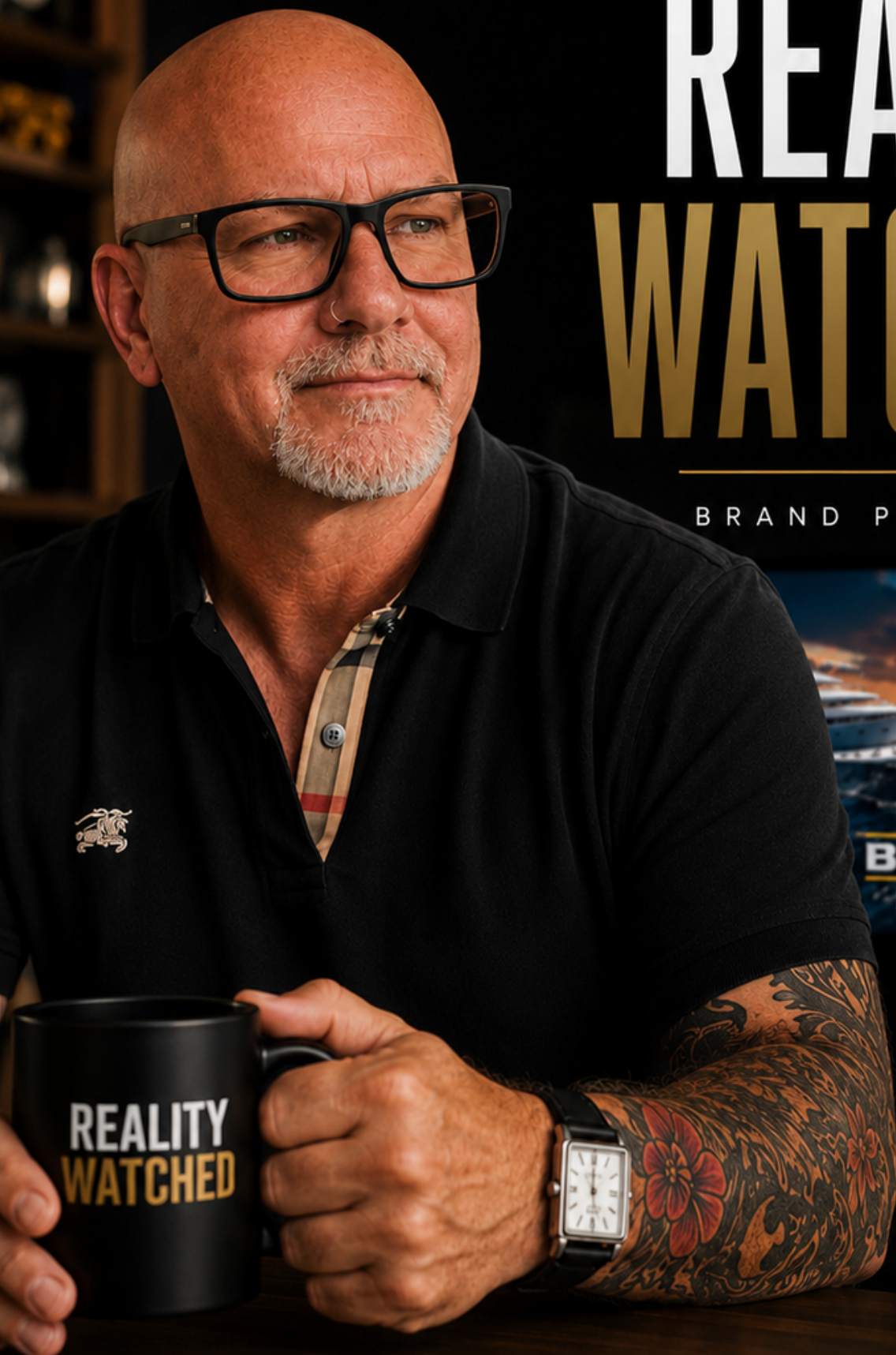


2025

REALITY WATCHED

BRAND PARTNERSHIPS



SMART COMMENTARY.
REAL CONVERSATIONS.
MILLIONS OF FANS.

REALITYWATCHED.COM

PEOPLE DON'T REMEMBER ADS. THEY REMEMBER CONVERSATIONS.

Reality Watched was not built to interrupt viewers. It was built to become part of conversations they were already choosing to have.

