

CREATOR MEDIA KIT / OCTOBER 2026

MR. RICE

THE INTERNET'S KOREAN DAD

Everyday wisdom. A personality people remember.

@mrrice1976



The Internet's Korean Dad

He makes everyday advice feel personal.

Mr. Rice brings a warm, direct voice to food tips, Korean culture and life lessons. He shares the kind of advice you want to send to someone you know.



For brands, that creates a clear creative opening: a useful product, a real demonstration or a business worth discovering, told in his own familiar style.

1.7M TikTok

531K Instagram

Instagram Insights

90-DAY PERFORMANCE

32.2M

all-content views

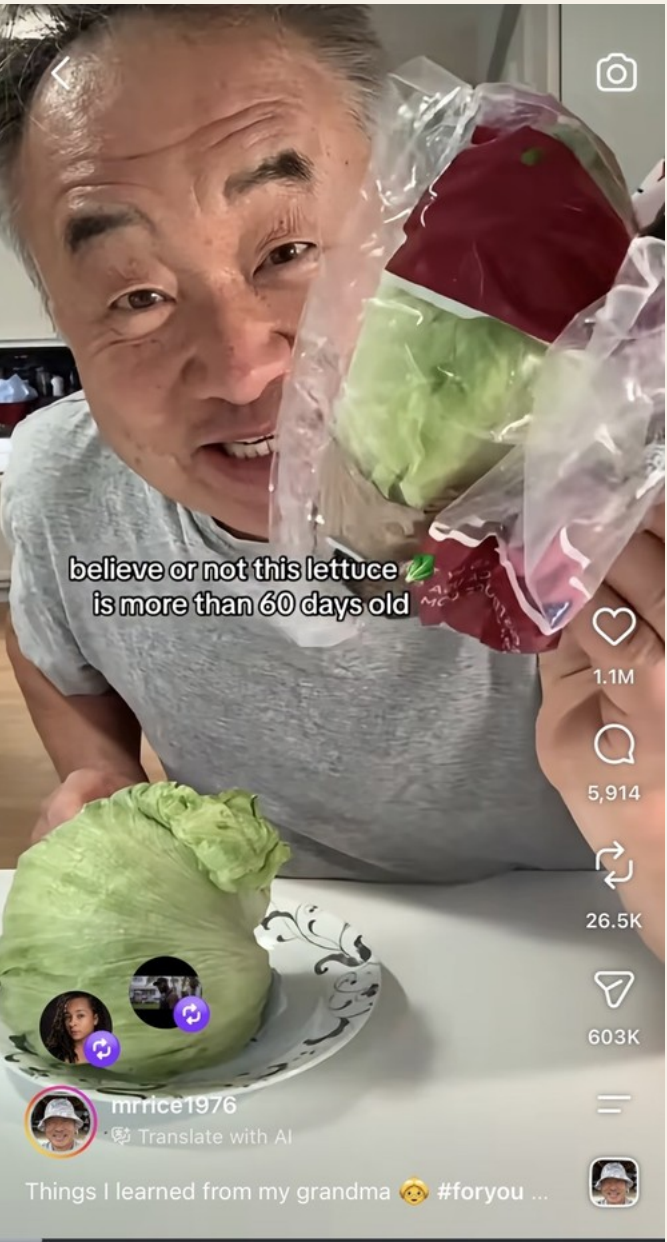
2.55M

interactions

+98.3K

net followers

Standout Reels

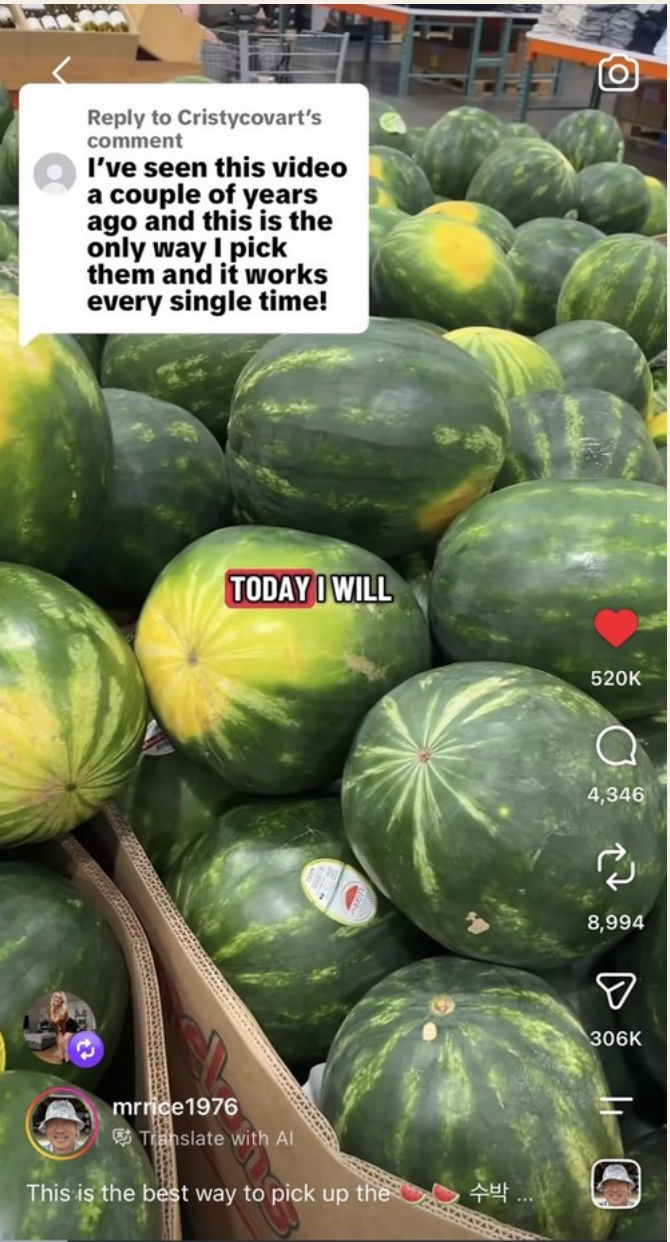


14.7M

VIEWS

Grandma’s food wisdom

1.1M likes
603K sends



11.2M

VIEWS

Picking the right watermelon

520K likes
306K sends

TikTok performance

OCTOBER 5, 2025 - OCTOBER 4, 2026

33.7M

post views

3.2M

likes

483K

shares

562.8K

profile views

Content that fits real life



Food & home

Kitchen tips, grocery finds and everyday products.



Local businesses

On-location visits and conversations with owners.



Culture & lifestyle

Korean culture, humor and useful life lessons.

What brands get with Mr. Rice

A voice people recognize

His Korean dad personality gives a campaign a clear character and a consistent point of view.

909K

sends across two
standout Reels

A natural role for the product

Food, household products and local services can become part of a useful demonstration or discovery.

His advice travels
between people.

Audience response: “This is the only way I pick them and it works every single time!”

Your brand in his world

