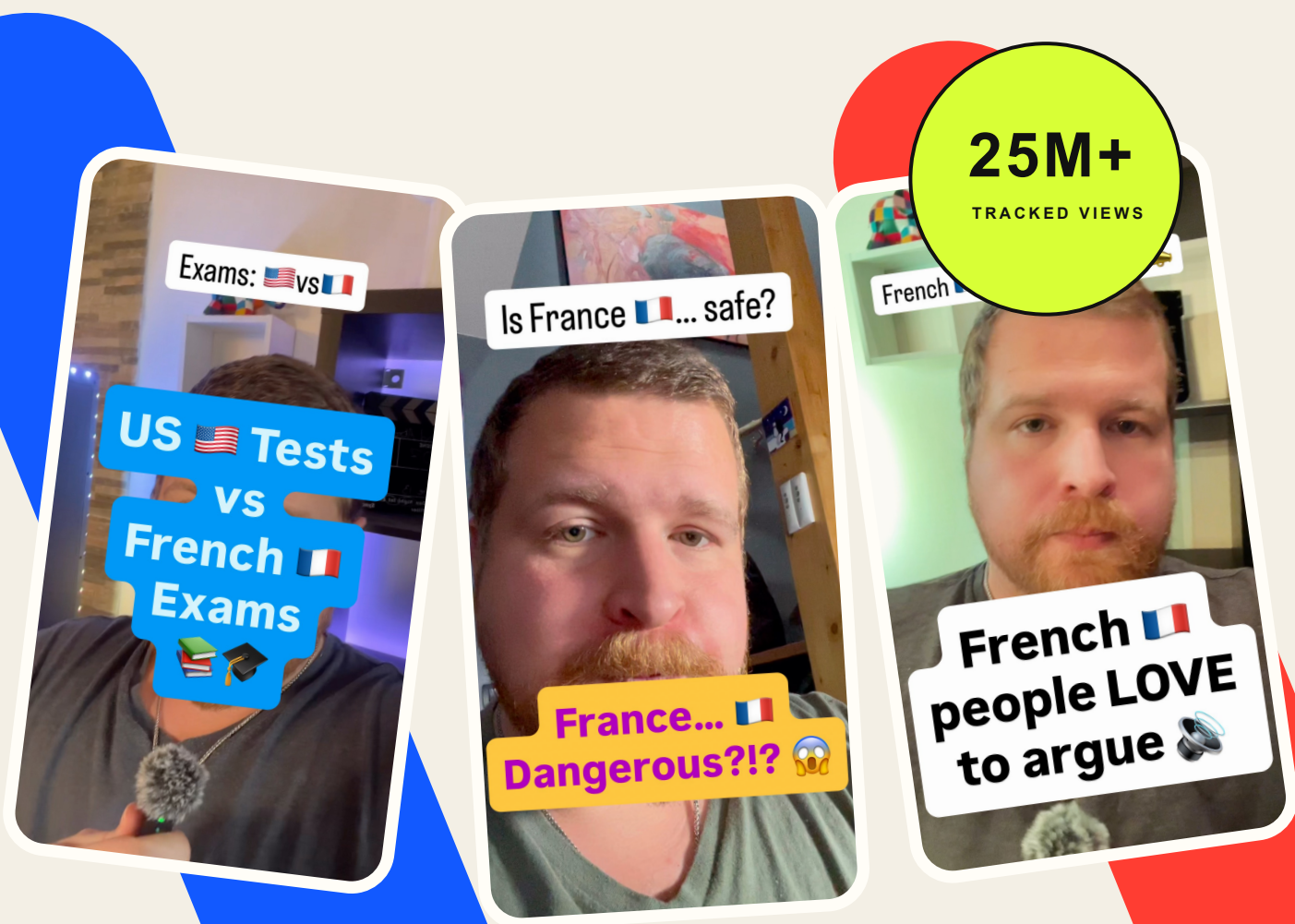


WHY COUNTRIES THINK, LIVE, AND ARGUE DIFFERENTLY.

