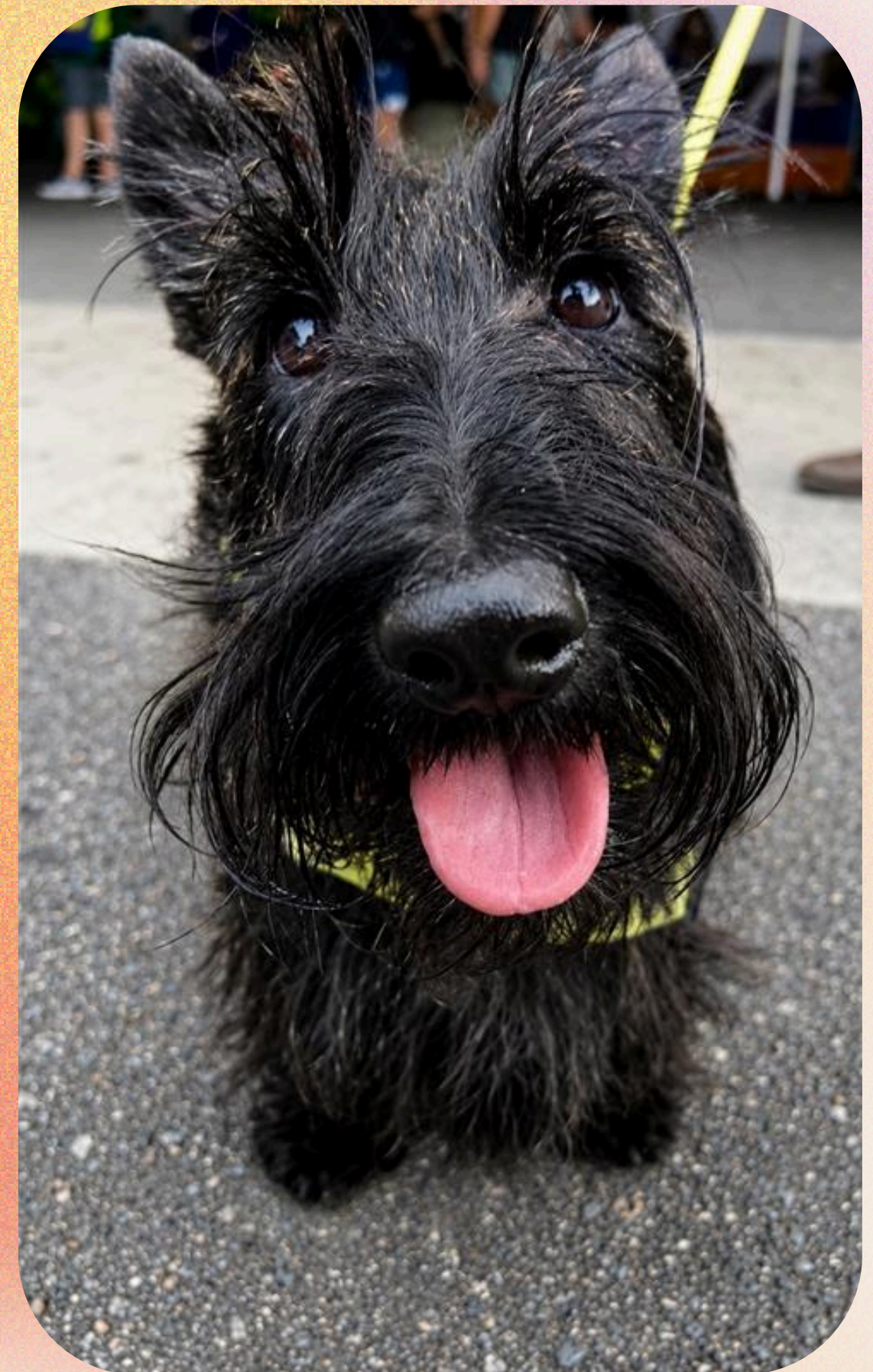
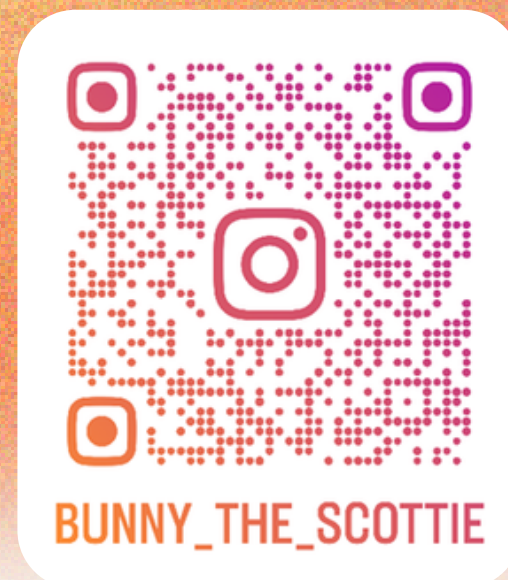