ILLUSTRATIVE CAMPAIGN CONCEPTS

01 The kitchen tip

Mr. Rice shares a useful food or kitchen tip. The product has a clear role in the demonstration, with a takeaway viewers can try at home.

02 The local discovery

He visits a business, meets the people behind it and shows the service in action. The story gives viewers a reason to remember the name.

03 The everyday lesson

A relatable moment opens the video. Mr. Rice shares his perspective and introduces a relevant lifestyle product as part of the story.

Partnership formats

Sponsored video

One focused story around your product or business, built for Mr. Rice's short-form style.

Cross-platform campaign

Coordinated TikTok and Instagram placements, with creative adapted to the agreed channels.

Content series

Several videos that introduce the brand, demonstrate its value and return to it through fresh ideas.

Brand ambassadorship

A recurring creator presence for launches or seasonal campaigns, with a consistent voice over time.

Also available: event appearances and custom brand activations.

A clear process for your team

01 Brief & scope

Align on the product, campaign goal, deliverables and timeline.

02 Creative & approvals

Develop the story and agree on required messaging and review steps.

03 Production & publishing

Create the content and coordinate the agreed posting schedule.

04 Performance review

Share available post metrics and discuss opportunities for the next campaign.

Mr. Rice x your brand

A familiar personality.

A useful story.

Your product in the picture.

Send your campaign idea, target timing and desired platforms.
We'll build a proposal around the right creative and scope.

Devin Cohn / Manager & partnerships

mrricepartnerships@gmail.com