

## TeamGB Media Kit 2025

 @carobucher\_official

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## Overview

### TeamGB



**“A German living in Dubai with one of the largest equestrian accounts in the Middle East”**

Hi, I’m Caroline!

I’m 31 years old and have been living and riding in Dubai for the past two years. Our journey on social media began in 2015, originally documenting pony competition successes, which led to a strong community of pony enthusiasts.

Over time, my account has grown organically, evolving into a more diverse platform that occasionally features my family as well.

Today, our equestrian journey spans two locations—our two horses in Germany and my training and competition life in Dubai. I ride and train with various horses at the Dubai Polo & Equestrian Club, regularly participating in national competitions.

This unique blend of experiences creates a dynamic mix of content, showcasing both the equestrian lifestyle in Dubai and our horses in Germany.

Excited to connect and explore potential collaborations!



## Brand overview

### Partners

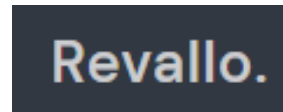


PFERDEGOLD

BATES  
• SADDLES •



PS of SWEDEN



kavalio



(€)  
EQUESTRIAN  
STOCKHOLM



current contracted partners

example former partners

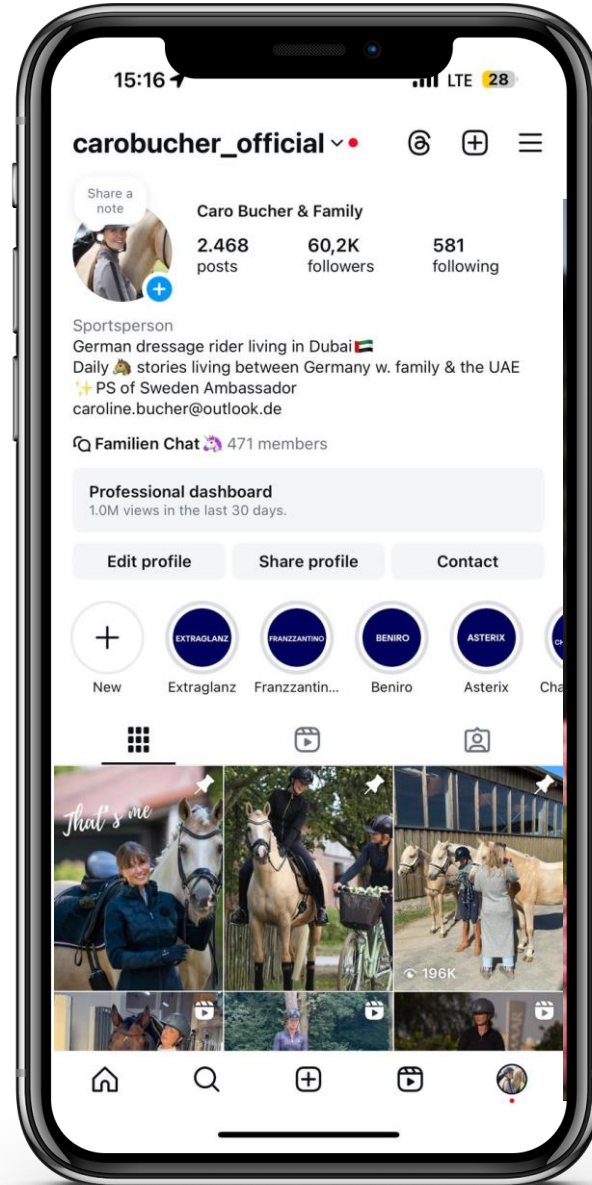
## Channels & Audiences

### Instagram

 [@carobucher\\_official](https://www.instagram.com/carobucher_official)  
60,2k Followers

### Content pillars


- ❖ Riding outfits
- ❖ Horse training & riding videos
- ❖ Entertaining & engaging videos





