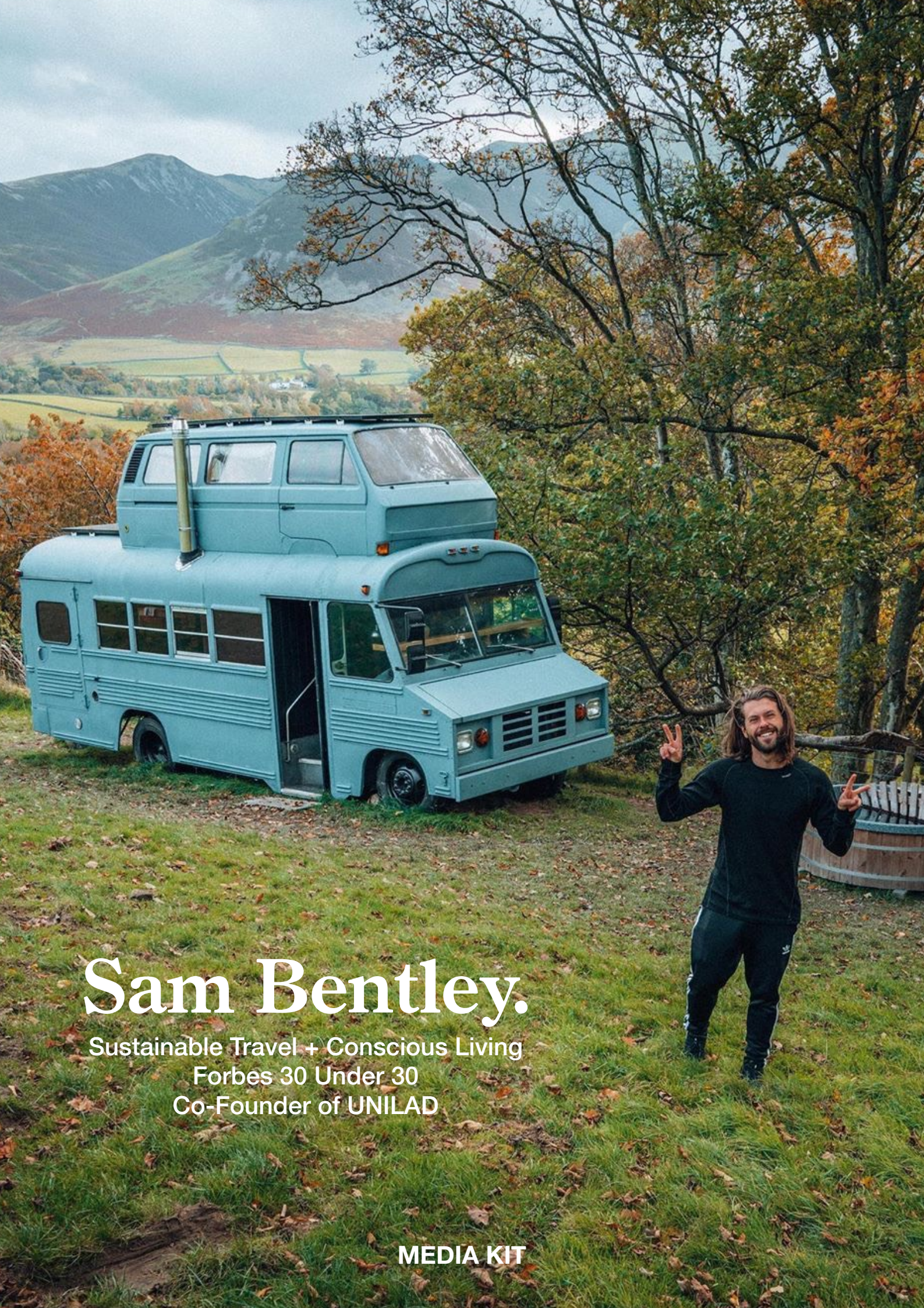


Sam Bentley.

Sustainable Travel + Conscious Living
Forbes 30 Under 30
Co-Founder of UNILAD

MEDIA KIT

About Sam.

Sam co-founded UNILAD and **grew a small Facebook page from his bedroom** in Birmingham, into one of **the biggest social media companies in the world** with over **60 million fans**, **1 billion video views** every month and 200 staff, all with no investment.

