



# RYAN REDOUTE

That Michigan Guy

A Michigander that creates social content solely for Michiganders, Metro Detroiters, and Great Lake State Lovers.

[More Info](#)

MEDIA KIT



180K+

Follower Reach


5M+


Post Likes




Collab Opportunities

## CONTACT

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## CONTENT AVAILABLE

### Instagram Reel (Feed)

Collab + Boosting Available

### TikTok Video

Boosting Available

### White Label Video

Customized For Your Brand

### Instagram Story

CTA Link Available

## PAST COLLABS





# CASE STUDY

## MICHIGAN APPLES



Michigan Apples wanted to get the word out about how delicious and overall superb Michigan-grown apples are compared to those grown elsewhere; just in time for fall apple picking season. The content took viewers into the exciting experience of visiting a local orchard, picking apples off trees, and showed how great Michigan apples really are down to their crispness and taste.

### Performance Metrics

110K Organic & Paid Views  
1.7K Organic & Paid Engagements

Watch The Video >



# CASE STUDY

## BEDROCK DETROIT



Bedrock wished to get the word out to Metro Detroit about Book Tower's grand opening; a beautiful skyscraper in downtown Detroit that's full of history and is a symbol of the city's renaissance. The video highlighted the building itself and its amazing renovations, in addition to all the fun performance performances and overall great energy at the event.

### Performance Metrics

29K Organic Views  
1.2K Organic Engagements  
111 Organic Shares

[Watch The Video >](#)





# CASE STUDY

## TRISCUIT



Triscuit wanted to get the word out that their wheat was grown in Michigan; something unknown to many Michiganders. We accomplished this by using Ryan's signature "talking with himself" video style to spark the conversation in addition to creating the tagline Michigan Made Mom; who are moms that buy snacks made in Michigan.

### Performance Metrics

17K Organic Video Views  
1.4K Organic Post Engagements  
190 Shares

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