

www.riggietheberner.com

Riggie the Berner

SOCIAL MEDIA INFLUENCER,
CONTENT CREATOR,
& BLOGGER

2026 MEDIA KIT

Meet Riggie

BEAUTY, BRAINS & A BIG BERNER PERSONALITY

Riggie is a three-year-old Bernese Mountain Dog with a big personality, an insatiable appetite for learning, and a love for having a job to do. His content has grown far beyond the typical cute-dog account, generating millions of views with content centered around training, canine enrichment, button communication, carting, viral memes, and adventures with his kitty sister, Daphne. Behind the camera is Riggie's mom, Katie, who has built a highly engaged community around their real-life adventures with Riggie and Daphne.

From viral videos reaching millions of views to features in major media publications, our content consistently captures attention while educating, entertaining, and inspiring pet owners. Whether Riggie is arguing about dinner through his buttons, taking on a new working-dog challenge, or Daphne is stealing the spotlight, the stories come from our real lives and are designed to feel authentic, not like traditional advertising.



Why Riggie?

Our proven content performance, media recognition, and collaborations with established pet brands demonstrate our ability to turn real pet moments into content people want to watch, share, and remember. Every partnership is thoughtfully integrated around the story while keeping Riggie and Daphne's personalities, our creative voice, and our audience's trust at the center.



Social Media

@RIGGIETHEBERNER

STATISTICS

 **240K**

social media followers

 **23M**

90-day video views

 **1.2M**

90-day content interactions

 **5.4%**

engagement rate*

*Engagement rate calculated as total content interactions divided by total content views.

AUDIENCE DEMOGRAPHICS

AGE

18-24 **13.5%**

25-34 **33.4%**

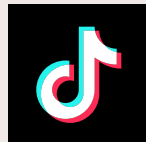
35-44 **25.2%**

45-54 **14%**

55+ **13.8%**

GENDER

64% **36%**
female male



Content Performance

PROVEN VIRALITY

STATISTICS



94M

views of our top viral video



175M

total video views



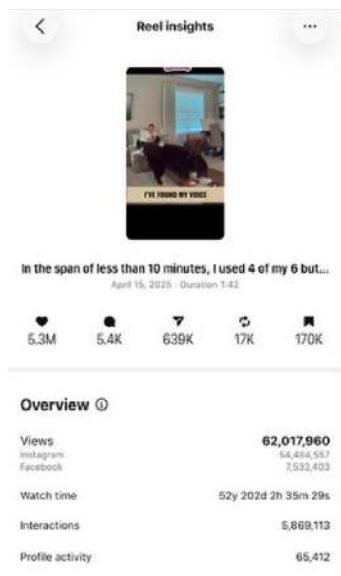
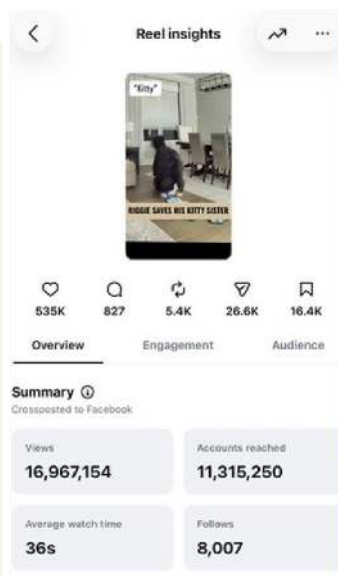
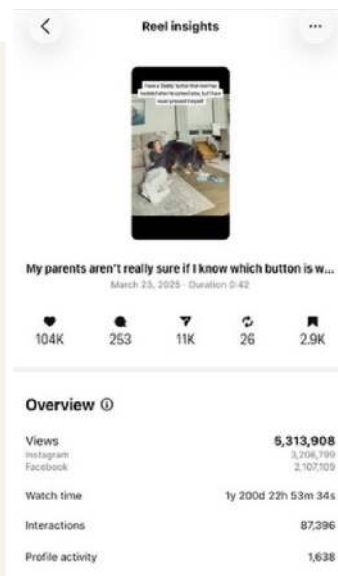
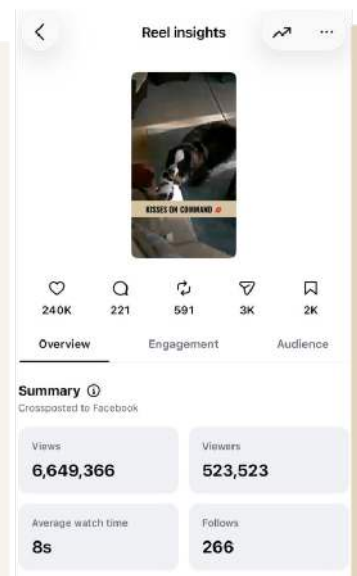
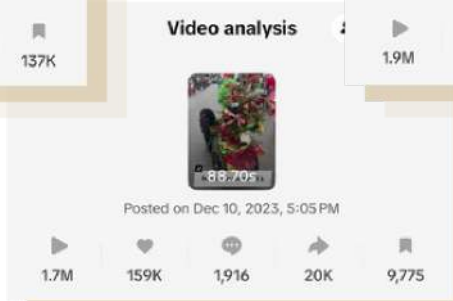
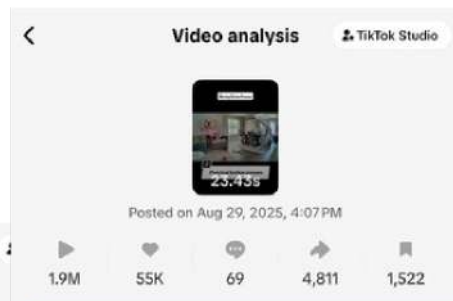
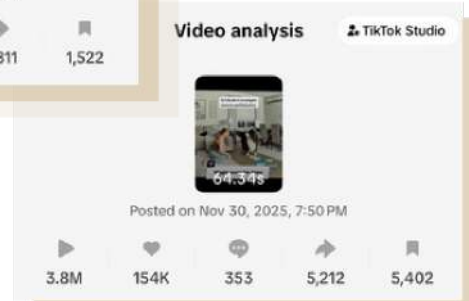
52

