MAFS AUSTRALIA 2026 · AS SEEN ON NINE

SCOTT MCCRISTAL

GOLD COAST ENTREPRENEUR · **AUSTRALIA'S MOST-TALKED-ABOUT GROOM**



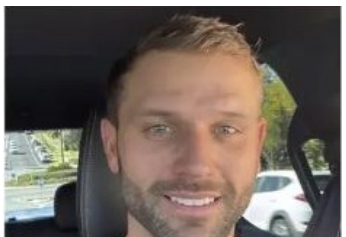
MAFS 2026 · NINE

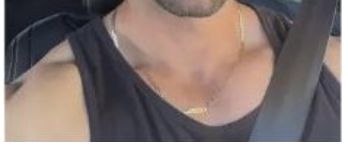
172K+
INSTAGRAM FOLLOWERS

44K+
TIKTOK FOLLOWERS

5.3M
VIEWS · TOP TIKTOK

16M
MAFS 2026 REACH





@SCOTT_MCCRISTAL

LIVE RIGHT NOW

THE AUDIENCE, COUNTING UP LIVE

Real follower counts, straight from the platforms — still climbing months after the finale.

INSTAGRAM

171,710

FOLLOWERS · LIVE

@scott_mccristal

TIKTOK

43,600

FOLLOWERS · LIVE

@scottmccristal

Counts verified against the platforms · 5 November 2026

THE MOMENT

"YOU JUST GOT SCOTTED"

SCOTTED

At the final dinner party of MAFS 2026, Scott read the letter that ended the season's biggest storyline — put down his ring, and walked. Australia stood up and applauded. **Yahoo called the reaction instantly: "Bravo Scott."**

> **"SCOTT, YOU EARNED THAT WALKOUT, KING."**
>
> — VIEWER REACTION, YAHOO LIFESTYLE

What followed wasn't a villain edit — it was a redemption arc. The wronged-but-dignified groom became the season's **"big softie"**: paying a stranger's groceries, giving away fuel to fans, and hard-launching a new chapter. His bio says it best: **"It's free to be kind."**



THE WEDDING · FEB 2026

THE GROWTH STORY

26K TO 161K IN ONE SEASON

Every figure below is press-verified and dated. The surge **after** the finale is the story: audiences didn't just watch Scott — they followed him home.

26K	49K	73.8K	150K	172K+
FEB · PREMIERE	APR 7 · LETTER AIRS	APR 20 · SEASON ENDS	MAY 19 · #3 OF CAST	NOW · STILL CLIMBING

6× follower growth in ~100 days

+76K in the month after the finale

Top 3 most-followed MAFS 2026 cast

THE PLATFORM BEHIND HIM

MAFS 2026 WAS AUSTRALIA'S #1 SHOW

16M
TOTAL NATIONAL REACH — NINE

2.76M
AVERAGE AUDIENCE PER EPISODE

3M
GRAND FINALE VIEWERS

4.8B
MINUTES STREAMED ON 9NOW

Every one of its 39 episodes won its timeslot. Nine calls it "a cross-platform phenomenon" — and Scott was one of its defining storylines.

MORE THAN A REALITY STAR

AN ENTREPRENEUR WITH AN ENGINE ROOM

Scott walked into MAFS already running three businesses. Fame didn't make him — it **multiplied** him. Brands aren't partnering with a personality; they're partnering with an operator who converts attention into revenue.

AUTOMOTIVE

MCCRISTAL MOTORS

Gold Coast car dealership. Sales up **+43%** during the season — proof his audience buys.

FINANCE

A LEND FINANCE

Loan brokerage — new client enquiries up **+78%** on the back of the show.

MARINE & ADRENALINE

JETSKI UNITED

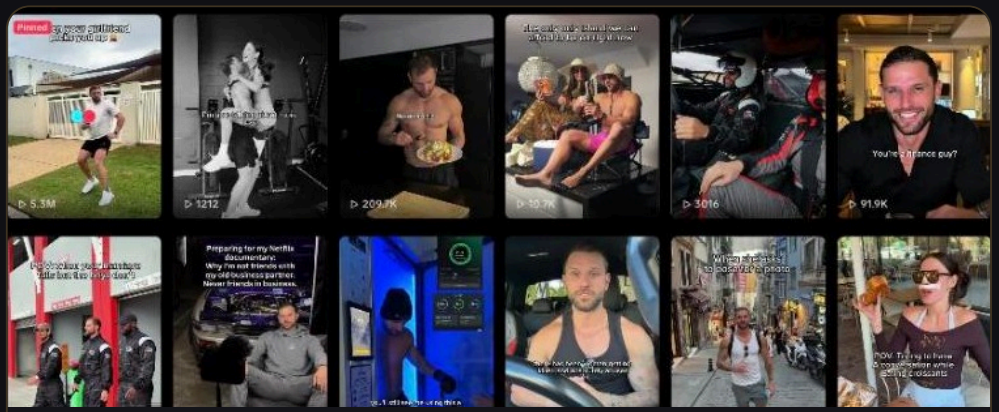
Jet ski servicing and lifestyle — the adrenaline arm of the portfolio.

