TO BE ENDED

MEDIA KIT · SEASON 1 «SEVEN ON THE HORIZON» · SEASON 2 OPEN TO PARTNERS

HORROR TOLD TO YOU. YOUR PRODUCT INSIDE IT.

An animated horror series in the second person: 90 seconds a part, vertical, in English. Every part ends on a choice — the audience votes in the comments and the majority writes the next part.

THE NUMBERS

720K+ VIEWS IN FIVE DAYS.

720K+ views on Instagram Reels across Parts 1–5, all posted October 17–21, 2026

570K views on Part 3 alone, with 43K+ likes and 1,400+ comments

4,900+ followers on Instagram, five days after Part 1 went live on October 17

1,000+ people watch each Instagram story — the channel we use to announce every new part and the vote

PART 1	PART 2	PART 3	PART 4	PART 5 · FIRST HOURS
57K	50K	570K	39K	7K

54K likes on the five reels (public counts)

1,800+ comments — the audience votes in the comments on what happens next

93% voted DARK at the end of Part 4. Every part ends on a vote, and people come back to see who won

5 / 6 parts out. The finale is next, then a full-season film on YouTube and Season 2

Views per part from Instagram Insights; likes, comments and followers from public counts; all as of October 21, 2026. Full platform insights on request.

WHY IT WORKS

NOT AN AD BREAK. A PART OF THE PLOT.

LIGHT IS THE STORY

In «Seven on the Horizon» every light is a step for the giants. Flashlights, power banks, string lights, phones — the products that make light are the plot itself.

VIEWERS CHOOSE

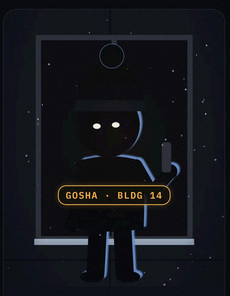
Every part ends with a vote. People come back for the result and argue in the comments, so a brand moment is seen, discussed and rewatched.

ONE LOOK, EVERYWHERE

Our own 2D style «ZAREVO»: ink silhouettes, one warm light, no gore. Brand-safe for 13+, the same on YouTube Shorts, Instagram Reels and TikTok, plus a 16:9 cut for YouTube.

HOW A BRAND APPEARS

THREE WAYS IN.



THE LIGHT IN A HAND

Gosha's flashlight led a giant away from you in Part 2. It could be your flashlight — named, shown, part of the rescue.



THE LIGHT THAT MATTERS

The garland under the hoodie is the most important object in Season 1. A power bank, a lamp or smart lights can carry a whole scene.



THE SCREEN IN THE DARK

The block chat drives the story. An app, a messenger or a phone can be the screen everyone is staring at.

FORMATS AND PRICES

PICK YOUR MOMENT.

SIGN IN THE YARD — $150

Your name or logo in the world of the story: a shop sign, a sticker, a billboard in the city. Seen, not read out.

PRODUCT IN A SCENE — $400

Your product drawn in our style and used by a character on screen, with a close-up.

A STORY BEAT — $1,000

A moment of the plot built around your product, named in the narration. The scene people screenshot.

SPONSOR A PART — from $1,500

One part of Season 2, one sponsor: a story beat, your brand on the end card («This part is brought to you by…»), the pinned comment with your link and a story on Instagram.

SEASON PARTNER — on request

All six parts of Season 2 and its full-season film on YouTube, with one brand woven through the story from the first light to the last.

- ✓ Posted on YouTube Shorts, Instagram Reels and TikTok, plus a 16:9 cut for YouTube
- ✓ Marked as a paid partnership where platforms require it
- ✓ You approve the brand moment before release; one round of changes
- ✓ The brand moment stays in the full-season film

LET'S LIGHT IT.

Tell us your product and which part you'd like to be in. We reply within a day with a short pitch of the scene and dates.

contact@tobeended.fun

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