videos with over 1 million views



85

videos with over 500K views



Media Recognition

PROUDLY FEATURED IN

DogTime

yahoo!life

PetHelpful

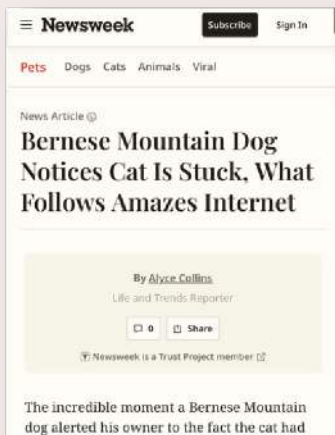
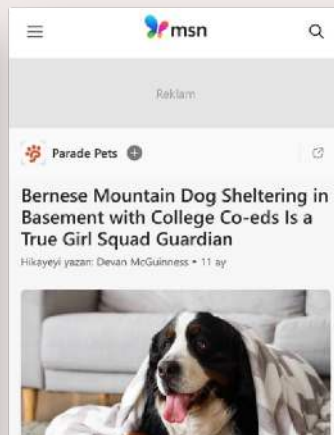
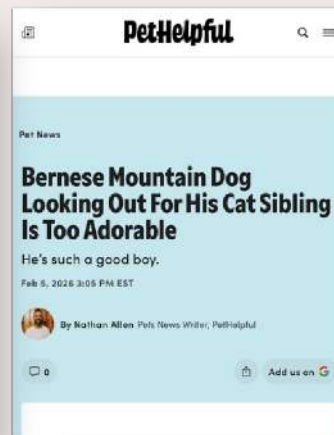
ParadePets

Newsweek

woopets

msn

AOL



Let's Work Together

SERVICES OFFERED



PLEASE NOTE

We only promote products and services that are an excellent fit for our audience or that we genuinely use and believe in.

- ✓ Organically Integrated Product Videos
- ✓ Educational & Training Content
- ✓ Unboxing, How-To & Product Review Videos
- ✓ User-Generated Content
- ✓ Amazon Shoppable Videos
- ✓ Long-Term Brand Partnerships
- ✓ Product Review Blog Posts
- ✓ Email Newsletter Product Features
- ✓ Giveaways & Contests
- ✓ Modeling & Guest Appearances
- ✓ Affiliate Marketing

BRANDS WE HAVE WORKED WITH



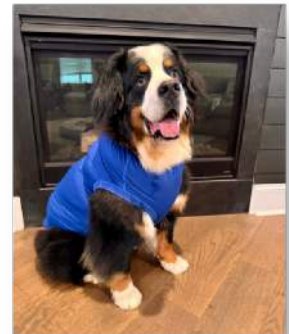
Results & Feedback

TURNING CONTENT INTO PROFITS



We have maintained a long-term, organically integrated partnership with FluentPet, consistently showcasing their communication buttons in authentic day-to-day use. Through this content, we have driven 2,080 link clicks, 97 orders and over \$10,000 in sales.

We partnered with SurgiSnuggly to promote their surgical recovery suit through an Amazon shoppable video. In one month, we generated 122 clicks with a 31% conversion rate, resulting in 37 orders.



Over a three-month collaboration with Open Farm Pet, we produced four product review videos that generated over 255,000 views and very strong engagement. Open Farm purchased licensing rights for one video to run as a paid ad for three months, with the brand noting that it “performed very well”.

Client Feedback

“We would love to team up with you again as we loved the wonderful content you have shared.”

-Embark Vet

Stunning UGC that showcased our product beautifully!

-Paws & Pals

“Awesome pics! We will be happy to work with you again! Thank you!”

-Beloved Pets

“Wow - such a great video!”

-MagicPet.AI

“This is amazing!! LOVE the video 🍌.”

-Wuffes

The Blog

RIGGIETHEBERNER.COM

We launched the “Blog About All Things Dog,” featuring education about Bernese Mountain Dogs, helpful information for dog parents, detailed product reviews, and more!

Our blog is optimized for organic search through keyword research and on-page and technical SEO, with additional promotion through Pinterest.



PRODUCT REVIEW BLOG POSTS



info@riggietheberner.com
www.riggietheberner.com



GET IN TOUCH

Every client and every campaign is different. Let's discuss how we can showcase your brand to our audience!

Riggie