

2026 MEDIA KIT

Meet Lemonie

Tiny stories. Big emotional impact.

@meetlemonie | Instagram

Original AI character / short-form storytelling



Small lemon. Big feelings.

Lemonie is a tiny, silent character who experiences ordinary life with enormous feeling. Everyday routines become cinematic micro-stories built around recognition, warmth and a gentle payoff.



WHY THE FORMAT TRAVELS

- No spoken dialogue - understood across languages
- Relatable daily moments people want to share
- Warm, cinematic visuals with clear brand cues
- Positive and family-friendly by design

POSITIONING

Quiet stories. Real emotions.

Warm / Cozy / Cinematic / Heartwarming

Audience & performance

405K+

Content views

Latest available account snapshot

1.6K+

Followers

A growing global community

4,125

Engagements

Likes, comments, shares and saves

65.6%

Age 18-34

Core discovery audience

TOP COUNTRIES

India 35.6%

Brazil 16.6%

Indonesia 13.2%

Turkiye 6.5%

Mexico 4.2%

AUDIENCE PROFILE

Global,
cozy at heart.

Women 62.4%

18-24 26.4%

25-34 39.2%

35-44 19.4%

45-54 7.9%

Source: Instagram Insights. Metrics change over time.

One tiny character. A world of human moments.

01 Cozy daily adventures

Small routines, tiny mishaps and satisfying wins.

02 Emotions & feelings

Curiosity, frustration, joy and comfort - without dialogue.

03 Curiosity & discovery

Ordinary objects become whole little adventures.

04 Kindness & life lessons

Gentle endings that leave people feeling lighter.

05 Seasons & moments

Rainy days, slow mornings and celebrations.



Partnership opportunities

01

Sponsored content

A complete Lemonie story shaped around a shared audience truth.

02

Product placement

Natural integration inside a cozy everyday narrative.

03

Custom story series

A repeatable concept for a campaign, season or launch.

04

Brand ambassadorship

Longer-term partnership with consistent character presence.

05

Giveaways & campaigns

Community-led moments built for participation and sharing.

06

Character licensing

Selected uses of Lemonie's world across suitable products.

BRAND SAFETY

Kind by default.

- Family-friendly
- Positive and inclusive
- Free from sensitive topics
- Suitable for all ages

LET'S CREATE SOMETHING BEAUTIFUL

Bring your product into Lemonie's world.

hello.meetlemonie@gmail.com

Instagram @meetlemonie

Brand partnerships / licensing / campaigns

MEETLEMONIE.COM