Refound Abroad turns the hidden rules behind everyday life into stories people watch, debate, save, and send to a friend.





THE CHANNEL

NOT TRAVEL CONTENT. THE LOGIC UNDERNEATH IT.



George Goldman is an American creator living in France, with a life shaped by Eastern Europe, the United States, and France. Refound Abroad uses that outsider-insider tension to explain why ordinary things feel so different across borders.

The stories begin with a sharp cultural collision. From there, each reel moves through history, policy, language, or social ritual - useful enough to save and provocative enough to discuss.

BUILT BETWEEN CULTURES

The practical detail is the doorway.

- CULTURE
- SYSTEMS
- IDENTITY
- HISTORY

@REFOUNDABROAD

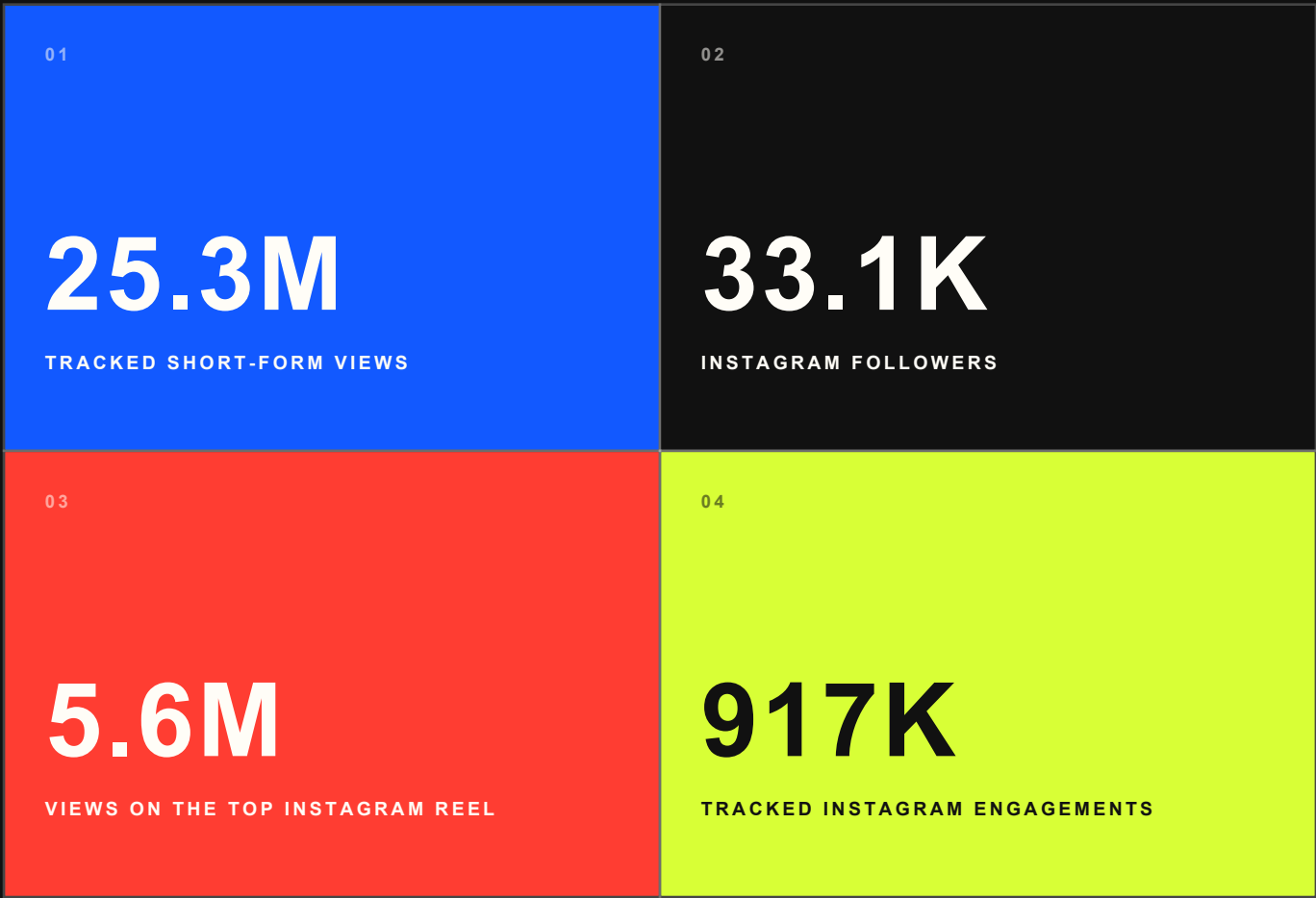
Verified on Instagram - 33.1K followers



THE PROOF - ANALYTICS SNAPSHOT

ATTENTION EARNED. *Not rented.*

Tracked performance across Instagram, TikTok, and Facebook shows a format that can travel well beyond the follower base.



BREAKOUT STORY



A GAS STATION BECAME A CULTURE STORY

THE PRACTICAL DETAIL IS THE DOORWAY.

The channel's largest Instagram reel began with something ordinary: filling up a car in France. The subject was familiar and visual. The cultural contrast made it worth sharing.

5.6M

VIEWS

101K

LIKES

42.7K

SHARES

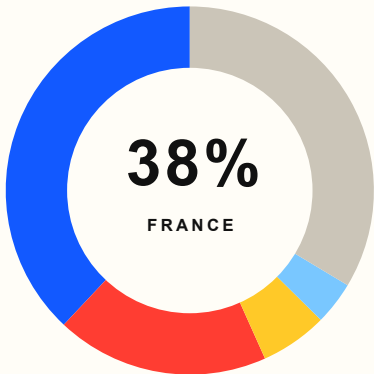


A CROSS-BORDER AUDIENCE

FRANCE FIRST. THE WORLD FOLLOWS.

TikTok audience snapshot with meaningful reach across the Atlantic and a long tail of globally curious viewers.

TOP TERRITORIES - TIKTOK



France	38.0%
United States	18.7%
Canada	5.9%
United Kingdom	3.8%
