



THE AUSSIE PACK

16 paws of herding chaos

@theaussiepack4 · 4 Australian Shepherds

Pet content creator · UGC · Brand partnerships

MEET THE PACK

Molly, Birra, Bondi & Blue, four Australian Shepherds with four big personalities. I turn our daily chaos into viral, feel-good content that pet lovers can't stop watching.

REACH THAT TRAVELS (LAST 90 DAYS)

897K

Accounts reached

1.6M

Content views

29.7K

Engaged accounts

40K

Interactions

Small community (800+ followers and growing), but 99% of views come from non-followers. My content doesn't just reach my audience. It finds new ones.

AUDIENCE

32%

in the USA

71%

women*

25–44

core age group

UK · ES · NL · CA

also strong

**of followers with identified gender, the prime pet-buying demographic.*

CONTENT THAT PERFORMS

VIRAL POV REELS

Emotional hooks + humor. Top reel: 325 likes from a single post.

HONEST PRODUCT TESTS

4 professional destroyers. If it survives us, it survives anything.

DAILY PACK LIFE

Training wins & fails, routines, unfiltered Aussie chaos.

hello@theaussiepack.com

instagram.com/theaussiepack4 · Based in the USA & Europe