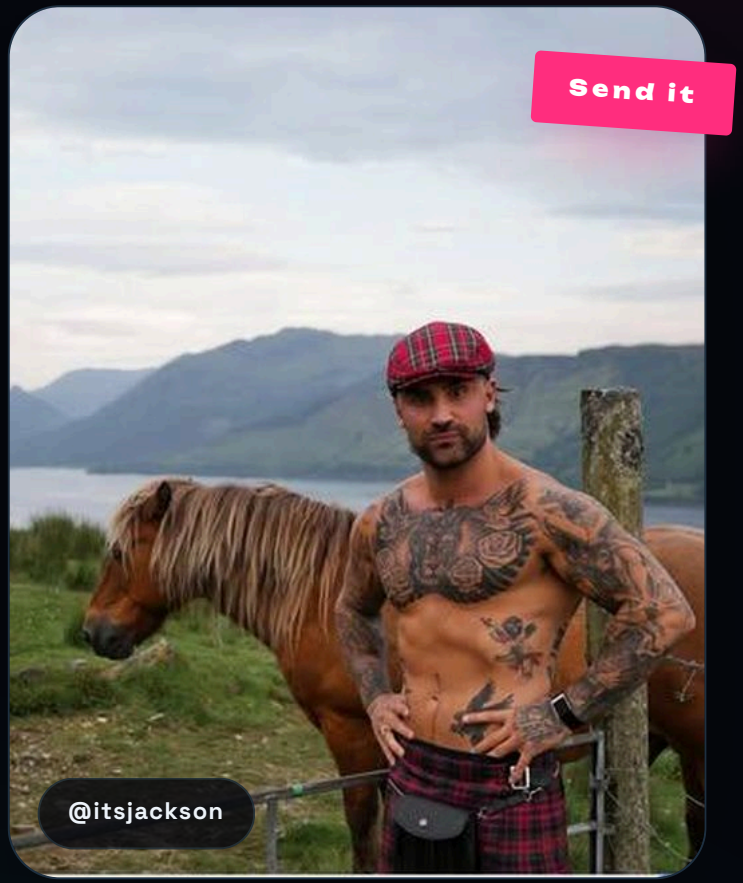
BRAND PARTNERSHIP DECK

JACKSON O'DOHERTY

PRANK ROYALTY.

Australia's loudest comedy creator. A decade of pranks, stunts and genuine animal chaos, built into one of the largest creator followings this country has — and an audience that watches to the end, then argues about it in the comments.

@itsjackson | Born Sydney 1994 | Based Gold Coast, QLD | Creating since 2013



24.4M

COMBINED FOLLOWING

Facebook, TikTok, Instagram and three YouTube channels. Excludes X.

Start a partnership →

See the numbers

SCROLL

COUNTING UP RIGHT NOW

THE AUDIENCE ISN'T A SCREENSHOT.

These four numbers are pulled from the platforms themselves and keep moving while you read. Click any card to land on the profile and check it yourself.

FACEBOOK

12,659,166

FOLLOWERS

Jackson O'Doherty

TIKTOK

6,000,000

FOLLOWERS

@jackson.odoherty

YOUTUBE

2,600,000

SUBSCRIBERS · MAIN

@JacksonODoherty

INSTAGRAM

2,436,599

FOLLOWERS

@itsjackson

Counts verified against the platforms · 5 November 2026

— but the following is genuinely spread across every platform a brand cares about, including a third YouTube channel most media kits forget to count.

692M

LIFETIME YOUTUBE VIEWS

Across all three channels: 646.4M main · 40.3M vlogs · 5.4M Jackson & Shammi.

12,659,166

FACEBOOK FOLLOWERS

His biggest platform and where it started in 2013.

6M rounded

TIKTOK FOLLOWERS

@jackson.odoherty · 354 videos · 90.1M likes. TikTok only publishes a rounded figure.

2,609,212

YOUTUBE · MAIN

@JacksonODoherty · 646,399,117 lifetime views.

2,430,613

INSTAGRAM FOLLOWERS

@itsjackson · 2.2% engagement rate · ~53,154 average likes.

524,588

YOUTUBE · VLOGS

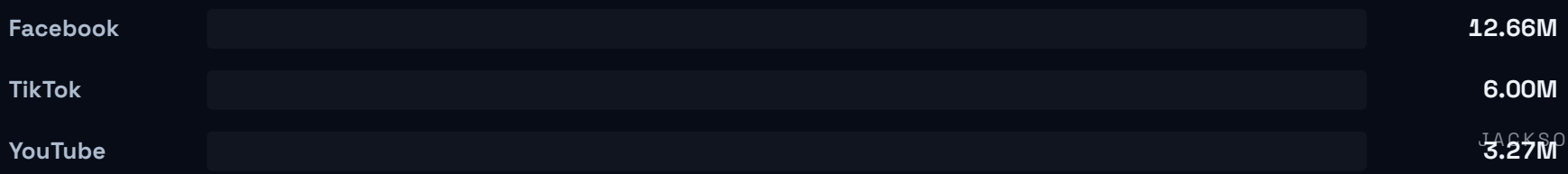
The long-form, behind-the-scenes channel · 40.3M views.

134,000

YOUTUBE · JACKSON & SHAMMI

The collab channel · 5.4M views.

