



"HI, IT'S ME YOUR  
FOLK PUNK DAD"



BLUERASPBERRY  
THE BAND



MANIC PIXIE  
DREAM MOM

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# Folk Punk Dad & Manic Pixie Dream Mom



@folkpunkdad

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Will and Cecelia Parker (aka Folk Punk Dad and Manic Pixie Dream Mom) are musicians and TikTok content creators who aim to make a positive difference in the lives of their followers through sharing relatable and wholesome content that encourages viewers to take care of themselves and their mental health.

Their music and videos also aim to help their "kiddos" feel safe, accepted, and loved, no matter who they or how they identify. They are seeking to partner with brands that can help them accomplish these goals.

# Stats

- Total Following 140k+
- Total Likes 1.1mil+
- Total Posts 284
- Avg +345 followers per day
- Active since May 2021



# Insights

- Engagement Rate 47.7%
  - 167% above average!
- Average Views 85,000
- Average Likes 33,500
- Average Comments 546
- Average Shares 310

# Audience

- Top countries:
  - USA (73%)
  - Canada (8%)
  - United Kingdom (6%)
  - Australia (3%)
  - Germany (2%)





# Demographics

TikTok does not accurately track gender and does not track age. Based on comments and interactions, many of our "kiddos" are:

- Gen Z or Millennials
- Queer, trans, and gender non-conforming
- Experiencing mental health challenges
- Musicians, artists, and creatives

## Rates

Sponsored TikTok Video:  
\$1,200

Pinned Sponsored Video:  
plus \$126 per week\*

\*Pinned videos see an average  
of 50% increase in views



## Contact

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