

PARIS — MASSACHUSETTS

My FRENCH HUSBAND

An American wife. A French husband. Cultural differences were inevitable.

*Documenting French-American life in New England — from food and family to the everyday things
Americans consider completely normal, and French people absolutely do not.*

63 reels · 33M views · 40.1K followers · 60 days

myfrenchhusband.com · @myfrenchhusband · Press, Media & Partnerships — 2026



THE SHOW

He judges America. America never sees it coming.

- The Character

An impeccably dressed Frenchman encountering American supermarkets, foods, and institutions with the seriousness of a Michelin inspector.
- The Format

Cinematic, deadpan Reels (10–25s). Horror-documentary edits, silent reactions, dry one-liners. The comedy lives in restraint.
- The Narrator

His American wife films and narrates — the beloved saboteur who keeps introducing him to America, one episode at a time.
- The Universe

Episodic series: taste tests, first trips, sagas, verdicts — and now written columns by the whole cast. Audiences follow to see which American institution falls next.



The 3.1M-view episode

THE LAST 60 DAYS

Verified Instagram insights · July 9 – September 7, 2026

33M

views

11M

unique viewers

952K

interactions

183K

shares

56K

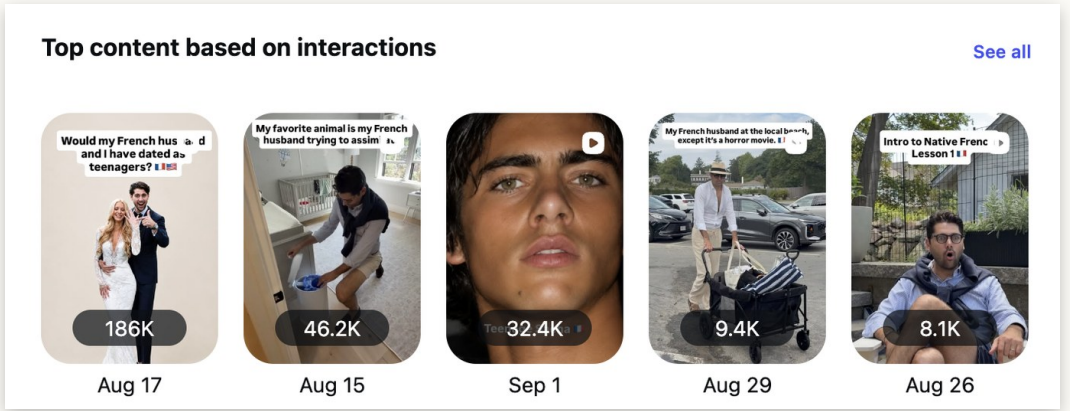
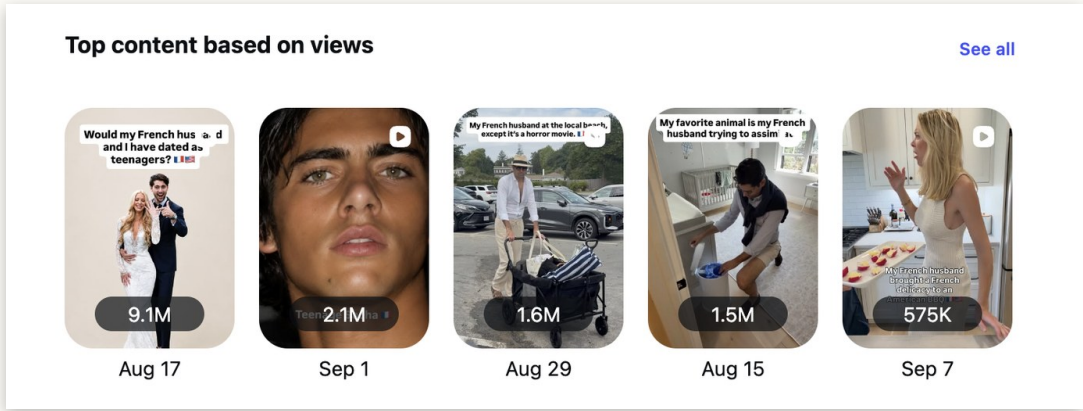
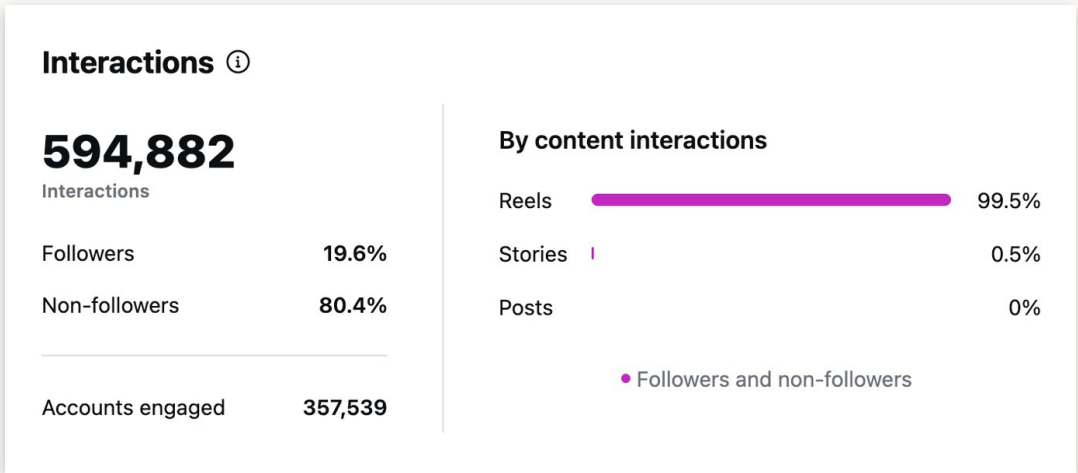
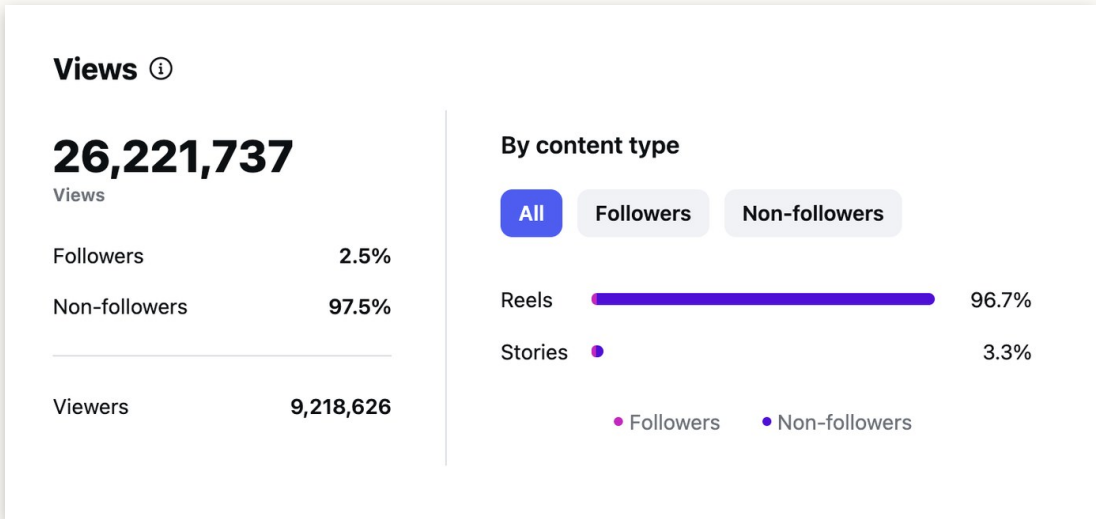
saves

40.1K

followers

Eleven million people reached in sixty days — discovery, not an audience we already own.

