

ON THE SCENE SINCE 2016 · 10+ YEARS · SLOVENIA

Jack on the Box

a story people watch.

Jaka Krčovnik · one of Slovenia's longest-active YouTubers and influencers. The same audience has been watching him for ten years – today on the TV in their living room, with a job and a budget of their own. Three platforms, 52 brands, 24.7 million views. Family-friendly content.

YOUTUBER OF THE YEAR 2018

EUROPEAN COMMISSION 2026

NATIONAL HPV CAMPAIGN 2019

TV COMMERCIAL 2017

SINCE 2016



267 VLOGS

24.7Mviews · YouTube 15.9M +
TikTok 8.8M**90,000+**followers · 42K YT · 33K TT ·
15.5K IG**52**brands · 10 years · 0
incidents**10–20k**views per YouTube video ·
5.3 min watch time

Three platforms, **three audiences** — one campaign covers them all

Adults and families watch YouTube on the TV, young men are on Instagram, TikTok is mostly young women — both on the phone. With one creator a brand reaches the whole household.



YOUTUBE

Adults & families

- 42,000+ subscribers
- 59 % aged 25–44 · gender 51/49
- 53 % of watch time on TV
- 46,700 viewers a month

+

INSTAGRAM

Young men

- 15,500 followers
- 74 % aged 18–34 · 66 % male
- 58,000 accounts reached / 90 days
- 368,000 views / 90 days

+

TIKTOK

Young women

- 33,200 followers
- 64 % female viewers
- 1.8M viewers a year
- 8.8M views · 80,000 per video

=

Σ TOTAL

The whole household

- aged 18 to 54
- both genders
- TV and phone
- 95 % Slovenia

FOR PLANNING · REAL, ORGANIC NUMBERS

10–20k

views per YouTube video

12-month median: 13,600 · 5.3 min watch time

80,000

views per TikTok video

average · none below 10,000

3.7×

reach beyond the base on Instagram

57 % of views from non-followers

185,000

impressions per YouTube video

how often the algorithm recommends it · CTR 7 %

What you get

- ✓ **A written offer within 48 h** with scope, deadlines, usage rights and price.
- ✓ **A concept from your brief** in my style — up to two rounds of revisions.
- ✓ **Reports after 7 and 30 days** — views, impressions, CTR, watch time, clicks, response.
- ✓ **One contact** from brief to report — no intermediaries.

Why this is not a risk

- ✓ **10 years, 52 brands, 0 incidents** — no cancelled campaign, no controversy.
- ✓ **Trusted by institutions** — European Commission, EUIPO, national HPV campaign.
- ✓ **Family-friendly content** — watched by parents and kids together.

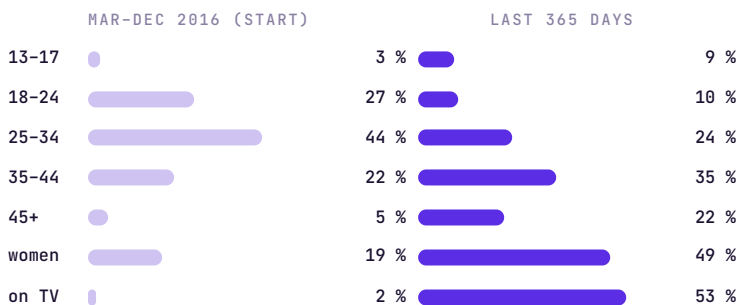
An audience that **makes** the buying decisions

The audience grew up with me. In 2016 it was teenagers and young adults — today the same people are 25–44, with a job, a family and a TV in the living room. 59 % of viewers are 25–44, half are 35–54, gender is almost even.



2016 → 2026: the audience grew up with me

SHARE OF VIEWS · YOUTUBE ANALYTICS



The same viewers, ten years older

2016: aged 18–24 · 27 % →
today: aged 25–34 · 24 %
2016: aged 25–34 · 44 % →
today: aged 35–44 · 35 %

* Minors often state a higher age when registering on YouTube; the 2016 audience was therefore even younger.

19 % → 49 %

share of women

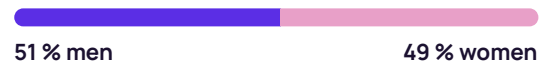
from a boys' audience to a family one

2 % → 53 %

viewing on TV

from the computer to the living room

Viewer gender



Almost even — a fit for brands that address the whole household.

Where, how and how many

93 % from Slovenia (2 % Croatia) **53 %** of viewing on TV — the living room

46,700 viewers a month · 8,500 regulars

75 % of watch time from non-subscribers — organic reach

59 %

aged 25–44 · adults with their own budget

50 %

aged 35–54 · parents deciding the family budget

Clear deliverables, no grey areas

FORMAT	WHAT IS INCLUDED	SPECIFICATIONS	BEST FOR
YouTube integration	A natural placement inside a regular vlog: mention, product demo, personal experience.	60–120 s in the video · link in description · pinned comment · 1 round of copy alignment	awareness, product explanation
Dedicated YouTube video	A whole video built around the brand, product or campaign — concept from your brief, in my style.	8–15 min · 2 rounds of revisions · stays up 12 months	launches, larger campaigns
TikTok / Reels video	Short vertical content in a trending format, with a clear brand message.	30–60 s · @mentions, #hashtags, affiliate code · disclosure	reach, younger segment
Instagram story set	3–5 stories with personal experience and a direct call to action.	link sticker · 24 h + highlight 30 days	promotions, discounts, events
Campaign bundle	YouTube + TikTok/Reels + stories — the whole funnel.	built around your goal · aligned calendar · one joint report	launches, seasonal campaigns

Usage rights

12 months on the client's own channels; paid advertising is agreed separately.

Exclusivity

By category, for the campaign period — always written into the offer.

Disclosure

#ad / Paid Partnership on every post, in line with the law and platform rules.

Reporting

Reports after 7 and 30 days: views, impressions, CTR, watch time, clicks, response.

01

Brief

Goal, platform, timing, budget. Reply within 48 h.

02

Offer

A written offer with scope, deadlines, rights and price.

03

Production

Concept in 3–5 days, production 7–14 days, up to 2 rounds of revisions.

04

Publication & report

Published on the agreed date with disclosure; reports after 7 and 30 days.



SAMSUNG



Let's write the next chapter together.

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Reply within 48 h

Data: YouTube Analytics (3–4 Sept 2026), Instagram Insights and TikTok Analytics (7 Sept 2026). Total TikTok views counted from the public profile. All logos belong to their owners and are shown as references of past collaborations.