voga * haus

VOGA.HAUS CASTING

Murilo Campestrini

@mucampestrini · actor, singer and creator

He acts, dances and sings.
And brings it to the feed.

São Paulo · entertainment, fashion, lifestyle and travel · media kit 2026





01 · WHO

An artist who *tells backstage as a story.*

Murilo is an actor, singer and content creator. He covers entertainment, fashion, lifestyle and travel, through backstage moments, events and experiences.

His artistic background shows in every video: aesthetics, storytelling and spontaneity. He is looking for long-term partnerships with brands that value creativity and purposeful content.

entertainment · musical theater · fashion · lifestyle · travel · festivals

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32.7K

Instagram · @mucampestrini

followers on Nov 3, 2026

Reels

best-performing format

according to the creator's onboarding

Content that travels

Instagram @mucampestrini
media kit 2026

400K+
views across the last 11 Reels

30.8%
engagement rate per impression on posts

2.76%
engagement rate per follower on Reels

32.7K
Instagram followers

Best-performing format: **Instagram Reels.**

03 · AUDIENCE

Who follows Murilo

53.3%

of the audience is in São Paulo, and the largest age group is 25 to 34

GENDER

Female	30.2%
Male	27.8%
Not declared	42.1%

STATES

São Paulo	53.3%
Rio de Janeiro	10.7%
Pernambuco	3.1%
Bahia	2.8%
Ceará	2.4%

An audience concentrated in the Southeast: 64% are in São Paulo and Rio de Janeiro.

SOURCE: MURILO CAMPESTRINI'S MEDIA KIT, 2026 (METRICS UNDATED)

04 · BRANDS

Festivals, fashion, drinks and consumer brands.

Heineken · Guaraná Antarctica · Crocs · Fini · Youcom · Cimed · KFC · Porsche · Golden Goose · Lollapalooza · The Town

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Beyond content: festival and event appearances, and a career in musical theater.



LET'S TALK

Want Murilo in your campaign?

contato@vogahaus.com

vogahaus.com.br

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