



LAUNCH MEDIA KIT | May – June 2026

The Bucket List Buddy

*Viral travel storytelling, cinematic production,
and bucket-list adventures.*

Created by Alex Black – filmmaker, travel creator, and founder of AlexBlackVideo SAS. We partner with hotels, resorts, destination brands, events, weddings, and long-form adventure projects to tell stories that inspire and drive results.

9,023,954

Views in 60 days

5,561,440

Accounts reached

1,248,876

Interactions

42,004

Profile visits

497,218 Likes • 8,063 Comments • 42,293 Saves • 332,629 Shares • 35,123 Reposts



Audience & Launch Performance

Reaching a discovery-driven, international audience powered by reels.



GENDER SPLIT

61.4%

Women

38.6%

Men



AGE RANGES

25–34

51.2%

35–44

22%

18–24

18.4%

45–54

5%



TOP COUNTRIES

USA

19%

UK

9.7%

India

8.6%

Philippines

4.4%



TOP CITIES

London

1.8%

New York

1.1%

Dubai

1.1%

Sydney

0.9%

DISCOVERY POWER



AUDIENCE SOURCE

93.9%

Non-followers

6.1%

Followers



CONTENT TYPE

99.6%

Reels

0.2%

Posts

0.2%

Stories



GROWTH (26 MAY – 24 JUNE)

3,126

Overall Growth

3,287

Follows

161

Unfollows



Let's create content that makes your destination unforgettable.

The Bucket List Buddy combines launch momentum, premium travel visuals, and humour-led storytelling. AlexBlackVideo SAS brings the professional production structure for premium client work.



HOTELS & RESORTS

Hosted stays, property storytelling, dining, spa, activities, and social-first reels.



DESTINATIONS & TOURISM

Bucket-list experiences, destination highlights, long-form episode concepts, and campaign-ready storytelling.



BRANDS & TRAVEL GEAR

Lifestyle integrations, product features, creator-led social content, and premium visual assets.



EVENTS & DESTINATION WEDDINGS

High-end films and social content for private events, retreats, seminars, and weddings.



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thebucketlistbuddy.com



[@thebucketlistbuddy](https://www.instagram.com/thebucketlistbuddy)

Produced by AlexBlackVideo SAS