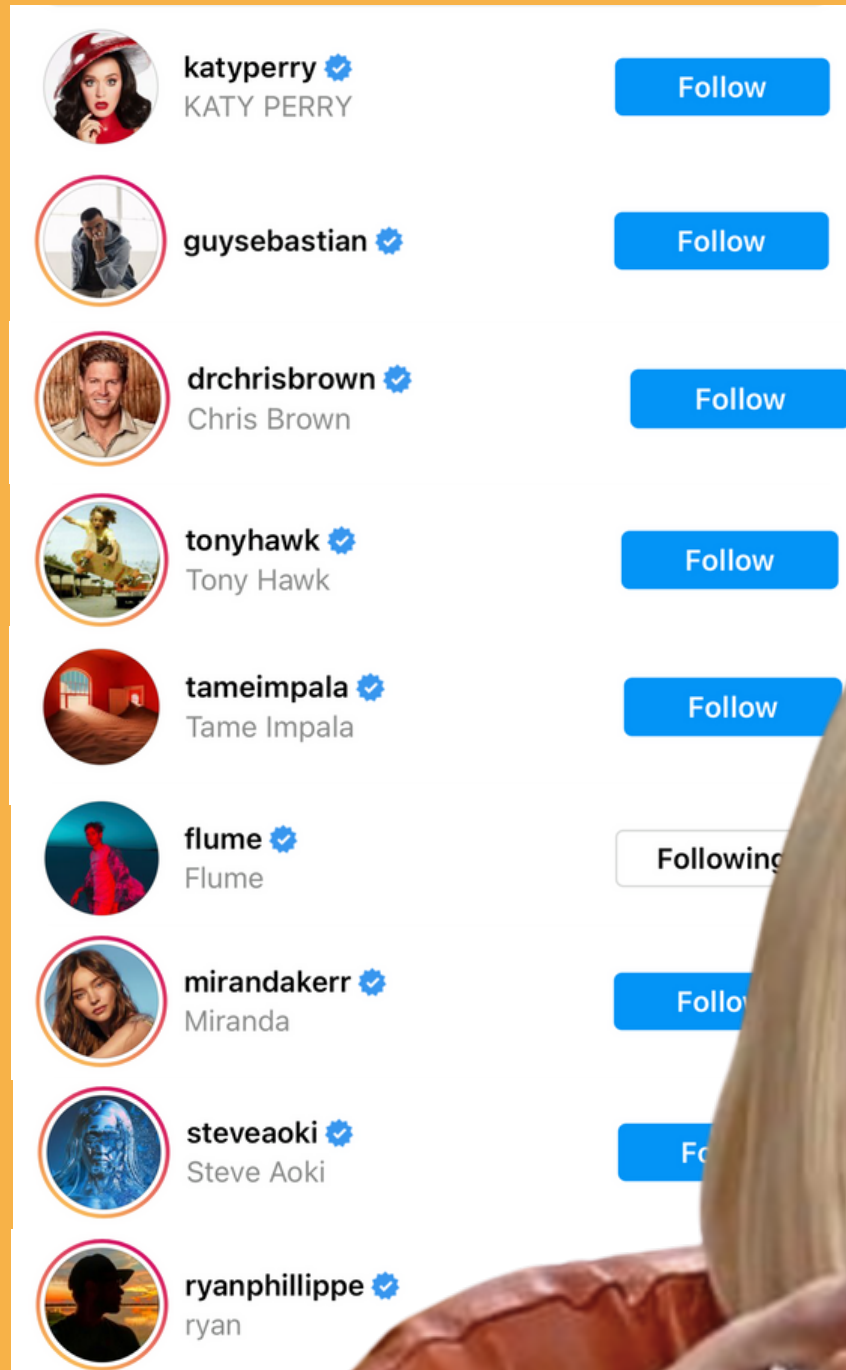


# Brown Cardigan

Media Kit  
September 2022





Launched as a blog in 2007, Brown Cardigan has grown into a social media collective that holds a mirror up to Aussie culture, reflecting back to our followers what it means to be Australian.

And over a million people froth it, relying on Brown Cardigan to keep them across the weird shit happening around the country on a daily basis.