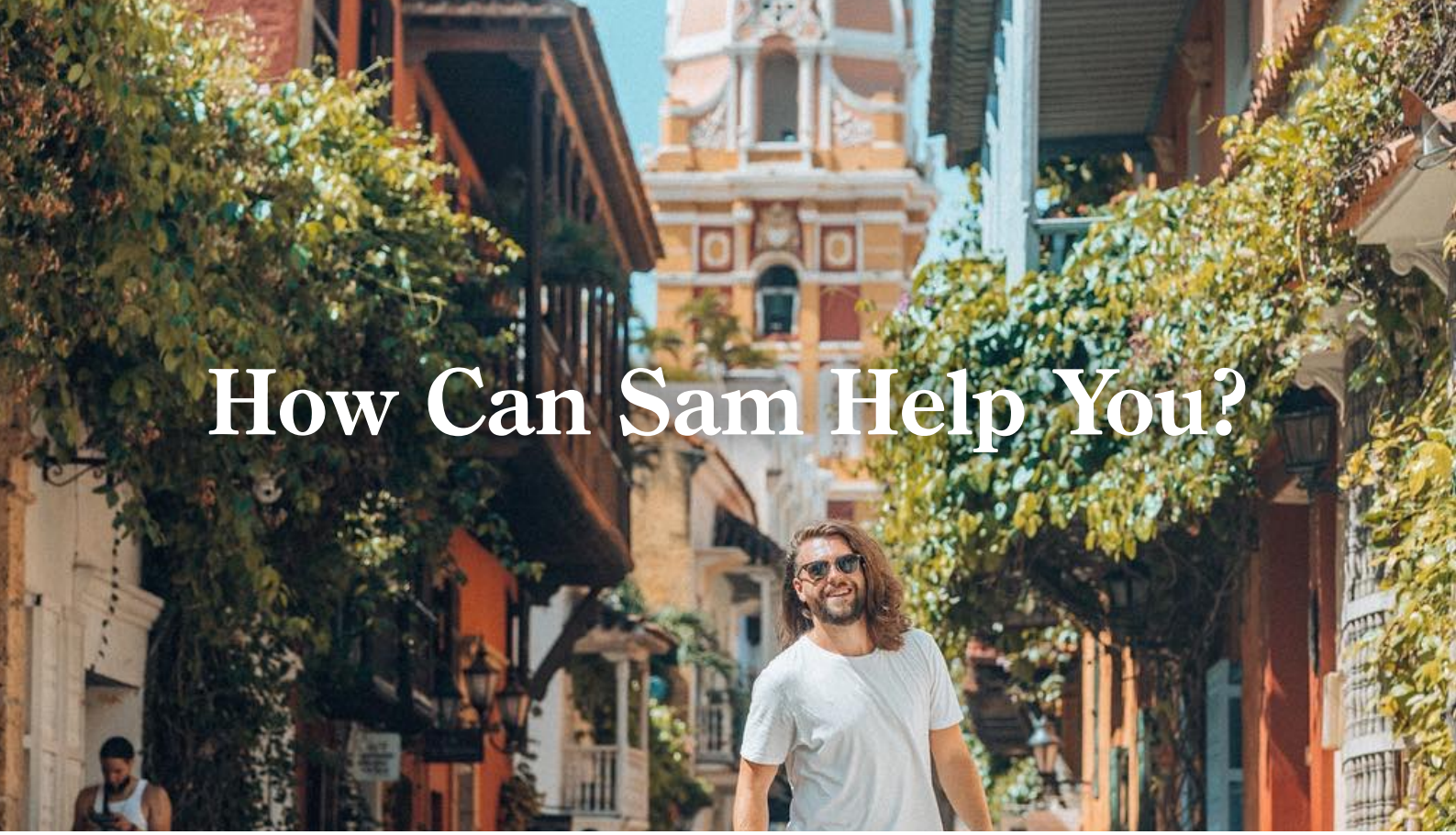
Sam has played a key part in clocking up **record breaking stats across major social platforms**, which in turn has caught the attention of media awards from The Drum and Digiday. This proven experience enables him to tailor his content towards your brand objectives, whilst also ensuring that it remains aesthetically pleasing

He was awarded a place on the **Forbes 30 Under 30** list in 2017.

In 2016, Sam launched UNILAD Adventure, which **within 2 years, had over 6 million fans**, was the **most viewed travel channel on social media** receiving over 100 million video views a month, and **won the Digiday Award for the Best New Brand** in Europe.

It is through growing UNILAD Adventure that he **discovered his passion for travel**, and how to use travel content to create a greater appreciation for nature, wildlife, and cultures around the world.

