

FELI VIDEOZEUGS

PODCASTER,
ENTREPRENEUR,
CONTENT CREATOR



ABOUT FELI

Feli undeniably stands out as one of Germany's most remarkable content creators. Her exceptional authenticity and dedicated female following have propelled her to stardom across platforms like TikTok, Instagram, Spotify, and more. Boasting nearly 6 million followers and an impressive conversion rate, she has etched out a distinct niche for herself, captivating audiences with her engaging and relatable content. With the release of her podcast, "life is felicious," it achieved immediate success, swiftly rising to the number one spot.

What distinguishes Feli is her genuine and relatable approach. She shares her life with her followers in the manner of a trusted older sister. Her content provides a window into her daily routine, the latest lifestyle and fashion trends, always accompanied by her signature humor.

Partners appreciate not only her natural charm but, more significantly, her unwavering authenticity. Going beyond her role as a content creator, Feli has also excelled as an entrepreneur.



Recently, Feli has become more involved in video shoots and has taken on roles as a speaker, further expanding her creative repertoire. Her community is excited about the new content and eagerly follows her work in this area.



Her fashion brand, "felicious," speaks to her versatility.

Furthermore, an upcoming live podcast tour promises to offer her followers exclusive experiences and content.



MILESTONES

IG Channel
Launch

01/2016

YouTube Channel
Launch

05/2016

02/2016

Musically,
later TikTok
Launch

10/2022

„felicious“ Fashion
collection Launch

„life is felicious“
Podcast
Launch, straight #1
on the Spotify charts

11/2022

04/2023

„All Ears Summit“
Social Media Host
Spotify

Live-Show @ Gloria
400 spectators, sold
out in 3 h

Life-Show @
Mathäser Cinema
700 spectators, sold
out in 1 h

06 & 12/2023

03/2024

Feli x Bilou
Launch of Limited Edition,
available in over 1,500
locations across DACH

OMR
Speaker for „Mental
Health“ together
with Palina Rojinski,
Felix Neureuther,
Bausa

05/2024

BUILDING *FELICIOUS* UNIVERSE

2023 / FELICIOUS COLLECTION



[click to see more](#)

In February 2023, Feli's own street style collection "felicious" was launched. The collections quickly sold out shortly after the launch. In 2024, "felicious" will also be available at point-of-sale locations.

2023 / SCHOOL PLANNER

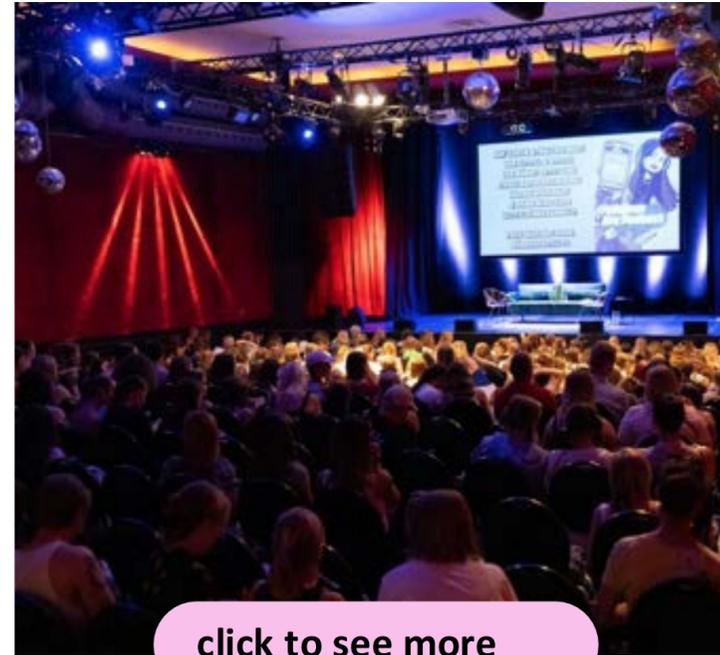


[click to see more](#)

Launched in 2023, the school planner „take it easy“ showcases a modern flip-book design, encompassing daily, weekly, and monthly overviews. Tailored for the academic year 2023/2024, this planner also includes monthly challenges, along with tips and tricks to enhance the school experience.



