

# MOOGLE'S CAVE



“A FINAL FANTASY fan who likes to talk about a lot of things”

Moogles' Cave is a Brazilian channel and website that, despite the greater focus on content about the FINAL FANTASY series, also talks about games in general, always trying to help new players, bring nostalgia to veterans and awaken the curiosity of those to come.



With more informal and humorous content, we try to bring the world of games to our dear “moogles” (as we call our followers) through gameplays, news, analyses, media coverage, guides and much more, through the following formats: recorded videos and livestreams on the channel or written on our website.





## Irianne 'Yu Kisaragi' Sedky

(creator and coordinator)

Level 32

Initially named Mognet Central, both channel and website began in 2013, however, it was by the end of 2017 that all social media accounts underwent a name change to Moogles' Cave and also went through a design overhaul to better welcome our moogles.

The channels on YouTube and Twitch are presented by Irianne Sedky (mostly known as Yu Kisaragi), though the website relies on other columnists and accepts content contributions from fans.

## Social medias

### Moogle's Cave

[mooglescave.com.br](http://mooglescave.com.br)

2,2k monthly acesses

[youtube.com/mooglescave](https://youtube.com/mooglescave)

14,1k subscribers

[twitch.tv/mooglescave](https://twitch.tv/mooglescave)

6,7k followers



[twitter.com/mooglescave](https://twitter.com/mooglescave)

3k followers

[instagram.com/mooglescave](https://instagram.com/mooglescave)

5,8k followers

[tiktok.com/@mooglescave](https://tiktok.com/@mooglescave)

2k followers

#### Age

13 a 17 years old 0.2%  
18 a 24 years old 19.3%  
25 a 34 years old 67.8%  
35 a 44 years old 11.7%  
55 a 64 years old 1.0%

#### Genre

Male 94.4%  
Female 5.6%

#### Contry

Brazil 82.3%  
Others 17.7%

## Publicity: Spot-Ad

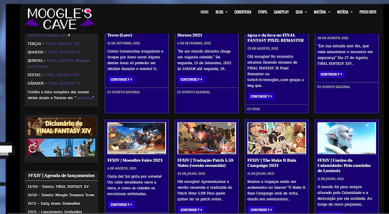
Specific advertising promoting the brand, a product or a campaign.

**Formats:** - Recorded Video/Livestream  
- Posts  
- Banners on the website

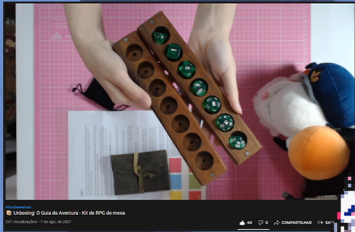
**Example:** - Gameplay streams with banners from our partners appearing every 15 minutes.  
- Banner of our partners visible in the website.



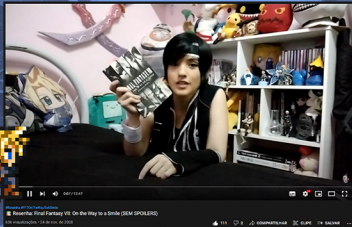
**Example:** Animated Banner/GIF appears on screen corner every 15 minutes during the live stream.



**Example:** Animated Banner/GIF placed on the website's sidebar and/or footer.



Example: Products being presented on video.



Publicity: Full-Ad

Content made targeting the promotion of a brand or product.

Formats: - Video/stream  
- Review  
- Unboxing

Example: - Video: "Teclado mecânico CoolKiller CK75 Triple Mode"  
- Article: "Microfone Condensador USB Amplitude A6V"

## Publicity: Event Coverage

Coverage of in-person or online events, whether to document or comment on them.

**Formats:**

- Photo coverage
- Vlogs
- Articles on website

**Exemple:**

- Video "Cobertura Final Fantasy XIV Fan Festival (Tokyo)"
- Video "Como foi o DISTANT WORLDS 2023 ( SP/Brazil ) "
- Coverage "Cosplays de FINAL FANTASY da BGS 2023"



**Example:** Behind the scenes:  
BGS 2019 Coverage





Example: Yu as a jury during a cosplay contest and at stage events.



Publicity: Guest

Participation in in-person or online events.

Formats:

- Presenter
- Interviews and debates
- Contest Jury
- Honor

Example:

- Invited to meet the producers of FFXIV and FFXVI.
- Special presenter "A JORNADA PARA FINAL FANTASY" by Editora JBC.
- Member of the tabletop RPG "Réquiem dos Cristais" on the Ataque Crítico channel.



fifine

Brands that have already worked with us!

pococo

WHATGEEK

SQUARE  
ENIX™

AiCOCO

JB

Pinky  
Paradise

nuuvem


NP  
NOPING



NIS  
America

amazon  
associates

DOYOKY



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Design by Irianne Sedky  
PixelArt by Andy Ridle  
Ilustração by Luiza Ho