



27K+ IG FOLLOWERS TRUST BAILEY



BAILEY

THE Mini Hippo

PET TRAVEL • HOSPITALITY • LIFESTYLE BRAND

Inspiring pet-friendly adventures, creating unforgettable experiences, and building a brand families love.

- Authentic Storytelling
- High-Quality Content
- Real Experiences
- Loyal & Engaged Audience

27K+	20.8K	47.8K+	2.7M+	82%	35-54
Instagram Followers	TikTok Followers	Total Community Across Platforms	Views on Instagram in the last 30 days	Female Audience	Top Age Range

ABOUT BAILEY

Bailey THE Mini Hippo is a pet travel and lifestyle brand inspiring pet parents to explore the world with their dogs. From luxury hotels and unique dining experiences to everyday adventures, Bailey creates story-driven content that helps brands connect with an engaged community who treat their dogs like family.

Creating unforgettable, pet-friendly experiences that inspire

CONTENT & PARTNERSHIP DELIVERABLES

- Story-Driven Reels & TikTok Videos
- Instagram Stories
- High-Quality Photography
- UGC (User-Generated Content)
- Hotel Walkthroughs
- Restaurant & Café Features
- Product Placement
- Product Storytelling
- Event Coverage
- Brand Ambassadorships
- Long-Term Campaigns

AUDIENCE SNAPSHOT



OUR COMMUNITY LOVES

Travel • Pet-friendly hotels • Dining out
Outdoor adventures • Dog-friendly lifestyle
Products that make life better for their dogs

TRUSTED BY AMAZING BRANDS

HOSPITALITY & DINING



KRANE
AT CRANE CLAW ARCADE



PET & LIFESTYLE BRANDS

MOONCOOL

spark.paws

pettoik

ucari

MEYER'S PET

CUDDLE CLONES

TevraPet



FEATURED IN & EVENTS

- Global Pet Expo 2026
- SUPERZOO 2026
- Hotel & Tourism Partnerships
- Pet Travel Across Florida & NYC
- Dog-Friendly Restaurant Features

THE BAILEY BRAND

Bailey THE Mini Hippo is expanding beyond social media into a family-friendly lifestyle brand through travel, hospitality, publishing, and strategic partnerships. Current projects include the Mini Hippo Adventure children's book series and future opportunities in licensing, products, and entertainment.

LET'S WORK TOGETHER!

Let's create memorable experiences that inspire pet parents to explore more and live life to the fullest with their dogs.

Let's make magic together!

LET'S CONNECT

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