NEXT CHAPTER

MCCRISTAL LIFE

New lifestyle venture in launch — **+127%** enquiries across the portfolio since February.

ONE AUDIENCE



CARS & ADRENALINE

Supercars, jet skis, karting — his pinned TikTok alone has **5.3M views**, with clips at 428K, 221K and 209K behind it.



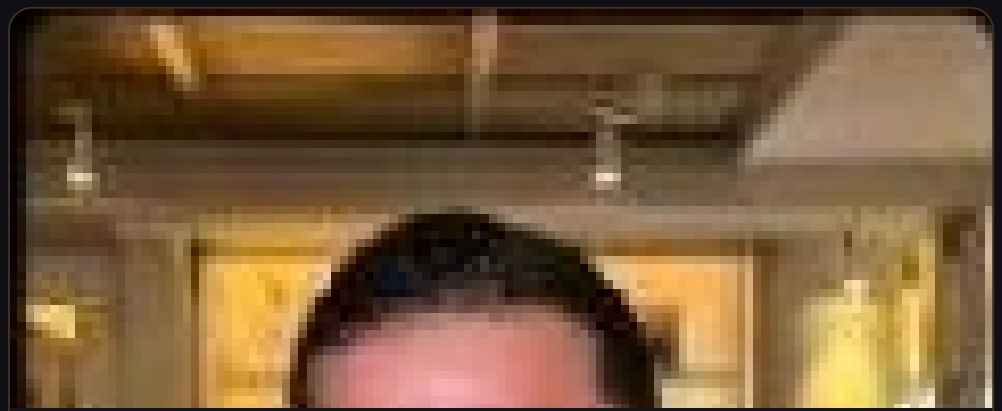
FITNESS & LONGEVITY

A self-described ”longevity junkie” — gym content with four reality-TV runs of on-camera confidence behind it.



THE COUPLE CHAPTER

The hard launch with fitness influencer Brienna Stockdale



KINDNESS & HEART

Grocery runs for strangers, fuel giveaways for fans — ”It’s free

FEATURED IN

15+ OUTLETS AND COUNTING

DAILY MAIL
YAHOO
PEDESTRIAN.TV
NEW IDEA
WHO
GRAZIA
HEART
CAPITAL
THE TAB
WOMEN'S WEEKLY
NOW TO LOVE
TV WEEK
TECHRADAR
MSN
SO DRAMATIC!

WHY BRANDS WIN

CLEAN SLATE. CATEGORY EXCLUSIVITY READY.

Unlike much of the cast, Scott has **no existing brand ambassadorships** — the first partner in each category gets him exclusively, with an audience in Australia's prime 25–54 grocery-buyer demo.

- Automotive
- Finance & fintech
- Fitness & men's grooming
- Menswear
- Travel & hospitality
- Home & lifestyle

"INCREDIBLY BRAND-SAFE, WIDELY LIKED… EXACTLY WHAT BRANDS LOOK FOR."

— ALYSSA STEVENSON, TALENT AGENT (ASM), TO PEDESTRIAN.TV

WAYS TO PARTNER

PICK YOUR LANE

SINGLE DROP

From $1.2K

One post, one platform

- IG post, Reel or TikTok
- Story amplification
- Performance snapshot

MOST POPULAR

SERIES

From $4.5K

Cross-platform mini-campaign

- 4-content series across IG + TikTok
- Whitelisting for paid boosting
- Raw assets + full report

AMBASSADOR

$POA

Always-on + usage rights

- Ongoing presence, all platforms
- Category exclusivity
- Appearances (from $3.5K) & events

Indicative starting points benchmarked to published MAFS 2026 market rates — bundles, retainers and couple campaigns with Brienna available on request.

LET'S TALK

PUT YOUR BRAND IN THE FAST LANE

BRAND & SPONSORSHIPS

srmccristal@gmail.com

Instagram | TikTok | Threads



GOLD COAST, QLD