FOLLOWING BY PLATFORM



IMPOSSIBLE TO BORE.

The bracket every brand says it wants and most campaigns miss: 18–34s who skip pre-roll, watch a four-minute prank to the end, and take a recommendation from a creator far more readily than from an ad.

Australia

Home market. A decade of national-scale reach and a name that reads instantly to an Australian audience — the reason his Facebook page is one of the country's largest.

United States

The second market his format travels to. Physical comedy needs no translation, and his TikTok and YouTube catalogues have circulated in the US for years.

United Kingdom

The third English-speaking territory where the comedy lands the same way, rounding out a following that is broad rather than single-market.

WHAT THE PLATFORMS SHOW

- ✓ **Core 18–34, male-skewed.** Consistent with the format, the comment sections and a decade of audience behaviour.
- ✓ **Three English-language markets.** AU, US and UK — no dubbing, no localisation, no wasted spend.
- ✓ **2.2% Instagram engagement** at 2.4M followers — roughly 53,154 likes on an average post.
- ✓ **90.1M TikTok likes across 354 videos.** A library that keeps working, not a single spike.

FIRST-PARTY ANALYTICS

Exact age, gender and geography splits come straight from Jackson's own platform dashboards and are supplied to brands on request — we don't publish third-party estimates, because they are estimates. Native exports drop in here.

INSTAGRAM

Age & gender split · top cities · reach, saves and shares · follower growth

TIKTOK

Viewer age & gender · territory split · watch time and completion · traffic source

YOUTUBE

Audience age & gender · top geographies · average view duration · subscriber source

PRANKS & STUNTS

The format that built 12.6 million followers on Facebook. Big, physical, rewatchable set-ups with a punchline you can see coming and still laugh at.

ANIMAL CHAOS

Damien the pet kangaroo went international in September 2016, picked up by press in the US, India and Australia. Wholesome, weird, and reach that travels well beyond the usual audience.

PARTY & LIFESTYLE

Gold Coast energy with a cult following — the day-in-the-life material that keeps the audience attached between the big swings. Brand-safety scoped per campaign.

BRANDED INTEGRATIONS

Native reads and fully branded skits written into the format rather than bolted onto the end — the reason the partners below came back.



CASE IN POINT

A kangaroo in the kitchen made the news on three continents.

When Damien — Jackson's pet kangaroo — started appearing in

BRANDS THAT HAVE ALREADY BACKED HIM.

Global platforms, drinks giants, an Australian activewear label and an award-winning Australian film. The full campaign history is available from management on request.

PLATFORMS, DRINKS & GLOBAL BRANDS

NETFLIX
BRANDED COLLABORATION

META
PLATFORM PARTNERSHIP

RED BULL
BRAND COLLABORATION

SPRITE
COMMERCIAL CAMPAIGN

BANG ENERGY
BRAND AMBASSADOR

AMBASSADORSHIPS, FILM & MANAGEMENT

R3 STEM CELL
NAMED BRAND AMBASSADOR

LSKD
ACTIVEWEAR PARTNERSHIP

JEREMY THE DUD
CAST · 2017 AUSTRALIAN SHORT FILM

18+
WET PUSSY SHOT
SPIRITS BRAND PARTNERSHIP

WORK WITH JACKSON

PICK YOUR WEAPON.

Three ways in. Every one of them is built around the format that already works rather than dropped on top of it — and every one is quotable as a one-off or as a season.

SINGLE SEND

One placement, one platform, native to the feed it lives in.

$ —

RATE ON APPLICATION

- ✓ 1× in-feed video or story set
- ✓ Product in frame, scripted by Jackson
- ✓ Link and promo code in caption
- ✓ Performance report after 14 days

MOST BOOKED

FULL SEND

A purpose-built branded skit, cut for every platform he runs.

$ —

RATE ON APPLICATION

- ✓ Concept developed with Jackson, not handed to him
- ✓ Facebook, TikTok, Instagram and YouTube cuts
- ✓ Usage rights for the brand's own channels
- ✓ Whitelisting and paid amplification available

SEASON PASS

Ambassadorship. A run of content, appearances and a name attached to yours.

Custom

SCOPED PER BRAND

- ✓ Multi-video series across a quarter or a year
- ✓ Ambassador billing and category exclusivity
- ✓ Event appearances and live activations
- ✓ First look at formats before they go out

LET'S TALK

YOUR BRAND. HIS 24 MILLION.

Campaigns, ambassadorships and one-off chaos — negotiated properly and delivered loudly. Management handles everything from brief to invoice.

Start a partnership →

⬇ Download the PDF kit

@itsjackson

PARTNERSHIPS	WEB	INSTAGRAM	BASED
lacci@jodbusiness.com	creators.jodbusiness.com	@itsjackson	Gold Coast, QLD

Data note. Follower and view figures verified 5 Nov 2026 from the platforms' own profiles and dashboards. TikTok publishes a rounded follower display only; all other figures are exact at the time of verification. The four counters above re-check the platforms live and fall back to a projection from the verified figures if a platform is unreachable. Audience age, gender and geography are supplied from Jackson's first-party analytics on request — no third-party estimates are published here. Partner list confirmed by management; campaign detail available on request.

← Jackson O'Doherty HQ