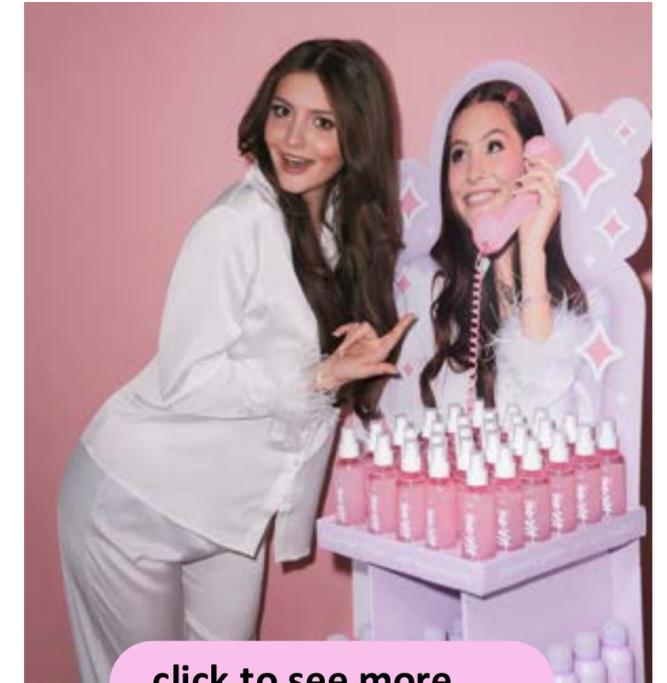
2023 / LIVE-TOUR



[click to see more](#)

With her podcast „life is felicious,“ Feli serves as a weekly guiding figure for her fans, discussing topics related to daily life and the journey into adulthood. In June 2023, she hosted her first live show with 400 attendees, selling out within 3 hours. In December, another live show followed, this time with 700 spectators.

2024 / LTD EDITION BILOU

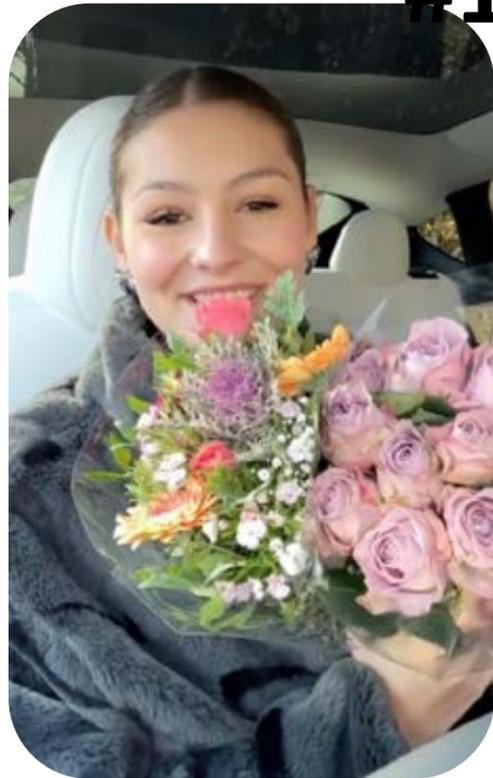


[click to see more](#)

The limited edition launch from bilou, in collaboration with Feli resonated strongly with its audience through authentic promotion. Feli's genuine enthusiasm for the new shower foam and body spray led to sold-out displays at drugstores, making the products available in over 1,500 locations across DACH.

