CREATOR · PERSONALITY · PROFESSIONAL INTERNET NUISANCE

ImNot SpikeLee.

The calm voice in *internet chaos*.
Reaction and commentary for an audience that shows up to hear what he thinks.



360K+
COMBINED AUDIENCE

8M+
MONTHLY VIEWS

97%
IG REACH FROM NON-FOLLOWERS

BOOKING & PARTNERSHIPS
ImNotSpikeLee@gmail.com

MMXXVI

01 · THE CREATOR

People follow me to hear *what I think* about something.

WHO

Arthur R. is an Atlanta-based personality creator whose brand grew from a running joke: strangers kept telling him he looked like a certain iconic filmmaker, glasses and all. He leaned in, put on the specs every single video, and the name stuck.

WHAT

Reaction and commentary, delivered calm while the rest of the feed yells. Talking head, green-screen takes, replies to the comment section, and a daily series shot in his own house. The product is the opinion, and the audience comes back for it.

BASED
ATLANTA, GA

FAMILY
HUSBAND · DAD OF 2

POSTING
DAILY, ALL PLATFORMS

WHAT A BRAND IS BUYING — Four / four

01	**Personality**	A recognizable character with a running joke built into the name. Not a niche, a person.
02	**Reaction**	Take the thing a brand wants people to care about and turn it into a take worth watching.
03	**Formats**	Repeatable structures the audience already knows: reactions, green-screen, comment replies, the daily series.
04	**Participation**	Videos end by handing the mic over. The comment section answers back, which is where products get named.

The reach goes past the *follower count.*

97% of Instagram reach comes from people who do not follow the account yet. Brand content lands in front of discovery, not just an existing list.

360K+
TOTAL FOLLOWERS ACROSS PLATFORMS

8M+
MONTHLY VIEWS

18.5%
IG ENGAGEMENT RATE 88 VIDEOS, 30 DAYS

+51K
FOLLOWERS ADDED IN ONE MONTH

Instagram

@imnotspikelee

179K
FOLLOWERS

VIEWS · 30D	4.5M
NON-FOLLOWER REACH	97%
ACCOUNTS REACHED	2.75M

TikTok

@imnotspikelee

120K
FOLLOWERS

VIEWS · 30D	2.8M
LIKES	2.7M
CADENCE	3× daily

Facebook

imnotspikelee

46.9K
FOLLOWERS

GROWTH SINCE JUNE	+66%
FORMAT	Reels cross-post
STATUS	Breakout

YouTube

@imnotspikelee

7.5K
SUBSCRIBERS

VIEWS · 28D	178,947
WATCH HRS · 28D	1,446
FORMAT	Shorts + long

Threads

@imnotspikelee

9.7K
FOLLOWERS

GROWTH SINCE JUNE	+150%
STATUS	Scaling fast

WHO IS WATCHING

59% FEMALE

41% MALE

88% US-BASED

35 to 54 CORE BAND · 64%

TOP CITIES · NEW YORK · PHILADELPHIA
CHICAGO · LOS ANGELES · HOUSTON

FIGURES AS OF SEPTEMBER 2026, ROLLING 28 TO 30 DAY WINDOWS

Four formats. One *recognizable* voice.

Every format is repeatable and already familiar to the audience. A brand slots into a structure that works instead of paying to invent one.

Not another *ad read.*

The audience follows for the reaction, the personality and the joke. That means a brand can become part of the content instead of the thing people skip to get to it.

The job is taking what a brand wants people to care about and making it sound like something worth having an opinion about.

AN AD BUY GETS	*vs.*	THIS GETS
A placement in front of the video.		The product inside the video, in his voice.

THE FORMATS

01 **Reaction**

Something happens on the internet, he says the quiet part calmly. The core of the account and the highest-reach format.

TALKING HEAD · ALL PLATFORMS

02 **Green-screen commentary**

The thing on screen, the take over it. Built for products, launches, announcements and anything with a visual.

STRONGEST FIT FOR PRODUCT NEWS

03 **Comment reply**

A signature format where the audience sets up the video. Brand questions become content the audience asked for.

AUDIENCE PARTICIPATION

04 **90 Seconds with Temu Spike**

The daily series. A recurring property with a returning audience, and the most natural place for a product to live.

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RECURRING BRANDED CONTENT PROPERTY

90 Seconds with *Temu Spike.*

A daily format where products, brands, internet finds and audience suggestions become part of the conversation. The product does not interrupt the entertainment, it is in it.

Every episode takes one real moment from the day before, a trash bag going upstairs, a fridge he's still paying for, a phone call with his dad, and tells it over footage from his own house in 90 seconds or less. No advice, no pep talks, no lessons. Just the thing that happened, the part he didn't expect, and one question at the end for the group chat.