Other	33.6%

The audience is anchored in France, with meaningful reach across North America and the United Kingdom.

GENDER - TIKTOK

56 / 44



MALE 56% FEMALE 44%

AUDIENCE BEHAVIOR

53%

RETURNING VIEWER SHARE



The channel is not only discovered. It is revisited.

WAYS TO WORK TOGETHER

MAKE THE BRAND PART OF THE REASON TO WATCH.

01

NATIVE SHORT-FORM

SPONSORED EXPLAINERS

Culture-led brand storytelling that makes the product part of the question - and part of the answer.

02

TRAVEL AND CULTURE

DESTINATION STORIES

Place-led stories built from history, identity, and the details that make a destination feel understood.

03

BUILT TO FIT

CREATIVE PARTNERSHIPS

Flexible campaigns for launches, series, interviews, events, and research-forward ideas.

CREATIVE METHOD

RESEARCH FIRST. HUMAN LANGUAGE SECOND.

01

FIND THE FRICTION

A familiar belief, surprise, or cultural argument people already care about.

02

PROVE THE POINT

History, data, policy, and concrete examples keep the story credible.

03

MAKE IT PERSONAL

George's perspective turns the research into a clear point of view.

04

BUILD FOR RESPONSE

The ending opens the door to comments, saves, shares, and the next conversation.



SELECTIVE PARTNERSHIPS - 2026

LET'S MAKE THE REEL PEOPLE SEND TO A FRIEND.



For brand collaborations, destinations, cultural institutions, launches, and thoughtful experiments.

PARTNERSHIPS@REFOUNDABROAD.COM

[MEDIA.REFOUNDABROAD.COM](https://media.refoundabroad.com)

Instagram: [@refoundabroad](https://www.instagram.com/refoundabroad)

REFOUND ABROAD

Why countries think, live, and argue differently.