CONTENT

#1



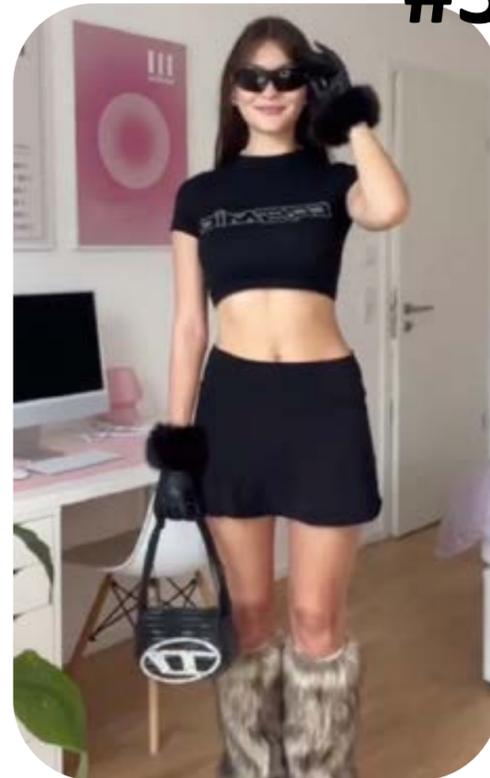
DAILY LIFE

#2



EMPOWERMENT

#3



FASHION

#4



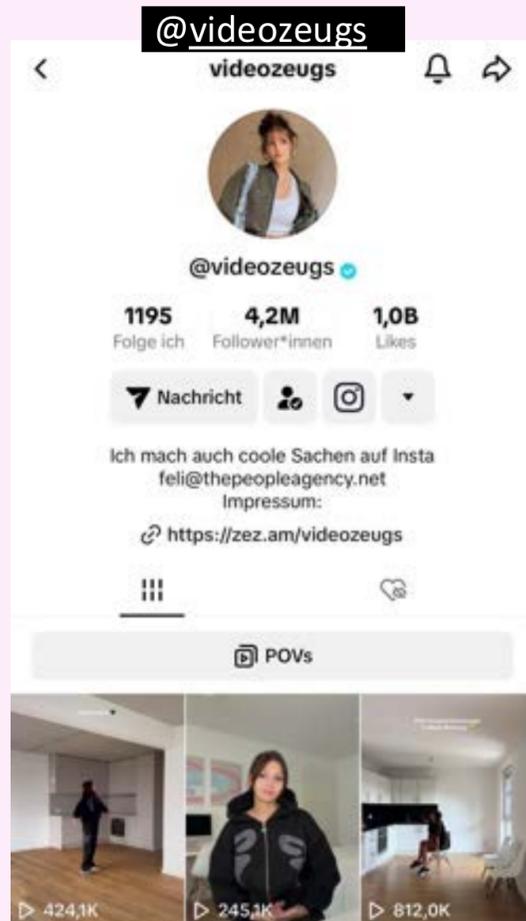
BEAUTY

#5



ENTREPRENEUR

SOCIAL MEDIA STATISTICS



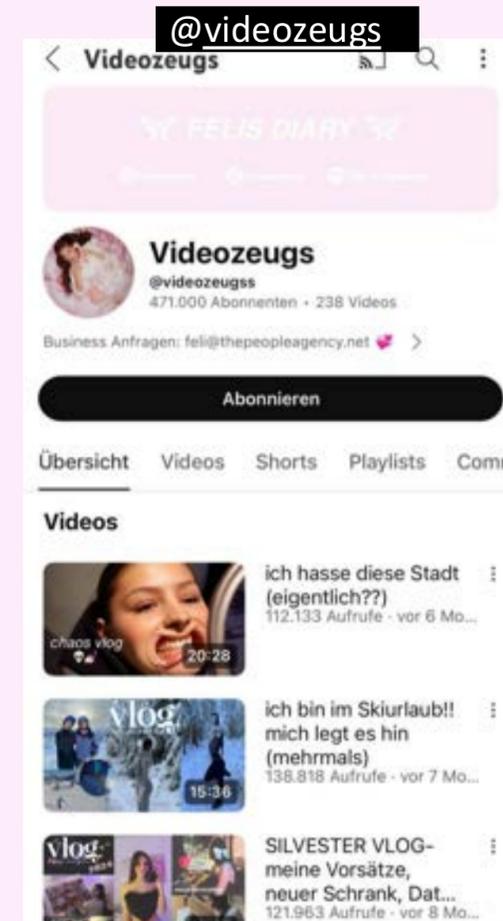
TIKTOK

follower: 4,2 mio
plays: 5,6 mrd
likes: 1,08 mrd
ER: 16.4 %



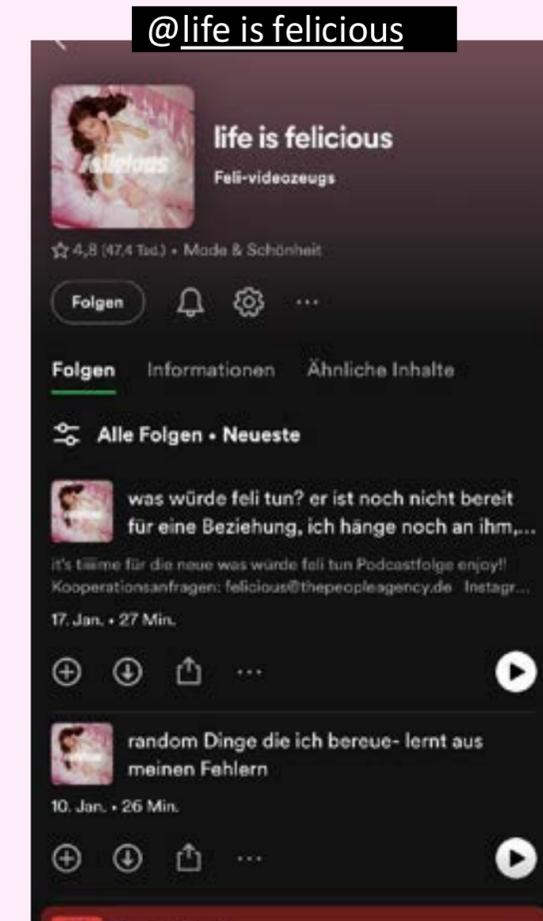
INSTAGRAM

follower: 1,6 mio
Reel plays: Ø 1,3 mio
story views: Ø 212 k
ER: 4.8 %



YOUTUBE

Subscribers: 471 k
Video Views: Ø 691 k
Likes: 34 k
ER: 4 %



SPOTIFY

Abonnenten: 336 k