Moving on from UNILAD, he is looking to continue to **pioneer social video content,** focusing on creating content about **sustainable travel** and **quirky places to stay**



How Can Sam Help You?

Create Content For You.
With record breaking statistics on social media content he's worked on and nominations for the Best Use of Content on a Social Platform, Sam can help you create content perfectly tailored for your social media platforms, whether it's photo or video.

Distribute Your Content.
Through Sam's growing and highly engaged community, Sam can distribute content showcasing your brand onto his social platforms and website.

Social Media Consultancy.
Sam can analyse your social platforms and help implement strategies that he used to create the most engaged social media channels in the world.

Brand Ambassador.
Sam can become an ambassador for your brand, forging a long term partnership and authentically marketing your brand to his audience.

Instagram.

14.6k
Followers

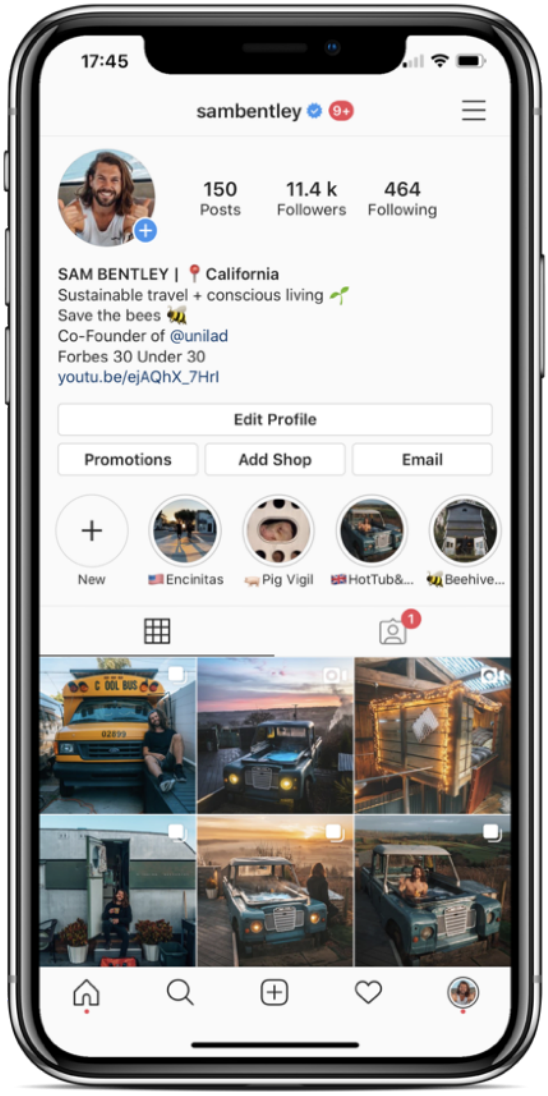
11%
Average Engagement Rate

1k+
Average Story Views

7k+
Average Post Reach

1k+
Average Likes

70+
Average Comments



Audience demographic.

Gender	Country	Age
62% Women	**29%** UK	**50%** 25-34
38% Men	**22%** US	**24%** 18-24

Stats from Hypeauditor/
Instagram Insights

TikTok.