Channels & Audiences

# Instagram Insights

 [@carobucher\\_official](#)  
60,2k Followers

Gender



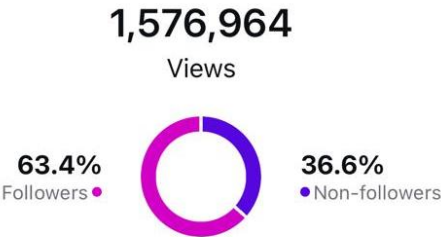
<

Views

i

Last 30 days ▾

19 Apr - 18 May

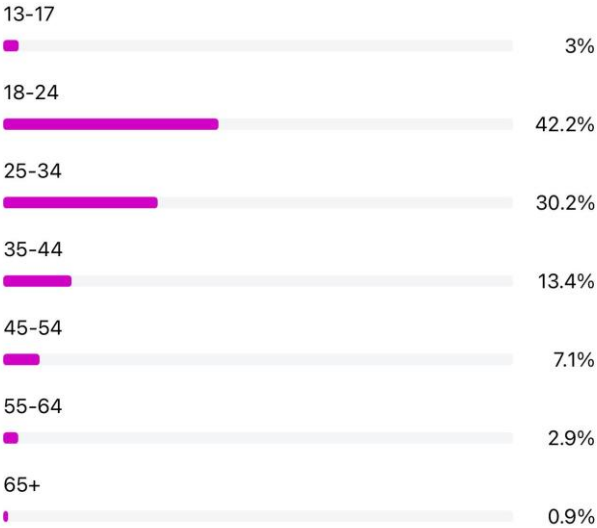


Accounts reached

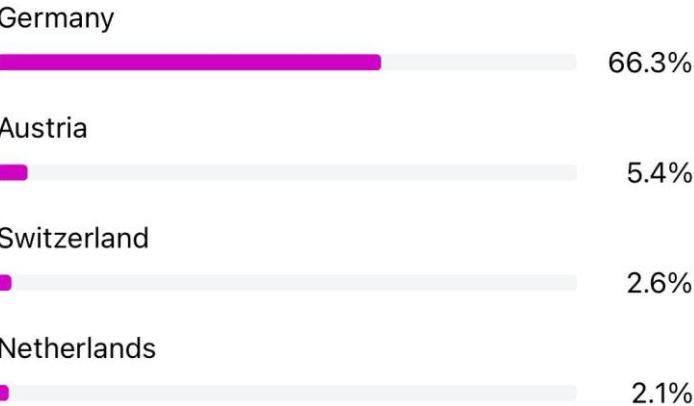
178,607  
+45.6%

Age range

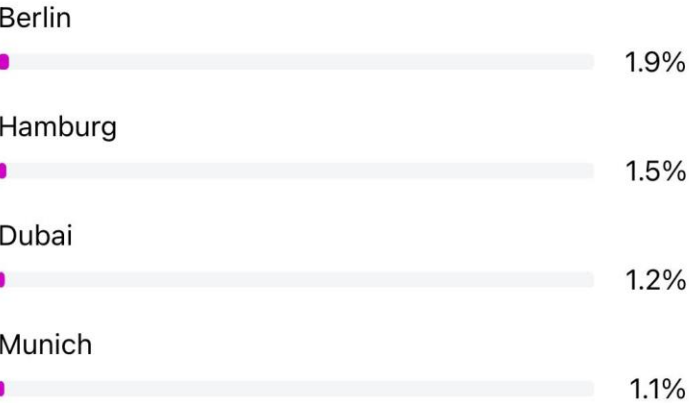
All Men Women



Top countries



Top towns/cities



# Channels & Audiences

## Story Insights



<

Content

Stories

Last 30 days

Views

13,844

13,305

12,366

11,623

11,529

11,394

11,309

10,721

10,552

10,541

10,349

9,532

7,633

7,378

5,380

<

Content

Stories

Last 30 days

Views

11,309

10,721

10,552

10,541

10,349

9,532

7,633

7,378

5,380

<

Content

Stories

Last 30 days

Views

9,463

9,224

8,568

7,633

7,378

5,380

9,463

9,224

8,568

7,633

7,378

5,380



# Channels & Audiences

## TikTok

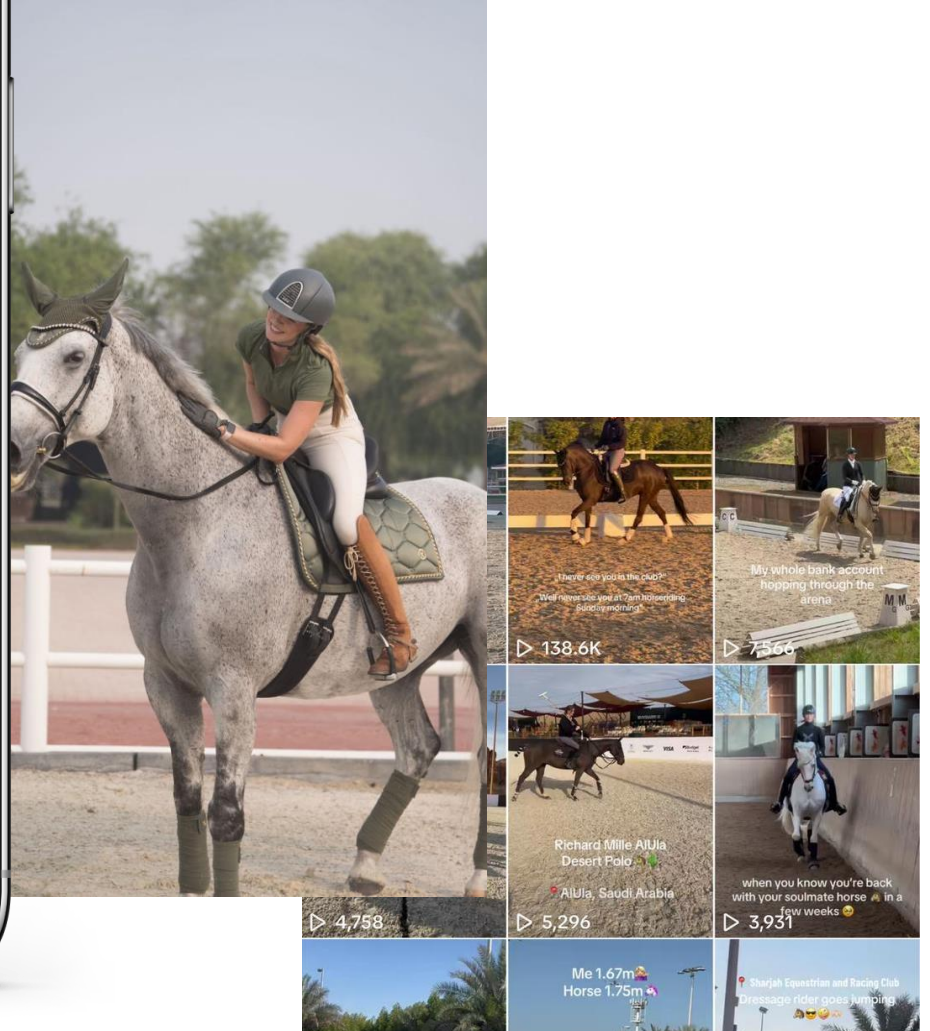