Plays: 775 k
Monthly Streams : Ø 504 k

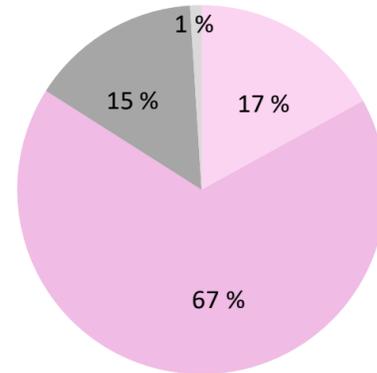
FOLLOWER-PERSONA

TIKTOK

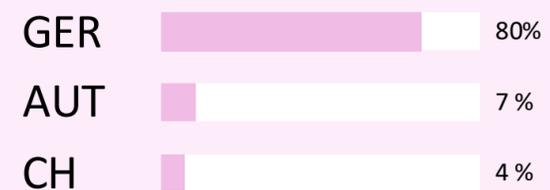
GENDER



AGE



LOCATION

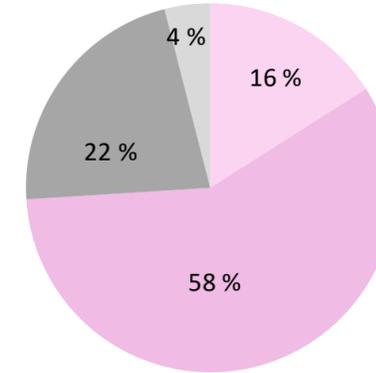


INSTAGRAM

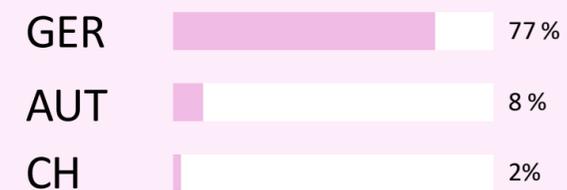
GENDER



AGE



LOCATION



PARTNERSHIPS & COLLABS

BILOU / LIMETED
EDITION



WRIGLEYS



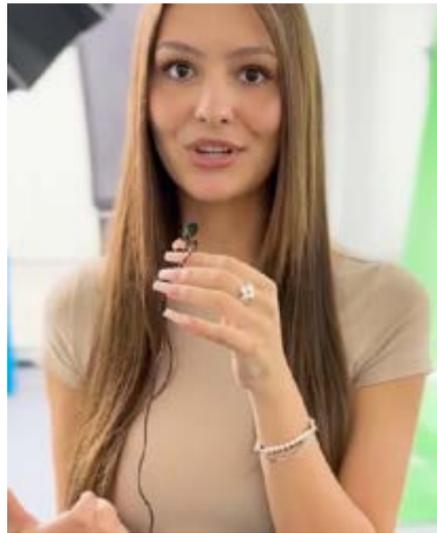
CHARLOTTE
TILLBURY



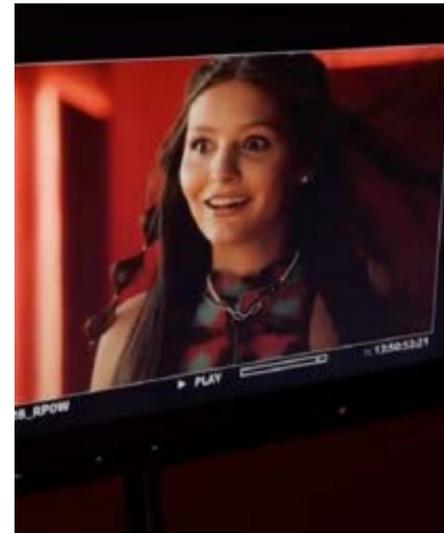
PANDORA / BRAND
AMBASSADOR



UNICEF X STROER



WERBESPOT
VODAFONE