Verified account

68,600
Followers

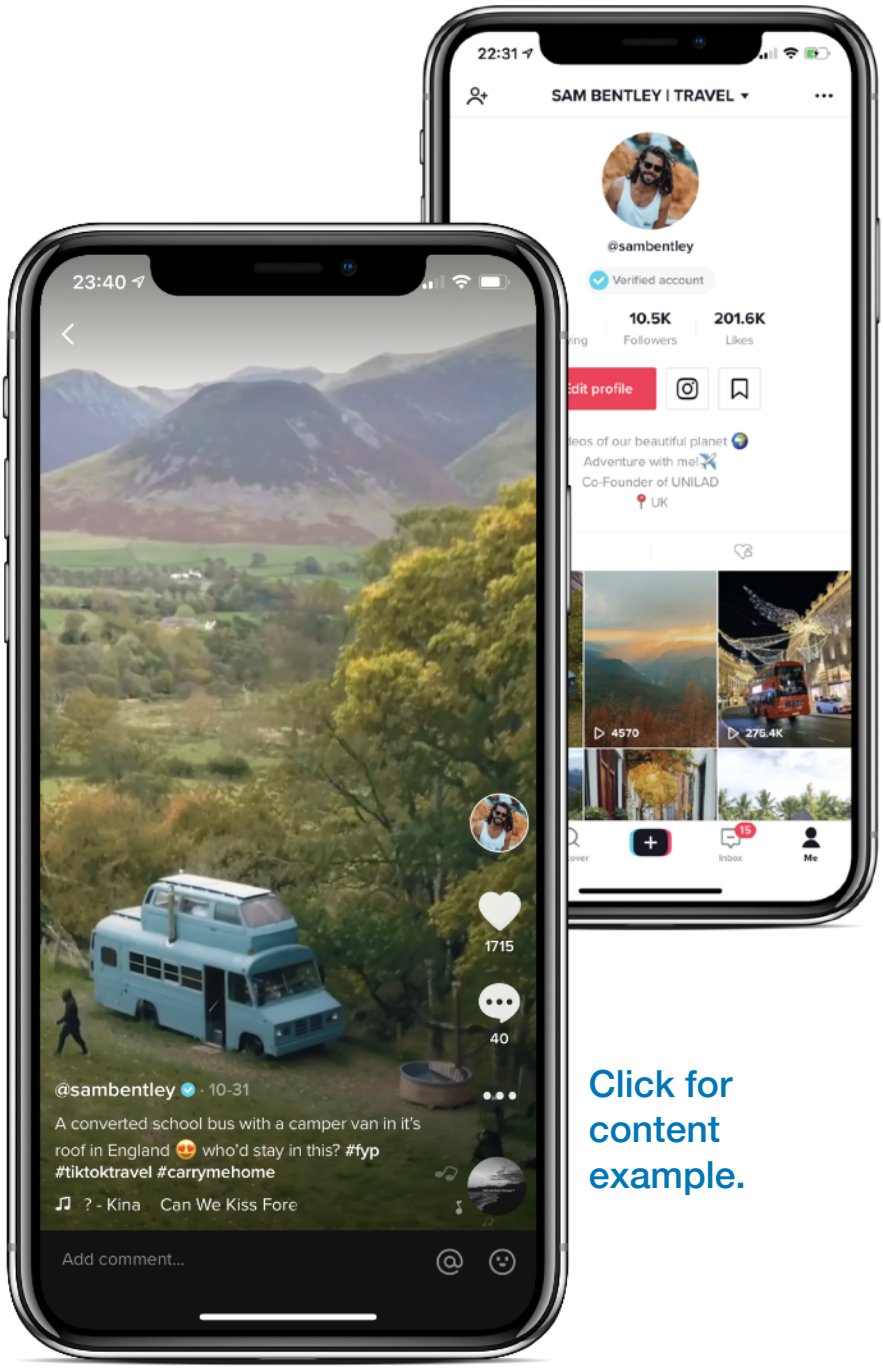
1,000,000+
Monthly Video Views

5,000+
Average Post Likes

1,700,000+
Likes

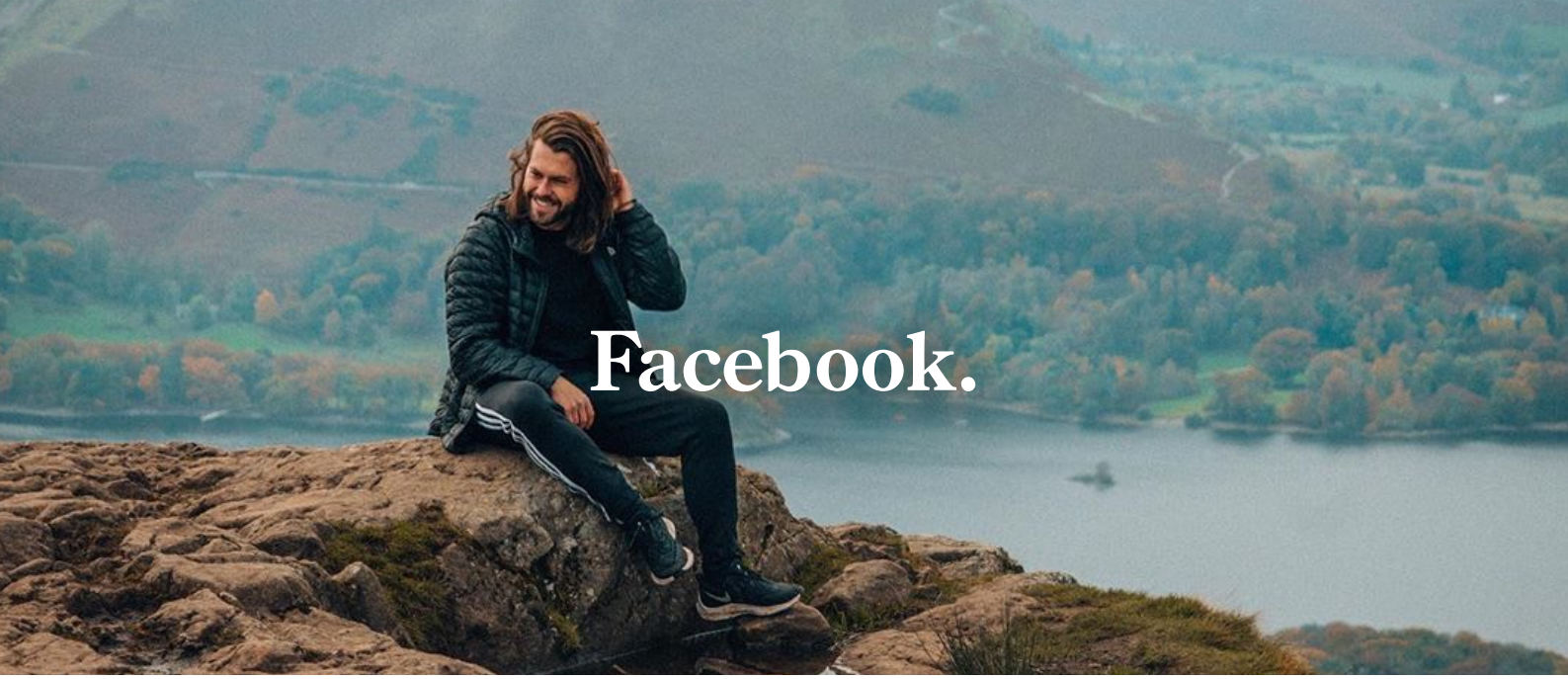
Audience demographic.

Gender		Country	
74%	Women	**60%**	UK
26%	Men	**10%**	US



Click for content example.

Stats from Aug 2020 TikTok



Facebook.

43,000
Followers

80,000
Average Video Views

1k+
Average Engagements Per Video

90,000+
Average Post Reach

300+
Average Shares

50+
Average Comments

Audience demographic.

Gender	Country	Age
80% Women	**44%** UK	**48%** 25-34
20% Men	**14%** US	**26%** 18-24

Click for content example.

Stats from Facebook Insights
March 2020

25,200
Followers

500,000+
Monthly Video Views

1,000+
Average Post Likes

100+
Average Post Comments

Audience demographic.

UK, US

Click for content example.

Stats from Oct-Nov 2020
LinkedIn

Who's Sam Worked With?

Royal Caribbean International

VisitBritain

virgin atlantic

contiki

MÖVENPICK HOTELS & RESORTS

Visit Scotland™

Las Vegas

oppo

FOR THE LOVE of TRAVEL

Four Seasons Hotels and Resorts

