FILIP LABANC

Fine writing. *Worth watching.*

Video, photography and stories for fine writing brands.

Collector. Creator. Marketer.
For your channels, my audience, or both.



71.5K+
Followers & subscribers across five channels

12+
Years in marketing

37.5K+	7.5K+	6.1K+	4.1K+	16.3K+
Instagram	TikTok	YouTube	Threads	Facebook

The blog: 48K+ monthly impressions and 11K+ unique visitors.
A community drawn to craftsmanship, design and fine writing.

SELECTED COLLABORATIONS

MONTBLANC · PILOT · YARD·O·LED SINCE 1822 · paper republic

ON THE ROAD

Canon · EMPIRE RIVERSIDE HOTEL

Counts updated: 1 November 2026. Combined followers are not a unique audience count.

THE WORK

Detail that draws you in. *Stories that stay.*

Creative concepts, specialist product knowledge and content made for the channel.



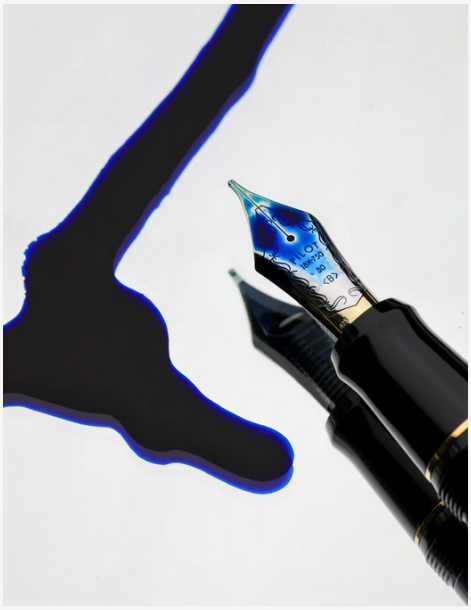
01 / GLOBAL SHORT-FORM

MONTBLANC

Creative concepts and short films for the brand's official TikTok and YouTube Shorts, extended through collaborative Instagram Reels.

187,734
Best video views

904
Followers from one video



02 / EUROPEAN AMBASSADORSHIP

PILOT

An ongoing relationship built on product expertise and a collector's perspective. Channel-native videos introduce the writing instruments through detail, movement and the writing experience.

Ambassadorship / Video / Product expertise

Explore the collaborations ↗

Selected work and historical results from the Follow My Pen collaboration page and 2026 media kit.
Results relate to individual videos and are not a forecast for future campaigns.

THE COLLABORATION

Your brand.
My creative studio.

One project or an ongoing partnership. A clear creative direction, shaped around your product and the people you want to reach.

01

Brand channels

Content for your brand to publish.

Short-form video, product photography, captions and channel versions.

02

Follow My Pen channels

Reach the Follow My Pen community.

Sponsored Reels, product stories, editorial reviews and demonstrations.

03

Both

One idea, across both channels.

A shared campaign concept, with assets for your team and agreed creator content.

48 hours
First creative concept

7-10 working days
Content ready for review

Typical timing after receipt of the product, confirmed brief and brand materials, with timely feedback. Deliverables, usage rights and fees are agreed for each project.

LET'S MAKE SOMETHING GOOD

Discuss your project.

hi@followmypenblog.com ↗

followmypenblog.com/collaboration