Everyone from your brother to Katy Perry follows Brown Cardigan.





The majority of the content we post is user-generated and our engagement is 100% organic, making us an enviable source for major print and online media. If something weird, fucked or funny happens at Australia's pubs, BBQs and barefoot bowls, you can bet someone sent it to Brown Cardigan.

That's because we turn everyday Australians into fucken Aussie legends, generating memes and trends that become part of the nation's cultural attaché.

**Brown Cardigan is you, me, everyone, no-one, and definitely all of us.**



# Brown Cardigan is the most-loved publisher on social in Australia

Brown Cardigan's young, Aussie audience lives primarily on Instagram.

20M Monthly Social Reach

1.1M Instagram Followers

250k TikTok Followers

280k Facebook Page Likes



# Brand Presents...



- Bespoke original video content, produced and pushed by Brown Cardigan
- Top 'n' tail advert slots
- Featured on all platforms with @Brand tagged as business partner
- Flexibly offered as either a one-off ownership or ongoing series partnership
- Optional: paid amplification across Facebook and Instagram

*Birds of Australia w/ Struthless Studios, presented by Budgy Smuggler*



# Native Content



- Brand natively promo'd into the Brown Cardigan publish stream
- Offered as both In-Feed or Story promo
- Brown Cardigan-led production, to ensure content continuity
- #linkinbio for Custom URL (In-Feed)
- Click-through Instagram Stickers (Story)
- Optional: paid amplification across Facebook and Instagram

*Suntory Minus.196 Launch Campaign*





# Creative Services



- Creative direction from idea inception to delivery
- Flexible options on amplification across multiple platforms
- Flexible options on production - from copyrighting to full suite of Brown Cardigan-approved network

*#FakeSharksFan for Unions NSW*





# Consumer Promotion



- Social led campaign for Brand product/service giveaway amplified across all platforms
- Game of skill competition (25 words or less) or UGC submission-based (best doggo videos)
- Email sign-ups allowing Brand to build their audience
- Optional: integrated as part of the Cardigan Club monthly badge draw
- Optional: custom competition landing page
- Optional: paid amplification across Facebook and Instagram

*VB x Dunlop Volley Giveaway*





# Events



- All levels of IRL - brand activations, launches, parties
- Custom social media-led promo lead-up - including ticket giveaways etc
- Flexibly offered as a completely Brown Cardigan-led production or in partnership w/ Brand's own event team
- Optional: exclusive entry for Cardigan Club members

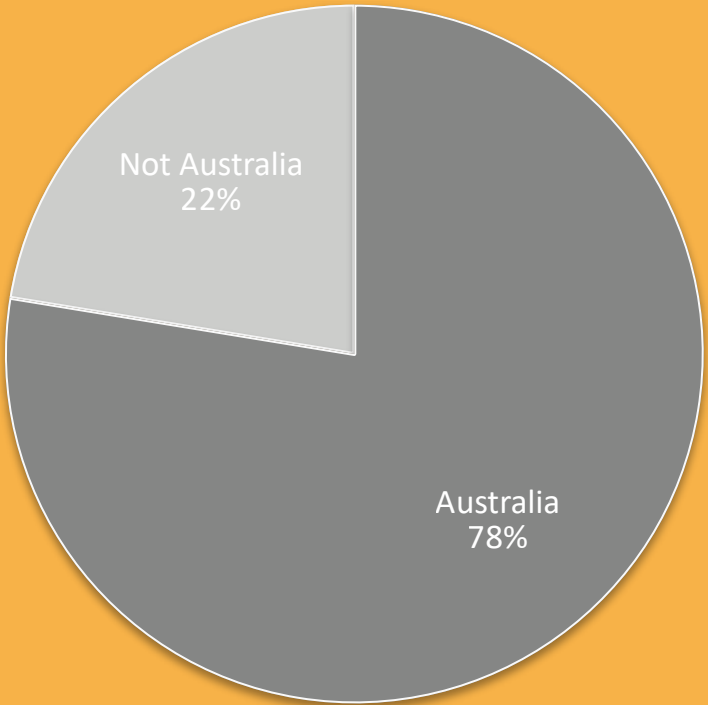
*Fireball and Brown Cardigan Present: Halloween Party*