CHIPS CUP BY
FUNNY-FRISCH



NIKE

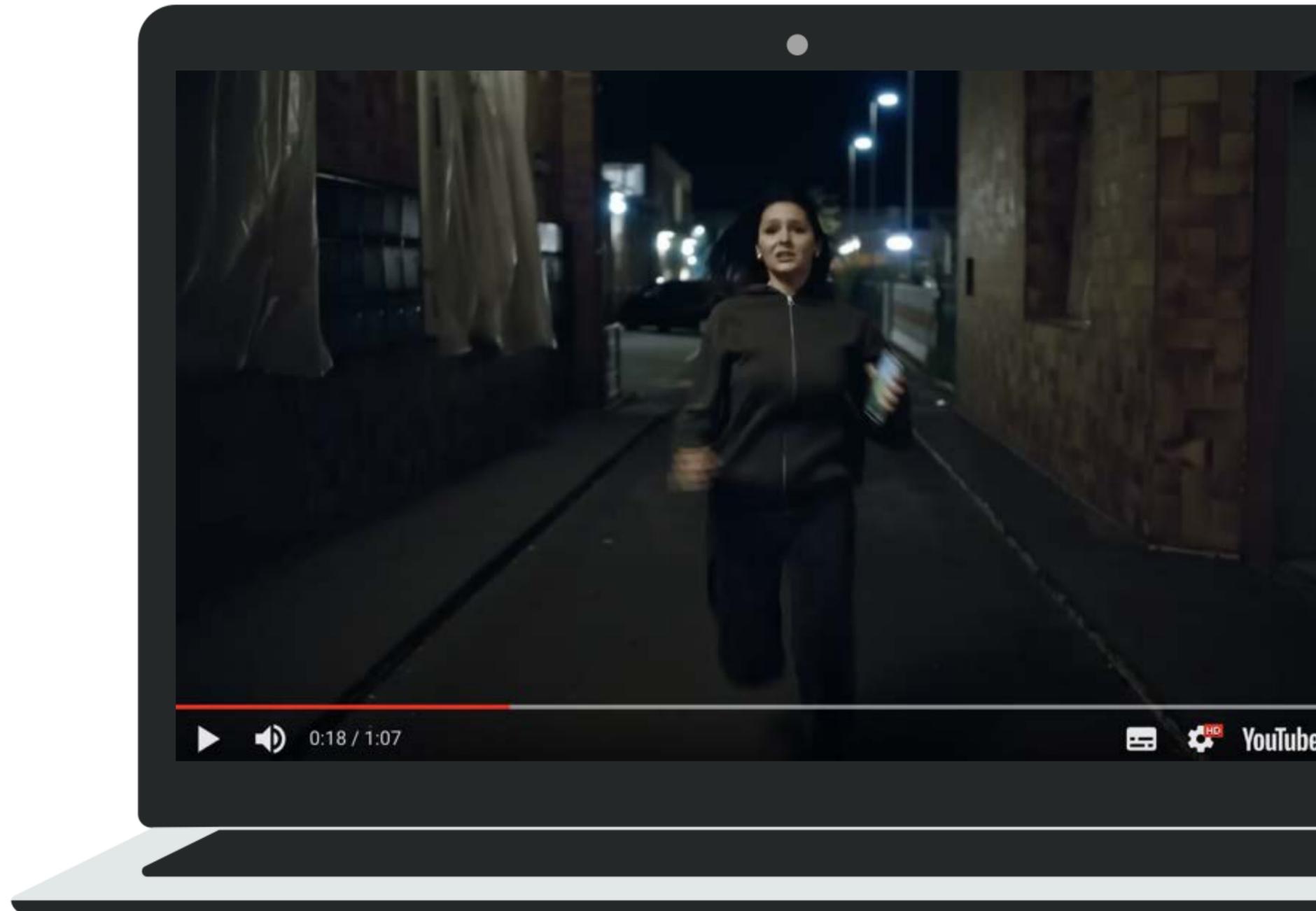


WERBESPOT: LIDL

„In a much more flamboyant online spot, Lidl stages a full-fledged beauty thriller. A mysterious man in black targets influencers and wipes out every single one of their followers before they can reveal to the world how good Lidl's day cream is. Among the 'victims' is Feli (Videozeugs), who, with her approximately 4.2 million followers, is one of Germany's most influential TikTok creators. Behind the attacks is a Parisian fashion guru—presented