

AUSTRALIAN COMEDY DUO

MEDIA KIT 2026

REESE BROS

TWO BROTHERS FROM DOWN UNDER

4M+

COMBINED FOLLOWING

195M+

VIEWS & REACH · YTD

100%

ORGANIC — NO PAID BOOSTING



★ TIKTOK COMEDY CREATORS OF THE YEAR 2023

195M+ VIEWS YTD

DR. SQUATCH

MASTERFOODS

FOUR LOKO

4M+ COMBINED FOLLOWING

100% ORGANIC REACH

130.9M TIKTOK VIEWS

9.9M TIKTOK LIKES

97% NON-FOLLOWER REACH

 LIVE

Counting up right now

Real follower counts, ticking as the audience grows — this is what momentum looks like.

 TIKTOK

1,600,000

FOLLOWERS · AUGUST 2026

@reesebros

 INSTAGRAM

1,400,694

FOLLOWERS · AUGUST 2026

@reesebros

 FACEBOOK

941,000

FOLLOWERS · AUGUST 2026

Reese Bros

 YOUTUBE

411,456

SUBSCRIBERS · AUGUST 2026

@reesebros

Counts verified against platform data · 14 August 2026



WHY PARTNER WITH THE REESEBROS?

Big personalities. Humble roots.

Crowned **Australia's TikTok Comedy Creators of the Year** in 2023, the Reesebros are a comedy-first Aussie media brand — true-blue larrikin humour that feels like a laugh with your best mates. While most creators stay in their lane, the boys build bridges: sparking connections and paving the way for the next generation of social media legends.

When the Reesebros put their name to a product, people don't scroll past — **they watch, share, engage, click and buy.** Partner with them and you're not renting eyeballs; you're borrowing trust, reaching a loyal, primarily Australian audience across every format.



01 • THE NUMBERS

Why brands win with the boys

01

195M+

Views & reach · YTD

4M+

Combined following

97%

Reach from non-followers

100%

Organic — no paid boosting

130.9M

TikTok views · YTD

9.9M

TikTok likes · YTD

18–34

Core age · 70%+ male

2023

AU Comedy Creators of the Year

Strong engagement

Cultural capital

Trusted tone of voice

100% organic reach

Loyal audience

Uniquely Australian

Creative scriptwriting & execution

Authentic presence

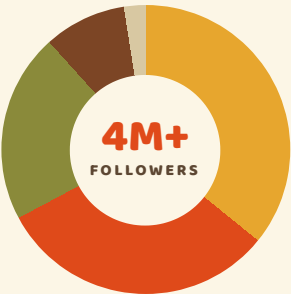


Who's actually watching

A core 18–34 crowd, 70%+ male, most-Australian on the flagship channels — and 97% of Instagram reach comes from non-followers.

02

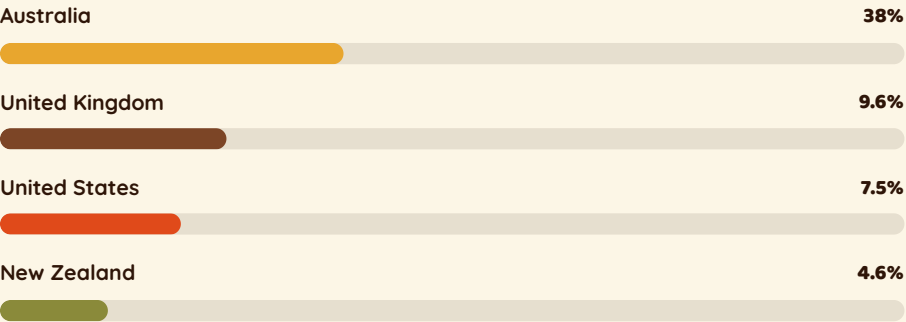
4M+ COMBINED FOLLOWING



TikTok	1.6M
Instagram	1.4M
Facebook	941K
YouTube	410K
Snapchat	110K

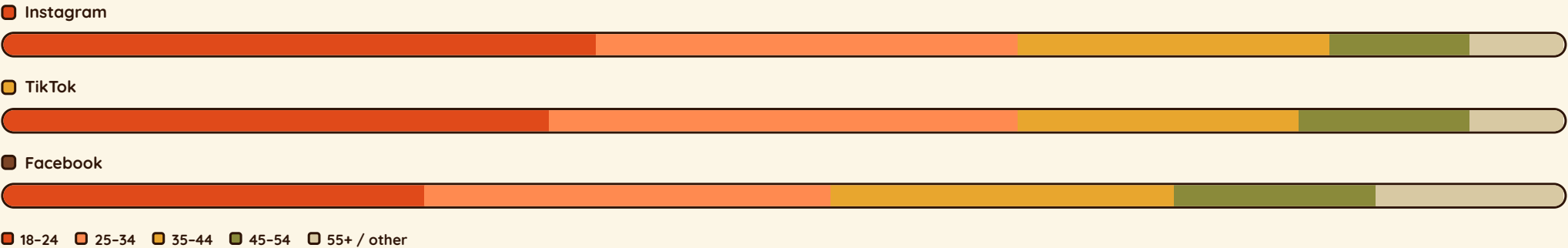
Plus 235K following the boys' personal creator pages.