CREATOR BRAND & SOCIAL MEDIA KIT

@bunny_the_scottie

Dog Lifestyle | Community | Education | Experiences

Brisbane, Australia





OUR ETHOS

Breed Awareness

Health and Wellness

Training and Enrichment

Product discovery and reviews

Events and Experiences

Humour and Fun

AUDIENCE OVERVIEW



Enrichment and training

Pet products and reviews

Dog Sports

Dog ownership and lifestyle

Health and Wellbeing





EDUCATION & TRAINING

Beginner and Intermediate Puppy School

Commands (signal & spoken):
Sit | Stay | Beg | Paw (shake) | Spin | Focus | Gentle

Dog Sports

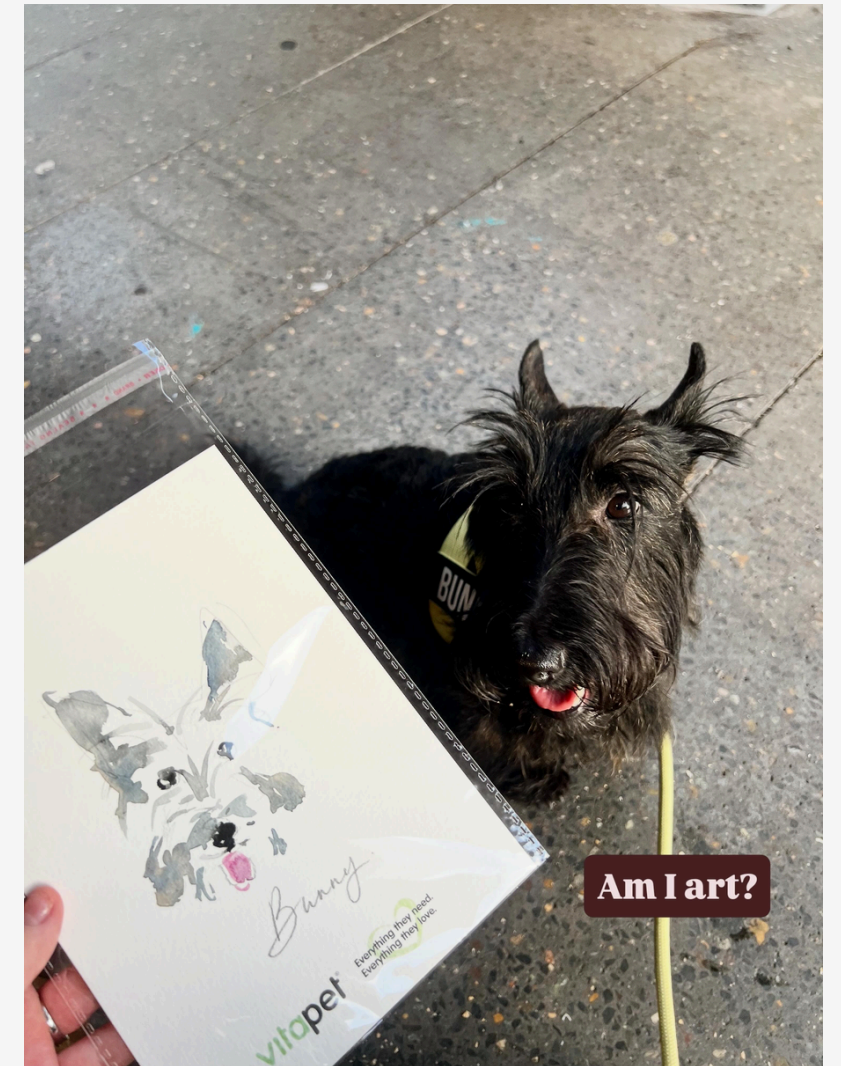
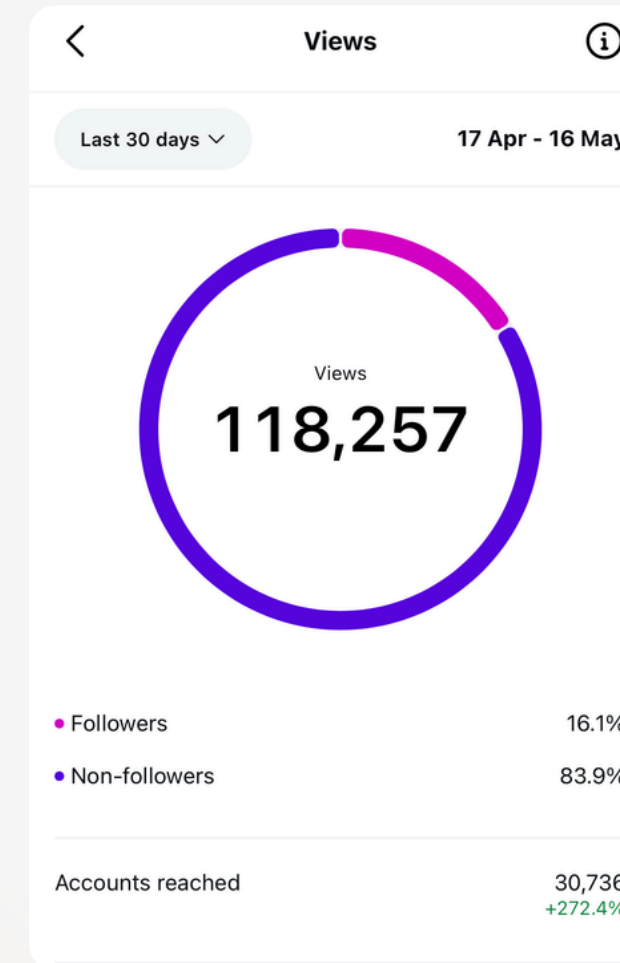
Earth Dog | Barn Hunt | Scent Work