in classic James Bond style as a mastermind with a cat on his lap—who sees his own beauty empire threatened by the German discounter.“

Horizont

Videospot



REFERENCES



PRESS & EVENTS

BRAVO GIRL / COVER



BABY GOT BUSINESS /
PANEL TALK



GRAZIA



VOGUE / GRAZIA
GALA / BUNTE



GLOW / PANEL TALK



PRO7 / taff



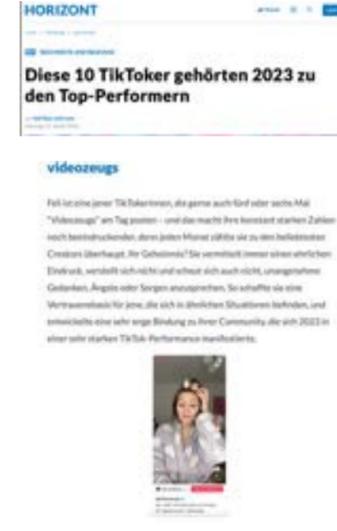
TRIBUTE TO BAMBI



BRAVO GIRL
COVER + 6 SEITEN



HORIZONT.NET



SPOTIFY /
ALL EARS SUMMIT



POLICE CAMPAIGN
ALLE MEDIEN



OMR / PANEL TALK



THRILLED?

LET'S GET IN TOUCH.