TOP MARKETS — TIKTOK (YTD)



Instagram skews more global — US 16.8%, AU 16.6%, India 8.4%.

AGE BREAKDOWN BY PLATFORM



Gender skews male across the board — Instagram 81% · TikTok 69% · Facebook 73%. Most-Australian on flagship channels (TikTok AU 38%, Facebook AU 52%); Instagram runs more global.

Four engines, one brand



■ SKITS / SOCIALS

195M+

VIEWS • YTD

Short-form comedy across IG, TikTok & Facebook — the reach engine.

■ REESE FAMILY PODCAST

10K

FOLLOWING

Tom, Kell & Lani round the mic — depth, loyalty, a mate's-tip host-read.

■ YOUTUBE

410K

FOLLOWING

Long-form home of the brand — the deepest integrations.

■ STREAMING

Live

KICK • IG • TIKTOK LIVE • TWITCH

Live & unfiltered — real reactions, real community.

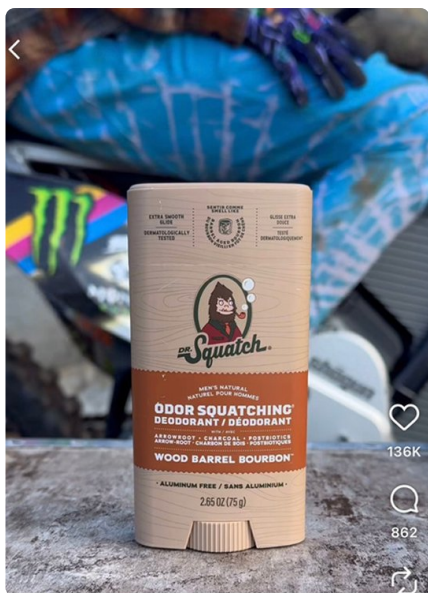
03



Channel by channel

PLATFORM	FOLLOWING	VIEWS / REACH	HIGHLIGHT
 TikTok	1.6M	130.9M	9.9M likes · 863K shares (YTD)
 Instagram	1.4M	41.5M	97% reach from non-followers (90d)
 Facebook	941K	23M	82% non-follower reach (90d)
 YouTube	410K	—	Long-form home of the brand
 Snapchat	110K	—	Younger, story-native audience
 Combined	4M+	195M+	YTD views & reach

Partners & proof



DR. SQUATCH • FEATURED REEL

DR. SQUATCH

'Manlandia' AU launch

Cultural-influence campaign promoting their Woolworths rollout — driving in-store traffic nationwide.

1.38M

VIEWS • FEATURED REEL

97K likes • 26K shares

MASTERFOODS

'Democracy Sauce'

Humour-driven content amplifying the election-period campaign — tapping Aussie culture.

National

BRAND AWARENESS

Cultural relevance play

FOUR LOKO

AU market launch

Long-term creator partnership for the brand's official Australian launch — blending brand with the boys' banter.

Long-term

CREATOR DEAL

Young AU demographic



06 • MARKET RATES

Straight-up pricing

Indicative starting points — bundles & long-term retainers available.

06

Instagram Story

210K+ EXPOSURE

\$6,000

TikTok Video

1.5M+ EXPOSURE

\$14,000

Instagram Reel

2.8M+ EXPOSURE

\$20,000

Reel across IG, TikTok, Shorts, FB & Snap

6M+ EXPOSURE

\$28,000

Paid usage — all platforms • ∞

\$2k/wk • \$5k/mo

Pick your poison

STARTER

From \$6k

One asset, one platform

- ✓ Single IG story or TikTok clip
- ✓ 1 social clip cut-down
- ✓ Performance snapshot

MOST POPULAR

SERIES

From \$28k

Cross-platform reel series

- ✓ 5-skit series across all 4 socials
- ✓ Whitelisting for paid boosting
- ✓ Raw + final assets, full report

AMBASSADOR

\$2k/wk+

Always-on + usage rights

- ✓ Ongoing presence, all pillars
- ✓ Priority + category exclusivity
- ✓ Quarterly strategy with the boys



LET'S TALK

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