Every day, millions of Bravo fans return for thoughtful commentary, relationship dynamics, and the stories behind the moments everyone is talking about.

For brands, that creates something increasingly rare: **Repeated trust** instead of one-time exposure.

“

ATTENTION CAN BE PURCHASED.
TRUST HAS TO BE EARNED.



THE NUMBERS TELL THE STORY.

Built from the ground up through consistency, authenticity, and a format fans trust.

Real growth. Real engagement. Real impact.



8M+

MONTHLY VIEWS
ACROSS PLATFORMS



65K+

FOLLOWERS
ACROSS PLATFORMS



35-65

PRIMARY AUDIENCE
CORE 35-65 DEMO



20%+

ENGAGEMENT RATE
CONSISTENTLY HIGH

STRONG ACROSS EVERY MAJOR PLATFORM



1M+

MONTHLY VIEWS



5M+

MONTHLY VIEWS



1.5M+

MONTHLY VIEWS



500K+

MONTHLY VIEWS



THIS ISN'T JUST CONTENT.
IT'S A DAILY CONVERSATION
MILLIONS CHOOSE TO BE PART OF.



THEY DON'T COME FOR ADS. THEY COME BACK FOR THE COMMENTARY.

Reality Watched isn't built on interruptions or clickbait. It's built on a habit.

Every morning, afternoon, and evening, viewers return because they **trust the perspective**.

Brands become part of a conversation people have **already chosen** to join—not an ad they're trying to skip.



DAILY HABIT

Three new episodes every day.



TRUSTED PERSPECTIVE

Opinion people actively seek out.



NATURAL INTEGRATION

Products become part of the conversation—not the commercial.



LONG-TERM RECALL

Familiarity built through consistency builds trust.



THIS ISN'T AN INTERRUPTION.
IT'S AN INVITATION.



BUILT FOR BRANDS THAT PLAY THE LONG GAME.

Reality Watched partnerships aren't one-off shoutouts. They're integrated, intentional, and built to create real impact over time.

From casual mentions to custom storytelling, we make sure your brand shows up in a way that fits, feels natural, and drives results.

Different formats. Same goal.

REAL IMPACT.



CASUAL MENTIONS

Authentic, off-the-cuff mentions that feel natural and drive recall.



INTEGRATED STORYTELLING

Your brand becomes part of the conversation—not an interruption.



DEDICATED FEATURES

Custom segments that highlight your brand with maximum impact.



SEASONAL CAMPAIGNS

Timely partnerships tied to Bravo moments that matter.



LONG-TERM PARTNERSHIPS

Consistent exposure. Stronger results. Real brand equity.

“

THIS ISN'T A SPONSORSHIP.
THIS IS A STRATEGY.



REAL RESULTS. NOT PROMISES.

We don't run ads.

We create impact.

Our partnerships are integrated into daily content that people actually want to watch.

Here's what that looks like in the real world.

CASE STUDY

SONER[®] WATCHES



JUNE 14

Partnership begins.



NATURAL INTEGRATION

SONER watch featured organically in daily episodes.



NO AD READS. NO INTERRUPTIONS.

The product becomes part of the conversation.



JUNE 21

Campaign delivers 2.8M+ views across 4 platforms.

2.8M+
VIEWS

7
DAYS

4
PLATFORMS



AUTHENTIC PLACEMENT

Integrated naturally into existing content that drives audience trust.



CROSS-PLATFORM DISTRIBUTION

TikTok • Facebook
Instagram • YouTube
One campaign.
Maximum reach.



MEASURABLE PERFORMANCE

Real campaign.
Real numbers.
No paid amplification.



Products don't interrupt Reality Watched.
They become part of the conversation.

PARTNERSHIP OPPORTUNITIES

Choose the partnership that best fits your marketing goals. Every collaboration is customized to your objectives—from long-term sponsorships to professionally produced creator content.

01



ORGANIC PRODUCT INTEGRATION

Products become part of the conversation naturally through trusted Reality Watched episodes—never interrupting the viewer experience.

02



SPONSORED EPISODES

Dedicated episodes built around your brand while maintaining the trusted Reality Watched voice and authentic audience connection.

03



LONG-TERM BRAND AMBASSADOR

Consistent visibility through ongoing integrations that build familiarity, trust, and long-term brand recall.

