

# MISS PIGGSY

**MEDIA KIT | 2026**

**Big Personality. Millions of Views. One Unforgettable Pig.**

## **RESCUED MINI PIG**

Digital Entertainment | Pet Lifestyle | Family-Friendly Content

**Brand Partnerships | Sponsored Content | Affiliate Campaigns | UGC | Product Features**

### **Miss Piggsy, LLC**

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# ABOUT MISS PIGGSY

**A rescued mini pig who turned everyday life into entertainment.**

Miss Piggsy is a fast-growing digital entertainment and pet lifestyle brand built around humor, authentic storytelling, everyday adventures, and the unmistakable personality of one very opinionated rescued mini pig. What began as sharing everyday moments has grown into an engaged social community of animal lovers, pet owners, families, and lifestyle audiences.

Known for her attitude, food-driven decision-making, dramatic opinions, and recurring adventures, Miss P turns ordinary moments into highly shareable stories filled with humor, personality, and genuine family connection.

At its heart, Miss Piggsy is about more than a funny pig. It is about the extraordinary relationships people build with animals - and creating positive, family-friendly entertainment that makes people smile.

## BY THE NUMBERS

|                                             |                                                    |                                            |
|---------------------------------------------|----------------------------------------------------|--------------------------------------------|
| <b>40K+</b><br>TikTok Followers             | <b>29K+</b><br>Instagram Followers                 | <b>10</b><br>Instagram Reels Over 1M Views |
| <b>26M</b><br>Top TikTok Views              | <b>3.5M</b><br>Likes on Top TikTok                 | <b>37.5M+</b><br>Instagram Views / 30 Days |
| <b>16.4M+</b><br>Instagram Accounts Reached | <b>97.4%</b><br>Instagram Views From Non-Followers | <b>142K</b><br>Saves on Top TikTok         |

Statistics reflect recent creator analytics and should be refreshed periodically as the audience continues to grow.

# WHY MISS PIGGSY?

## Entertainment first. Brand integration second.

Miss Piggsy creates highly shareable, story-driven content that combines humor, authenticity, and an unforgettable animal personality. Every collaboration is approached as entertainment first, allowing products and partners to become part of the story rather than interrupting it.

This approach protects the authenticity that built the audience while creating memorable opportunities for brands to connect with viewers through content they genuinely want to watch, share, save, and discuss.

# AUDIENCE

## Animal lovers. Pet owners. Families. Lifestyle consumers.

The Miss Piggsy community enjoys animals, humor, family-friendly entertainment, pet lifestyles, and authentic storytelling. The audience actively engages through shares, saves, comments, sends, and repeat viewing.

Current platform demographic charts - including age, gender, top countries, and top cities - can be inserted here when the media kit is customized for a specific campaign.

# SIGNATURE CONTENT

|                                     |                                                                             |
|-------------------------------------|-----------------------------------------------------------------------------|
| <b>Pig Grand Prix</b>               | Zoomies, racing, and questionable navigation.                               |
| <b>Spa de Dad</b>                   | Grooming, wellness, and highly unappreciated personal care.                 |
| <b>Pig Pillow</b>                   | Family bonding, according to Dad; strongly disputed by Miss P.              |
| <b>Food Enthusiast Chronicles</b>   | Meals, treats, negotiations, and a lifelong commitment to eating.           |
| <b>Pig Boot Camp</b>                | Exercise, enrichment, and varying levels of cooperation.                    |
| <b>Outdoor Adventures</b>           | Walking, exploration, play, and discovering the world outside.              |
| <b>Dexter &amp; Piggy</b>           | Sibling friendship, competition, and occasional food warfare.               |
| <b>Bedtime &amp; Nap Adventures</b> | Sleeping rituals, snoot kisses, and the complicated business of relaxation. |

# PARTNERSHIP OPPORTUNITIES

## Put your brand into the story.

Miss Piggy works with brands whose products and values naturally fit her world, her family, and her audience.

- Sponsored short-form video
- Instagram Reels & Stories
- TikTok content
- YouTube Shorts
- Facebook video
- Product demonstrations
- Authentic product reviews
- UGC creation
- Affiliate campaigns
- Brand ambassador programs
- Cross-platform campaigns
- Recurring-series product integration
- Long-term partnerships
- Licensing and custom campaigns

## NATURAL PRODUCT INTEGRATION

The strongest partnerships do not need to feel like traditional advertisements. Food and treats can become part of Food Enthusiast Chronicles; grooming and wellness products fit Spa de Dad; harnesses, leashes, enrichment, and outdoor products fit Outdoor Adventures; and home, cleaning, comfort, and pet-care products naturally fit everyday life with Miss Piggy and her animal siblings.

**The product is not simply displayed. It becomes part of the adventure.**

## BRAND VALUES

**Authenticity** - Products and partnerships should genuinely fit Miss P's lifestyle.

**Creativity** - Every collaboration should have a story worth watching.

**Animal Welfare** - The health, safety, and happiness of the animals always come first.

**Family-Friendly Entertainment** - Content is designed to be positive, approachable, and broadly enjoyable.

**Trust** - The audience relationship is more important than any individual campaign.

**LET'S CREATE SOMETHING PEOPLE ACTUALLY WANT TO WATCH.**

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