Top age ranges



Gender



BUNNY'S TARGET AUDIENCE

INTERESTS & BEHAVIORS

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PAIN POINTS

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DEMOGRAPHICS

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Lifestyle alignment



Personality-Driven Content



Shareable content



Cafes & experiences



Meme-inspired content



Australian & Local Focus

HUMOUR & PERSONALITY

Millennial + Gen Z humour

What Works for Us



Dry humour

Community



Genuine recommendations



Young & active lifestyle



Relatable dog ownership

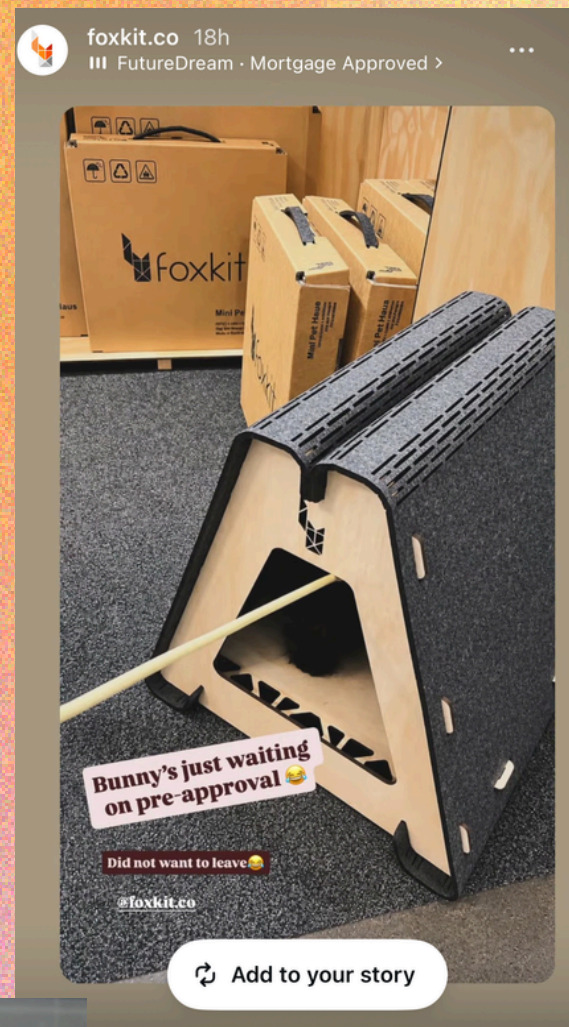
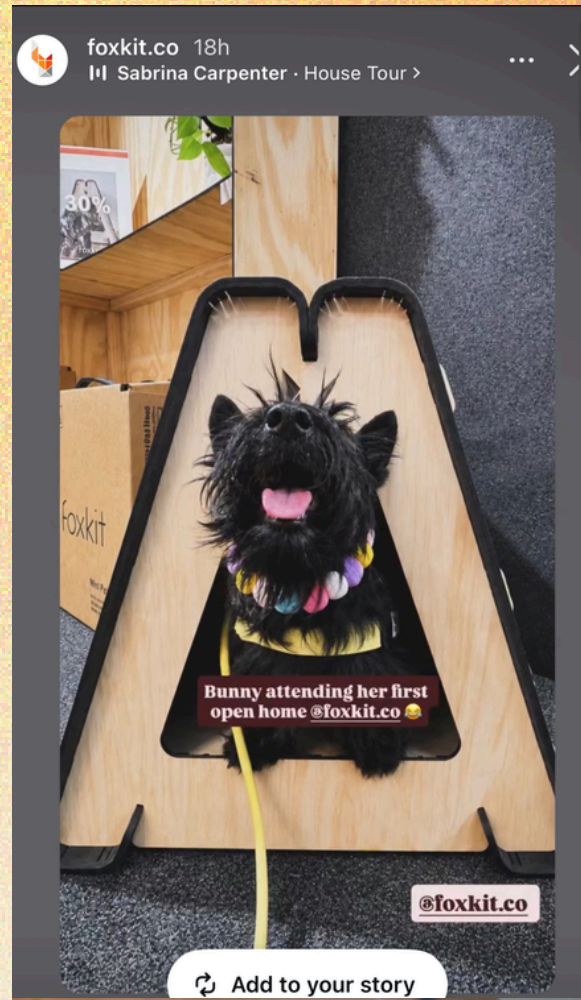
LIFESTYLE