# Audience Demographics

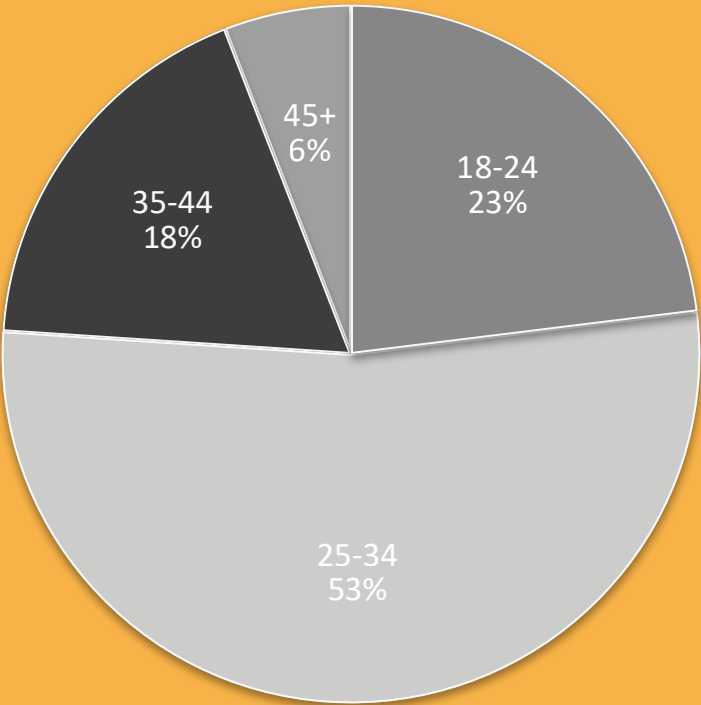
## girted by sea

78% of Brown Cardigan's followers are from Australia, with over 40% from Sydney, Melbourne and Brisbane.



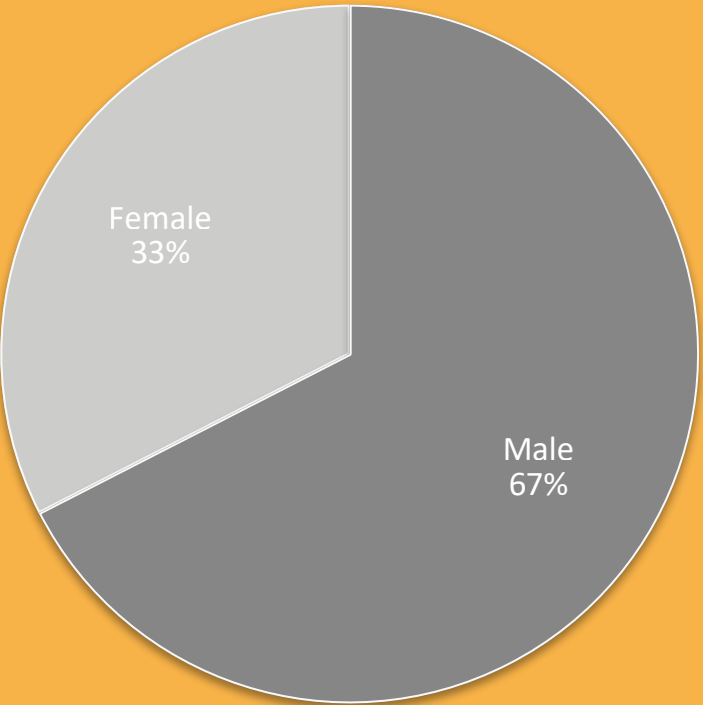
## young cunts

76% of Brown Cardigan's followers are under 35 years old and only around 1.7% are boomers.



## many men

67% of our audience is male, a demographic that's moving more and more towards parity.







**Brown Cardigan  
doesn't just  
participate in Aussie  
culture -  
*we are* Aussie culture.**

And we can help youse become a beloved part of Aussie culture, too.





# Cheers mates

For more info contact us at  
[hello@browncardigan.com](mailto:hello@browncardigan.com)

