

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.

AUDIENCE FOOTPRINT — PARTNER VALUE

GREECE & CYPRUS Strong native cultural connection and core-language relevance.	US, UK & GERMANY Established international reach across key diaspora and brand markets.	AUSTRALIA & BEYOND Audience signals in Melbourne, Sydney and other international cities.	LOCALISABLE CREATIVE Campaigns can be adapted by language, market, format and cultural direction.
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BRAND CAPABILITY

WHAT WE CAN CREATE FOR A BRAND OR PRODUCT

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



Product-integrated creator content

Authentic use, wear, demonstration or recommendation built naturally into studio, lifestyle or performance content.

Lifestyle & product storytelling

Short-form or longer creator content that gives the product a believable role in the artist's world.

Direct-to-community content

Personal studio, acoustic, spoken or behind-the-scenes content that connects the partner to an existing trusted relationship.

Multi-language adaptation

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

Original brand song / sonic identity

A complete song, short theme or recognisable sound for adverts, launches, recurring content or branded moments.

Cinematic branded film

A story-led visual production that integrates the product naturally into performance, atmosphere and emotion.

Multi-platform campaign versions

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

Live, launch & event content

Performance, appearance, launch, venue, destination or event material created around the partnership objective.

EXAMPLE PARTNERSHIP CATEGORIES

Grooming & fragrance • menswear & accessories • creator/audio tech • travel & hospitality • food & lifestyle • venues, destinations, services & 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 campaign-ready deliverables.

ONE IDEA — MANY DELIVERABLES

Full song • short advert cut • live version • social cutdowns • event version • multilingual adaptation • product-focused creator cuts

MUSIC IS OPTIONAL

A product partnership can be creator-led on its own, with original music added only when it strengthens the campaign.

CREATIVE TEAM

CREATIVE PRODUCTION PARTNERSHIP

Creator-led product storytelling, 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 voice, artist identity, creator presence and original music with Stella’s creative direction, cinematic editing instincts, AI-assisted visual development and platform-native short-form production — including product-led concepts and branded social assets.

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.

PRODUCT CAMPAIGN OPTIONS

CREATOR-LED PRODUCT STORY Authentic use, demonstration, styling or recommendation integrated into a believable creator routine.	CINEMATIC PRODUCT FILM The product becomes part of a visual story led by performance, mood, setting and brand identity.	CAMPAIGN ROLLOUT One hero idea adapted into platform-specific cuts, languages, captions, launch assets and event-ready versions.
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MUSIC & PROOF

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
- My Heart, I Love You (ΚΑΡΔΙΑ ΜΟΥ, Σ' ΑΓΑΠΩ)
- Life Is Made of Moments (Η ΖΩΗ ΕΙΝΑΙ ΣΤΙΓΜΕΣ)
- Tamally Ma'ak
- Oh My Love — Ya Habibi (Αχ αγάπη μου)
- I Long for You — Ya Rouhi (Σε Ζητάω...)

LISTEN

[Spotify](#)

[Apple Music](#)

[Amazon Music](#)

[Bandcamp](#)

[SoundCloud](#)

SELECTED VIDEO LINKS

[Tamally Ma'ak / Always With You](#)

[Stay with me after midnight](#)

[I Long for You — Ya Rouhi \(Σε Ζητάω...\)](#)

[Life Is Made of Moments \(Η ΖΩΗ ΕΙΝΑΙ ΣΤΙΓΜΕΣ\)](#)

[Good Morning, My Life \(Καλημέρα Ζωή Μου\) — 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.

CONTENT THEMES & BRAND FIT

EMOTION & STORY

Love, memory, resilience, hope and human connection create a strong emotional storytelling base.

STYLE & PRESENCE

Studio, acoustic, cinematic, live, travel and lifestyle settings give brands multiple visual worlds to work within.

BRAND USE

Soundtrack, product integration, creator endorsement, campaign films, launches, events and social-first assets.

LET'S CREATE SOMETHING MEMORABLE

PARTNERSHIP VISION & CONTACT

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

Sotis Mikros is building an international emotional connection around authentic voice, creator presence, original music and cinematic storytelling. The next step is meaningful partnerships in which a product can be used and presented naturally, or a brand can be given a complete creative identity and 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.

Native analytics verified 7 September 2026. Reporting periods are stated beside each platform.

**OPEN TO: PRODUCT • LIFESTYLE • GROOMING • MENSWEAR • CREATOR
TECHNOLOGY • TRAVEL & HOSPITALITY • MUSIC & EVENTS**