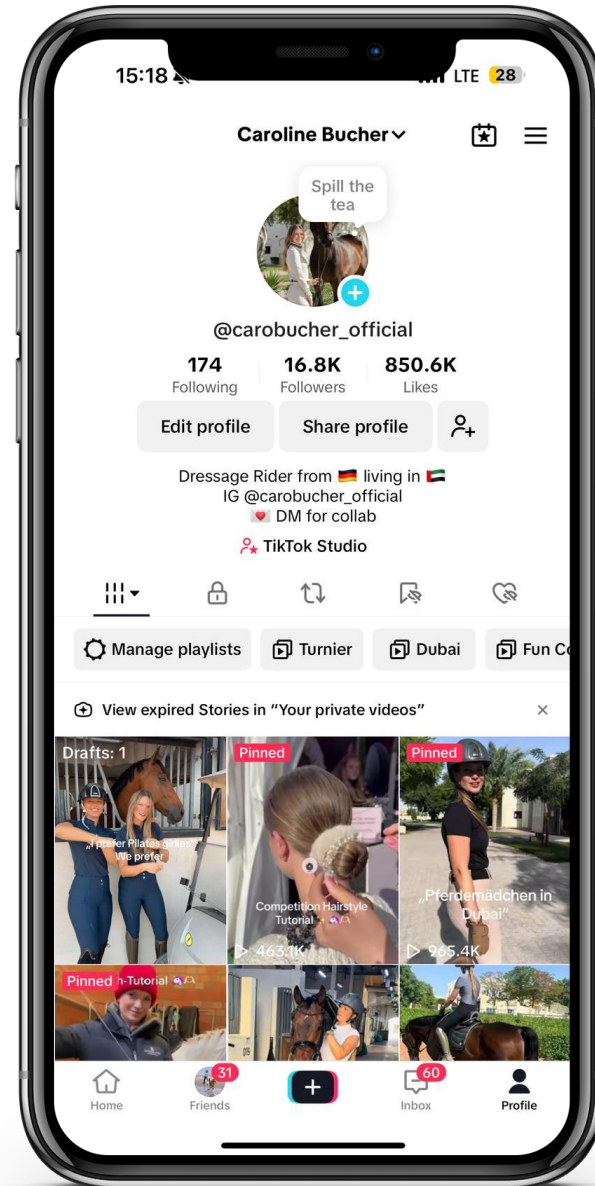


@carobucher\_official

16,8k Followers


## Content pillars

- ❖ Entertaining & engaging videos
- ❖ Horse training & riding videos
- ❖ Follow-me arounds
- ❖ Tutorials



# Channels & Audiences

## TikTok Insights



@carobucher\_official

16,8k Followers

7 days28 days60 days365 daysCustom

Key metrics

Jan 14 - Feb 10

Post views

458K

+268K (+141.8%)

Profile views

5,272

+2,229 (+73.3%)

Likes

54K

+43K (+399.1%)

Comments

3,412

+3,116 (+1052.7%)

Shares

2,533

+2,309 (+1030.8%)

Est. rewards

\$0.00

+\$0.00

### Viewer insights

GenderAgeLocations

Germany	53.4%
Other	14.1%
Netherlands	7.0%
Austria	6.3%
United Arab Emirates	5.4%
Saudi Arabia	3.6%

### Viewer insights

GenderAgeLocations

Gender

Male

Female

Other

Male	6%
Female	94%
Other	0%

### Viewer insights

GenderAgeLocations

Age

18 - 24	56.8%
25 - 34	28.9%
35 - 44	7.4%
45 - 54	4.3%
55+	2.6%