What it isn't: not a vlog, not a how-to, not a rant, and never long. The promise is in the name and the audience holds him to it.

01 Opens on something that happened.

02 Never explains itself.

03 Always ends by handing the mic to somebody else.

WHERE A PRODUCT FITS

The Reset KITCHEN · GARAGE · LAUNDRY · YARD	**Getting Right** GROOMING · EYEWEAR · HEADWEAR · APPAREL
Fuel COFFEE · BREAKFAST · GRILL · DRINKWARE	**Out the Door** SCHOOL RUN · CAR · ERRANDS · KIDS' LOGISTICS

Products appear inside the moment, poured, worn, opened, driven. Never held up and announced. The question at the end is where the audience names what they buy.

VIEWERS NAMING BRANDS UNPROMPTED





INCLUDED
Two integrated episodes per month

INCLUDED
One Instagram story set

INCLUDED
Natural integration into the recurring format

INCLUDED
30-day category exclusivity

MONTHLY PARTNERSHIP
$6,500 /mo
STARTING RATE · 90-DAY MINIMUM

Partnership *opportunities.*

Rates below are starting ranges set by scope and timeline. Usage rights and exclusivity are priced separately, on the next page. All rates USD.

INSTAGRAM · 179K FOLLOWERS, 4.5M VIEWS / 30D

Dedicated Reel Concept, script, shoot, post. Full creative control of the joke.	$3,500 to $5,000
Integrated mention Brand inside an organic Reel, in the voice of the account	$1,250 to $1,750
Story set (3 frames) Link stickers, polls, swipe-ups	$500 to $800

TIKTOK · 120K FOLLOWERS, 2.8M VIEWS / 30D

Dedicated sponsored video 60 to 90s, full integration, on-camera	$2,000 to $3,000
Integrated mention Natural mention inside an organic post	$750 to $1,250
Comment reply integration Signature reply format, audience sets up the video	$800 to $1,300

YOUTUBE · SHORTS + LONG FORM

Integration 60 to 90s integrated into a long-form video	$750 to $1,250

THE RECURRING PROPERTY

90 Seconds with Temu Spike · monthly partnership — $6,500 /mo

Two integrated episodes, one Instagram story set, product inside the format, 30-day category exclusivity. 90-day minimum.

HOW IT RUNS

TURNAROUND	7 to 10 business days from brief sign-off
REVISIONS	One round included
APPROVAL	Content submitted before publishing
POSTING	Scheduled for peak engagement window
CREATIVE	Written and delivered in his voice, brief-aligned

ALSO AVAILABLE

Rush delivery	+20%
TikTok Shop / affiliate	On request
Bundles & usage rights	Next page

Bundles, rights *& exclusivity.*

Booking more than one platform earns a package rate. Ad usage and category exclusivity are separate line items, because they are separate things.

Instagram + TikTok

One concept, built for both platforms and cut natively for each. The two highest-reach accounts in one booking.

DEDICATED REEL · DEDICATED TIKTOK VIDEO
NATIVE EDIT PER PLATFORM · ONE APPROVAL CYCLE

$5,500 to $7,500

Full platform

The whole footprint. Instagram, TikTok and YouTube, with the Facebook cross-post that has grown 66% since June.

DEDICATED IG + TIKTOK · YOUTUBE INTEGRATION
FACEBOOK CROSS-POST · STORY SET

$9,000 to $12,000

USAGE RIGHTS ARE NOT INCLUDED IN THE CONTENT RATE

BASE RATE COVERS

He makes the content and posts it on his own channels, to his own audience.

vs.

PAID USAGE COVERS

The brand runs that content as its own advertising, on its own channels.

Those are two different products. The second is priced as an add-on to the first, never assumed inside it.

RIGHTS & EXCLUSIVITY ADD-ONS

Paid usage / whitelisting, 30 days	+30 to 50%
Category exclusivity, 30 days	+25%
Category exclusivity, 90 days	+45%

Custom *partnerships.*

Bigger idea? Recurring content, multi-platform campaigns, product integrations, launches and longer-term partnerships get built around the brand's goals.

QUOTED ON SCOPE · DELIVERABLES · USAGE RIGHTS · EXCLUSIVITY

ADD-ONS APPLY ON TOP OF THE BASE CONTENT RATE

You bring the product. I bring *the take.*

SELECTED PARTNERS · 2025 / 2026

A short list of brands that have worked with the calm voice.

01	02	03
Soundcore / Anker	PopSockets	FRSH Fathers
CONSUMER TECH	ACCESSORIES	GROOMING

Let's work *together.*

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ALL PLATFORMS
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BASED IN
Atlanta, GA