Run Club

Long-term relationships





CORE VALUES

AUTHENTICITY

Real moments, honest storytelling

EDUCATION

Helpful content delivered simply

HUMOUR

Meme culture + millennial/Gen Z humour

LIFESTYLE

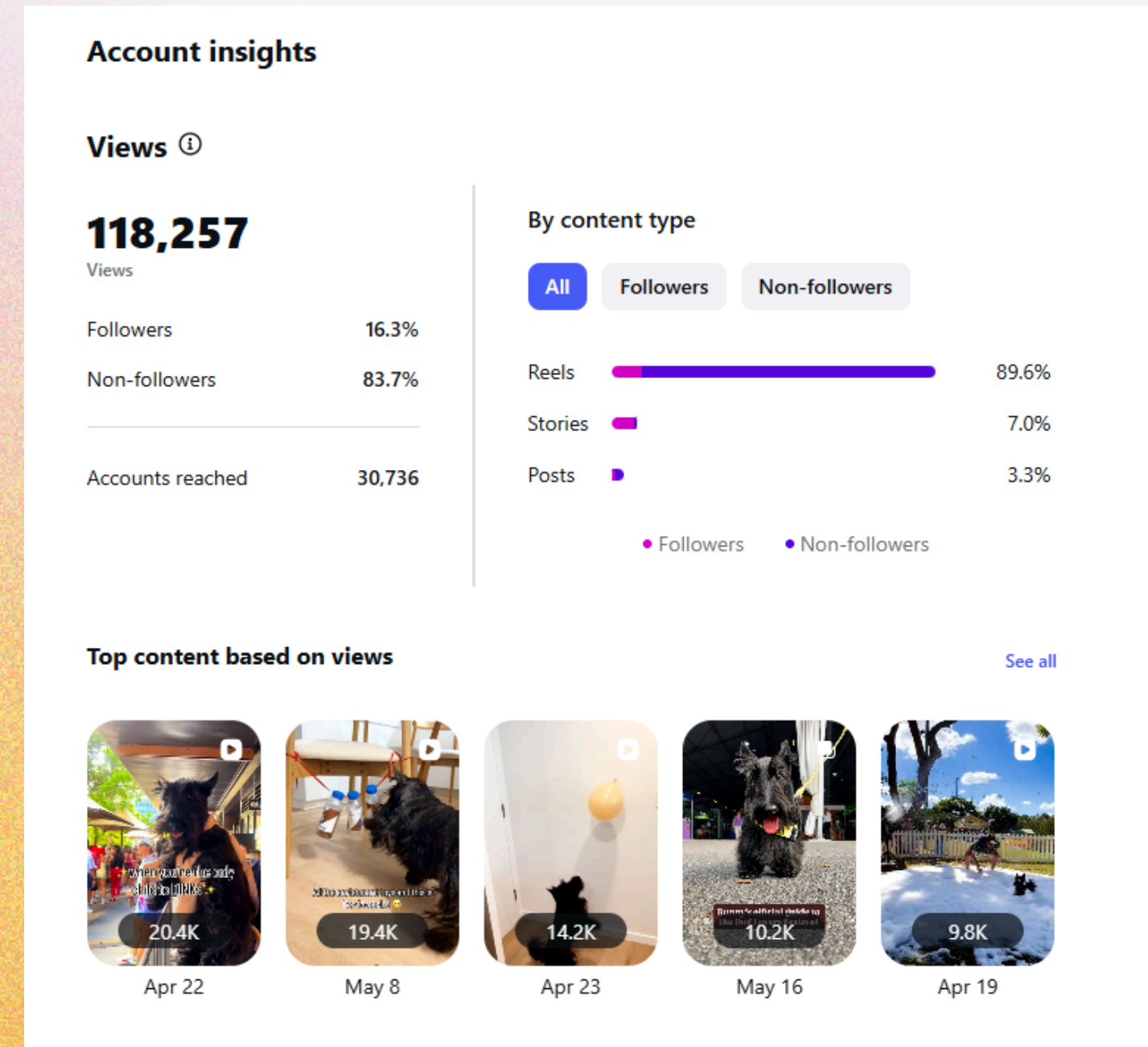
Young, active, experience-led content

COMMUNITY

Interactive and engaging content



CONTENT STRATEGY & PLANNING



Content Pillars

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Use a Content Calendar

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What is a Scottish Terrier?



Scottish Terriers are a distinctive and increasingly uncommon breed, helping create highly recognisable content that naturally stands out in crowded social media spaces.