visit.brussels

the seychelles islands another world

HONDA

Red Bull®

Case Study.

VisitBritain

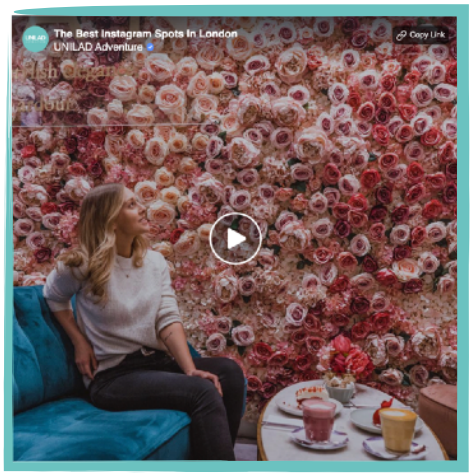
Client Brief: Showcase alternative activities in Britain around popular tourist hotspots
Campaign Date: March 2018

According to a study in 2017, the 'instagrammability' of a location was the most important factor for millennials choosing a holiday destination. Using the data from this study, I created a social video series called 'Roam for the Gram' which explored the most instagrammable places in a city. As part of the campaign, my team and I created an episode on the most instagrammable spots in London.

The show was designed differently for each social network it was published on to ensure that it was tailored to how the audience digest content on each platform.

Campaign Target: 1 million views
Campaign Result: 3 million views

YouTube Campaign Video



Facebook Campaign Video

Instagram Story Campaign

Contact Sam.

sam@sambentley.co.uk
sambentley.co.uk

Press.

facebook for business Forbes Manchester Evening News METRO