

SAVAGE SAVANT

CREATOR MEDIA KIT / SEPTEMBER 2026

Comedy that earns the attention.

DANN PANICCIA · WRITER · FILMMAKER · PERFORMER

Sharp wordplay, everyday absurdity and polished short-form storytelling - made to entertain first, then carry the brand message naturally.

SIGNATURE LANE

Dad jokes, satire, nostalgia, pop culture and character-driven comedy.

AVAILABLE FOR

Sponsored sketches, original branded concepts, product integrations and multi-platform campaigns.

AUDIENCE & PERFORMANCE

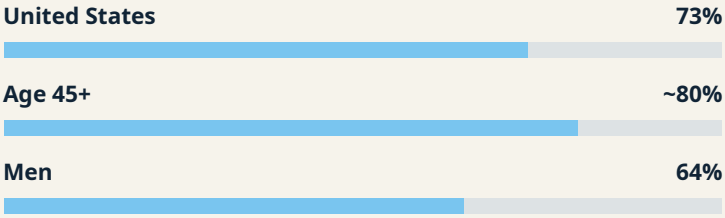
A share-first audience with reach beyond the follower base.

02 / REACH

The flagship Instagram account is the core audience engine. In the latest available performance window, the account generated nearly 400,000 interactions, with shares outpacing likes by more than three to one - a strong signal that the work travels.

46.5K	2.25M	1.38M	395.8K
INSTAGRAM FOLLOWERS CURRENT PROFILE	INSTAGRAM CONTENT VIEWS 30 DAYS	INSTAGRAM ACCOUNTS REACHED 30 DAYS	INSTAGRAM INTERACTIONS 30 DAYS

AUDIENCE AT A GLANCE



166K shares in the latest window

The audience does not just watch. It passes the work along: 166,394 shares compared with 53,000 likes in the latest first-party performance pull.

PLATFORM PRESENCE

Instagram
@originalsavagesavant
46,494 followers · 487 posts

TikTok
@savagesavant
15.5K followers · 114.4K likes · 467 videos

Facebook
The Savage Savant
16,470 followers · 2M views

YouTube
The Savage Savant
394 subscribers · 81 videos

Facebook is an active distribution channel: 16,470 followers, with 2M views and 857K unique viewers in the latest 28-day window (September 1–28, 2026).

Instagram profile, performance and audience retrieved September 26, 2026. TikTok public profile and YouTube channel totals retrieved September 26, 2026. Facebook Page metrics pulled September 29, 2026.

CREATIVE & PARTNERSHIPS

Brand integrations built as entertainment, not interruptions.

03 / WORK

Created by former stand-up comedian, writer and filmmaker Dann Paniccia, The Savage Savant combines strong writing, memorable characters and professional production with a dry, sincere delivery. The result is sponsor-ready comedy that still feels native to the channel.

DAD JOKE THEATER

Breaking-news-style sketches that turn wordplay into miniature scenes with a recognizable visual language.

ORIGINAL SKETCHES

Character-driven stories, couple comedy, mockumentaries and cinematic concepts with a clean, clever finish.

SATIRICAL NEWS

Credible presentation, absurd headlines and product-friendly premises built around a sharp comic turn.

NOSTALGIA & POP CULTURE

Classic television, movies, music and generational touchstones reworked for a modern short-form audience.

BRANDED ENTERTAINMENT

Original concepts designed around the product's truth, with the brand folded into the joke rather than pasted onto it.

MULTI-PLATFORM VERSIONS

Platform-aware edits for Instagram, Facebook, TikTok and YouTube, with clean product coverage and clear calls to action.

> “Think MAD Magazine with slightly better manners.”
> Smart. Absurd. Highly shareable.

PARTNERSHIP CAPABILITIES

- Original campaign concepts and script development
- On-camera performance and character work
- Product demonstrations with a comedy-first hook
- Professional shooting, editing and delivery
- Sponsored sketches, branded series and organic-feeling integrations
- Usage rights, paid amplification and exclusivity quoted by scope

LET’S MAKE SOMETHING PEOPLE CHOOSE TO WATCH.

Available for creator campaigns, branded entertainment, affiliate content and custom comedy production.

TheSavageSavant.com

dann@thesavagesavant.com

@originalsavagesavant · @savagesavant

Positioning and format descriptions are based on TheSavageSavant.com and the creator's established series. Rates and licensing are custom quoted by campaign scope.