04 ★



UGC VIDEO PRODUCTION

Authentic creator content produced specifically for your brand's social channels, website, email campaigns, and paid advertising.

- Product Demonstrations
- Talking Head Videos
- Testimonials
- Unboxings
- Lifestyle Content

05 ★



PAID SOCIAL AD CREATIVE

High-converting vertical video creative designed specifically for:

- Meta Ads (Facebook & Instagram)
- TikTok Ads
- Instagram Reels Ads
- YouTube Shorts Ads

06



AFFILIATE PARTNERSHIPS

Performance-based collaborations that combine trusted recommendations with measurable results.



EVERY PARTNERSHIP IS BUILT AROUND ONE GOAL:
CREATING CONTENT PEOPLE TRUST—WHETHER IT'S PUBLISHED
ON REALITY WATCHED OR YOUR BRAND'S CHANNELS.

PROFESSIONAL CREATOR CONTENT

Authentic short-form video designed for paid advertising and organic social.

Brands don't hire me because I'm an influencer. They hire me because I'm an experienced on-camera host who creates content audiences trust.



SERVICES



UGC Videos



Product Demonstrations



Testimonials



Lifestyle Content



Vertical Ads



Talking Head Videos



Voiceover



Product Photography



B-Roll Packages



Hook Variations



PERFECT FOR



MEN'S
GROOMING



WATCHES



COFFEE



FASHION



TECHNOLOGY



TRAVEL



LIFESTYLE



CONSUMER
PRODUCTS



WHY WORK WITH ME



500+ videos produced



65,000+ followers



8M+ monthly views



Professional presenter



Fast turnaround



Experienced producer



Trusted on-camera
personality



Available for ongoing
campaigns



PACKAGES ARE CUSTOMIZED BASED ON DELIVERABLES,
LICENSING, USAGE RIGHTS AND CAMPAIGN GOALS.

TRUST ISN'T BUILT BY A LOGO. IT'S BUILT BY A PERSON.

Every episode of Reality Watched is researched, written, recorded and presented by **Vernon Mollette**.

After decades producing entertainment, building creative teams and building audiences, he created Reality Watched around a simple belief: people deserve smarter conversations about the shows they love.

Today, Reality Watched reaches millions of Bravo fans every month through thoughtful commentary, consistent publishing, and an audience that returns every single day.

Brands don't partner with an algorithm.

They partner with someone their audience already trusts.

Vernon Mollette

FOUNDER & CREATOR
REALITY WATCHED



That same trusted on-camera presence is now available for **branded content** and **UGC campaigns**.



**ENTERTAINMENT
PRODUCER**

Years creating
premium content.



DAILY PUBLISHER

50+ original episodes
every month.



TRUSTED VOICE

Millions of monthly
organic views.

LET'S BUILD SOMETHING REAL.

Reality Watched delivers real conversations to millions of loyal Bravo fans every month.

The right partnership can do even more.

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Vernon Mollette

FOUNDER & CREATOR
REALITY WATCHED



65K+
FOLLOWERS

Highly engaged
Bravo audience



8M+
MONTHLY VIEWS

Across all
platforms



22%+
ENGAGEMENT RATE

Consistently above
industry average



FEATURED
CAMPAIGN PERFORMANCE

Proven record of
strong results



**ONE GOAL.
REAL IMPACT.**

We don't just put your brand in front of people. We make your brand part of the conversation they trust.

“

Reality Watched is the first place I go for Bravo commentary. It's smart, it's real, and Vernon always nails it.”

— **JENNIFER L.**
SOCIAL MEDIA INFLUENCER



READY TO PARTNER?

LET'S TALK.

✉ vernon@realitywatched.com

🌐 realitywatched.com



SCAN TO CONNECT

PROUDLY PARTNERED WITH

S
SONER
HERITAGE

JORD
WOOD WATCHES

CÓDIGO
1530
TEQUILA

BURBERRY
LONDON ENGLAND

AVIÓN
TEQUILA

ONZIE

LET'S BUILD SOMETHING PEOPLE REMEMBER.

Looking for
branded content?



UGC



Paid Ads



Creator Content



Long-Term Partnerships



vernon@realitywatched.com



RealityWatched.com



*Scan to
connect*

SMART COMMENTARY. REAL CONVERSATIONS. MILLIONS OF FANS.