STRAIGHT FROM THE DASHBOARD



A TWO-NATION AUDIENCE

Who watches

Women 25–45, parents, bicultural couples, Francophiles, and New Englanders who recognize every location.

What they ask for

His wardrobe. What he eats. Where we film. 183K shares in 60 days — they send it on. is already in the funnel.

How they engage

952K interactions in 60 days. France-vs-America debates erupt in the comments of every post — engagement that compounds distribution.

Where they are

United States (New England overindex) and France — one campaign, two markets, both languages.

WHY NOW

We are small. That's the opportunity.

The account is sixty posts old. Those posts have done thirty-three million views in sixty days — the audience found the show before the follower count could catch up, and it compounds weekly. Forty thousand followers today is the smallest this number will ever be.

Founding pricing

Terms set at today's size, locked before the growth curve reprices them.

Creative attention

Every integration written and filmed by the two of us. No large account offers that.

The grandfather story

"They were with the show at twenty posts."
Money can't buy this later.

Brands have already begun reaching out unprompted. The first three partners set the tone — and the terms.

HOW BRANDS ENTER THE SHOW

Sponsored content doesn't interrupt the show — it becomes an episode of it.

01

Frenchman vs. ___

Your product becomes an official episode of the running taste-test series. Product-hero framing, his verdict as the payoff.

02

The Aisle Visit

He discovers your product in its retail habitat — the exact format behind our 3.1M-view video.

03

The Verdict

A prestige, Michelin-style armchair review of your product. Dry, quotable, endlessly clippable.

Every video pairs with a Journal article on myfrenchhusband.com built to rank for your category — the episode reaches, the article persists.

All content delivered in the account's cinematic house style. We write your product in — we don't read scripts.

BEYOND THE FEED

The show has a home we own — <http://www.myfrenchhusband.com>.

Le Journal

17 essays on French-American life, engineered for Google and AI search — the questions our comments ask, answered where engines look.

La Tribune

Columns by the cast: Sacha's formal objections, official food rankings by Owen (age 4), a translated statement by Harry (age 2). The most quotable pages we have.

Le Bulletin

A monthly letter to a list we own — the audience no algorithm can take away.

The Press Kit

Boilerplate, verified numbers, image permissions, house rules — at /press, no publicist in the middle.

For partners: campaigns don't vanish with the scroll — they live on a domain we control, indexed and compounding.

PARTNERSHIP OPTIONS

Dedicated Reel	\$3,500	One full episode integration, posted to our audience
Episode Series (×3)	\$8,500	A three-episode arc — the format audiences follow
UGC Content	\$850 / video	Character-led content for your channels, not posted on ours
Usage & Whitelisting	Quoted per deal	Paid amplification rights, exclusivity, extended licensing

Performance bonus on every reel: +\$1,000 past 1M views · +\$2,500 past 3M.

Founding-partner pricing for our first three brand partners — while reach outpaces the rate card.

FOR PRESS & MEDIA

“My French Husband (@myfrenchhusband) is a comedy-documentary account by Elizabeth and Sacha — an American wife documenting her French husband's encounters with American life from suburban New England, in the style of a nature film. Launched in July 2026, the account reached nearly thirty-three million views in its first weeks and publishes essays on French-American food and family life at myfrenchhusband.com.”

NAMES

Elizabeth and Sacha. The children appear as Owen, Harry, and Wells — first names only, faces never; we ask coverage follows the same rule.

ASSETS

Profile portrait and logo usable with credit. Episode stills by email — fast, no publicist in the middle.

INTERVIEWS

Elizabeth in English; Sacha in English and French. He will discuss coffee creamer with complete seriousness — that is, after all, the show.

Full press kit: myfrenchhusband.com/press.html — we'd be grateful if coverage links the site.



Let's make an episode

Elizabeth — co-creator & producer

Sacha — co-creator · 15 years brand-side digital commerce (L'Oréal, Meta, Mars)

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De Paris, malgré lui.