

GIANLUCA MOLLO

ATHLETE · CREATOR · BSc SPORT SCIENCE

Real challenges. Science-based preparation. Stories that move millions.

CHANNELS + AVERAGE PERFORMANCE

134.400

TikTok · followers · 8,9M total likes on TikTok

75.341

Instagram · followers

25.300

YouTube · subscribers

40M

views across 234 posts

172K

average views per post

7,28%

average engagement rate

97%

of views from vertical formats

2,5M

top video

Measured on the last 234 TikTok posts, July 2026

THE CHALLENGES

Strait of Messina, two open-water crossings

August 2025 and July 2026, within the official event. Awarded the Ambassador of the Strait title. Crossing videos: 2.5M and 2.0M views.

Sahara on foot

November-December 2025: 16 km per day with nomads, nights in tents. A 5-episode documentary on YouTube.

Military fitness tests

Italian Army and Carabinieri admission tests filmed with on-screen scores: 15.25/20. The video: 1.9M views.

WHAT A SPONSOR GETS

- Presence throughout the preparation weeks
- Vertical content on TikTok, Instagram and YouTube
- Challenge day told live
- Final film plus a post-by-post performance report

THE NEXT CHALLENGE

Already chosen, still under wraps. Sponsors find out first and join the story from day one of preparation.

Objective Date



Ambassador dello Stretto

Official recognition awarded after the second crossing.

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