Why Scotties stand out

- 🐾 Distinctive appearance
- 🐾 Rare breed
- 🐾 Highly recognisable silhouette
- 🐾 Memorable personality
- 🐾 Strong visual identity



2022 Gucci Pet Collection



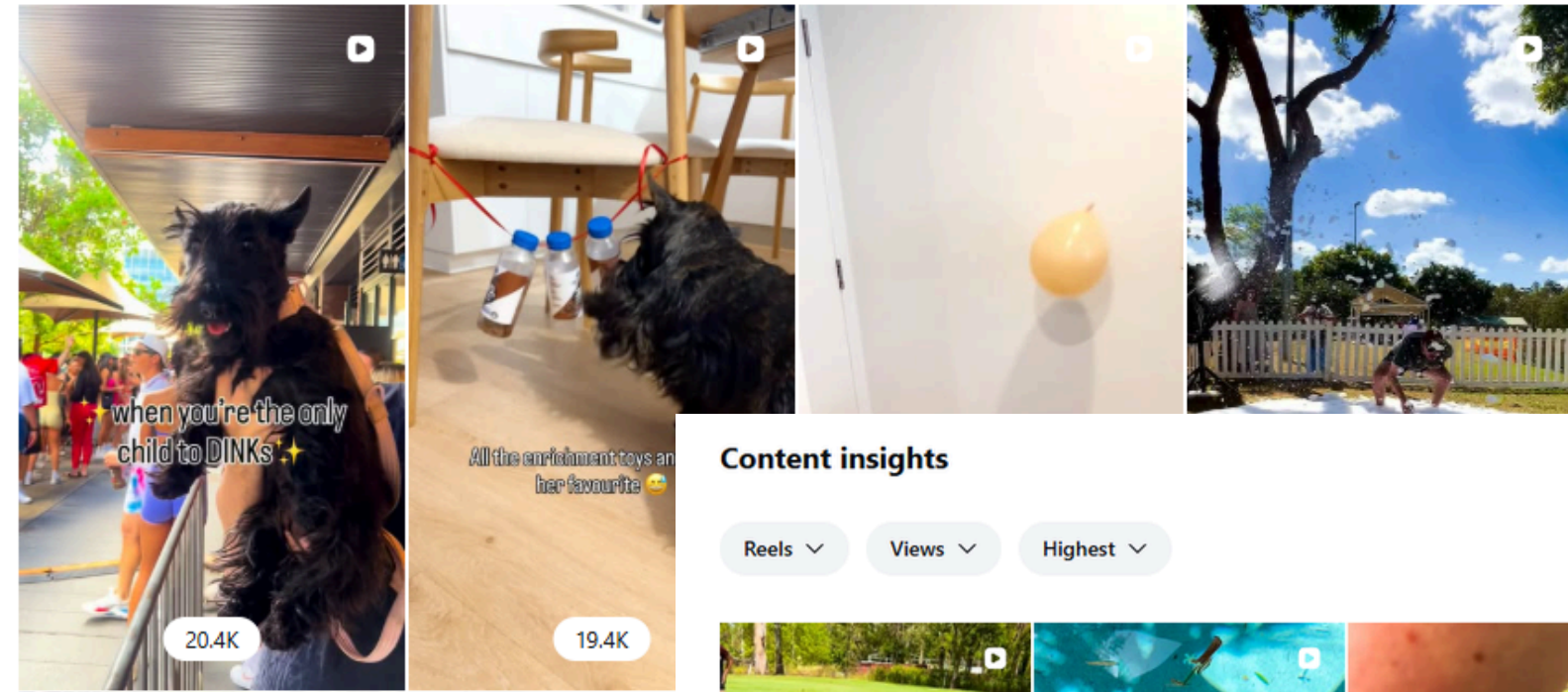
Content insights

Posts ▾ Views ▾ Highest ▾



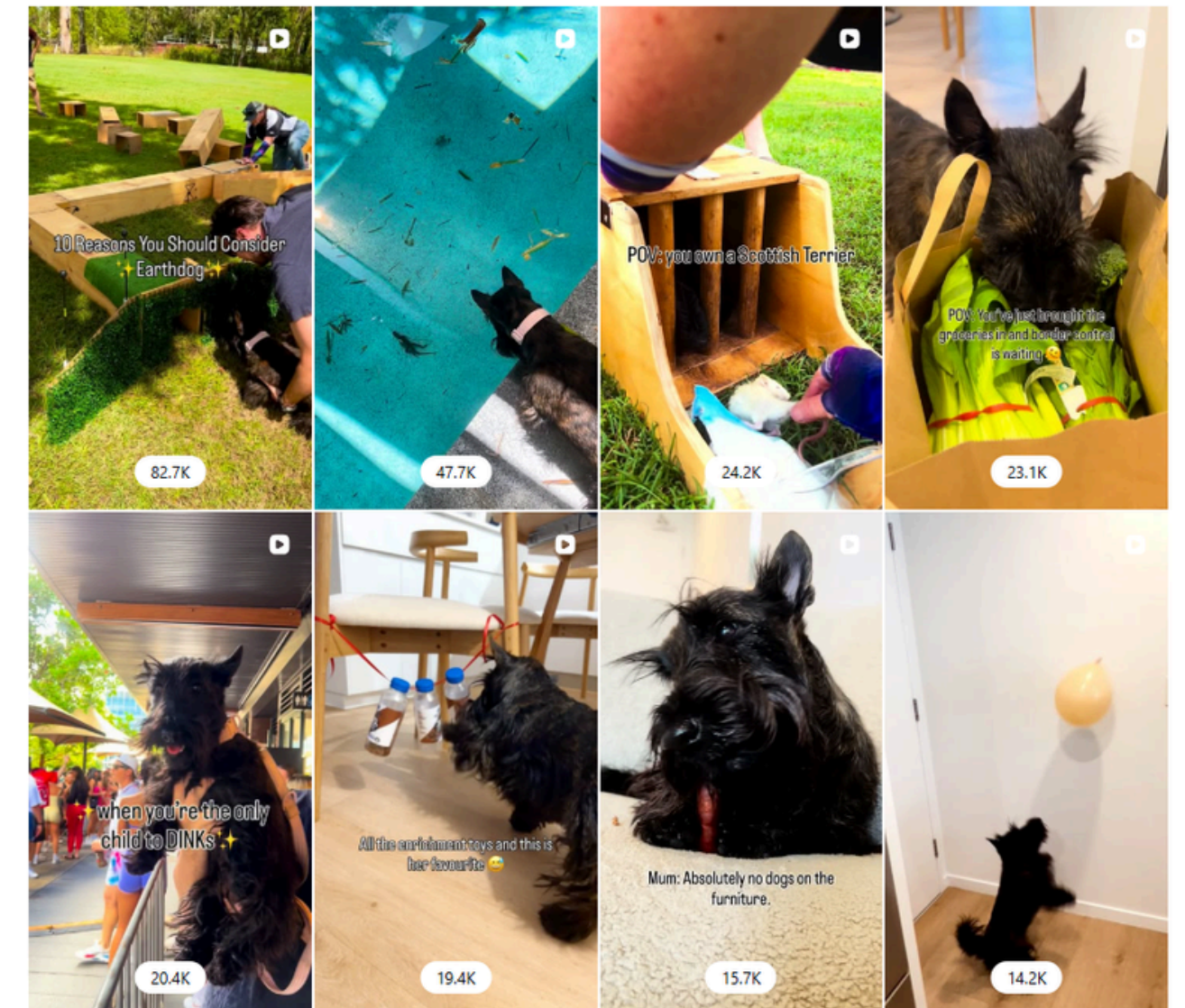
Content insights

Reels ▾ Views ▾ Highest ▾



Content insights

Reels ▾ Views ▾ Highest ▾



Growth-Driven Paid Advertising

Types of Social Media Ads

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Conclusion & Next Steps

Key Takeaways

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Next Steps

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MEET ME AT THE DOG LOVERS FESTIVAL!

FETCH TICKETS NOW!

16 - 17 May 2026

Brisbane Showgrounds

