

DAPHNE OZ



DAPHNE'S BRAND PILLARS

A Passion for...

Cookware, Bakeware, Kitchen Accessories, Recipes, Ingredients, Condiments, Snacks, Holiday Novelties

GOOD FOOD

IIVING & LOVING

Home Décors, Bed & Linens, Home Textiles, Statement Accessories, Essential Fashion

Even Minute Face, Clean Beauty & Skincare, Home Remedies, Batch & Body Rituals

BEAUTY & STYLE

HEALTH & WELLNESS

Home Entertaining Essentials,
Tableware, Gift and Decorative,
Furniture, Lifestyle & Hostess
Gifts

2.5 MILLON









DAPHNE OZ REACHES MORE THAN
2.5 MILLION FANS WORLDWIDE

US FANBASE

75% OF THE FANBASE BASED IN THE UNITED STATES





875K

Instagram **Followers**



805K

Facebook **Followers**



722K

TikTok **Followers**



103K

X Followers



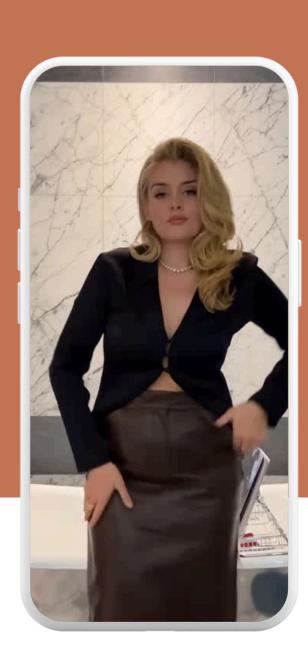
10K

YouTube Subscribers

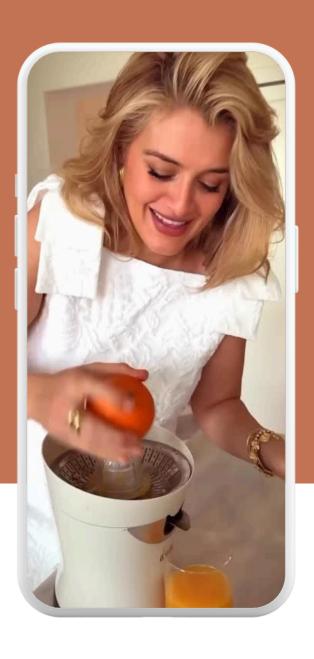
87.5 MILLION+

TOTAL VIDEO VIEWS IN THE LAST YEAR. OVER THE LAST YEAR, SHE HAS GENERATED THE MOST VIEWS ON INSTAGRAM VS. HER OTHER PLATFORMS.











AUDIENCE INTERESTS

Audience Interests Family & Parenting 3.5x 3.4x Home & Garden Kids Clothing 3.4x Cake & Cookies 2.9x 2.6x Juices 2.5x Handbags & Wallets 2.5x Furniture Hats 2.5x Cocktails 2.4x 2.3x **Pilates** Skin Care 2.3x Nutrition 2.3x Home Improvement 2.2x Interior Decorating 2.2x Marriage 2.0x 2.0x Exercise Cooking 2.0x Accessories 1.9x How to read: Women's Health 1.9x Daphne's 1.9x Hair Care audience is 2.2 Swimwear 1.9x times (or 120%) Makeup 1.7x more interested in 1.7x Jewelry Interior Tea 1.7x Decorating Vodka 1.7x compared to the 1.7x Yoga average Pets 1.6x audience of her Luxury Beauty 1.5x peers. 1.5x Wining & Dining 1.4x Wine Coffee Clothing 1.4x Barbecues & Grilling 1.2x

AUDIENCE AFFINITY









3.6x

3.4x

3.1x

3.0x



ANTHROPOLOGIE Crypar



Crate& Barrel

3.6x

3.4x

3.1x

3.0x









3.6x

3.4x

3.1x

3.0x









3.6x

3.4x

3.1x

3.0x

Source: Demographics Pro (Instagram, TikTok, X – Global Audience 2024 Q3) | Indexed against 3.5K CAAdata 3.5K authors, culinary talent, lifestyle talent, personalities, and speakers.

AUDIENCE DEMOGRAPHICS & LOGISTICS



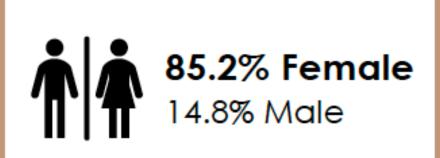
Daphne's audience skews female. Compared to the average following of similar celebrity talent, she over-indexes with ages 35-64, married audiences, parents and high-income earners. She reaches a U.S. audience (1.4x the peer average). Her top cities by following include New York, Los Angeles, Chicago, Philadelphia, and Atlanta.





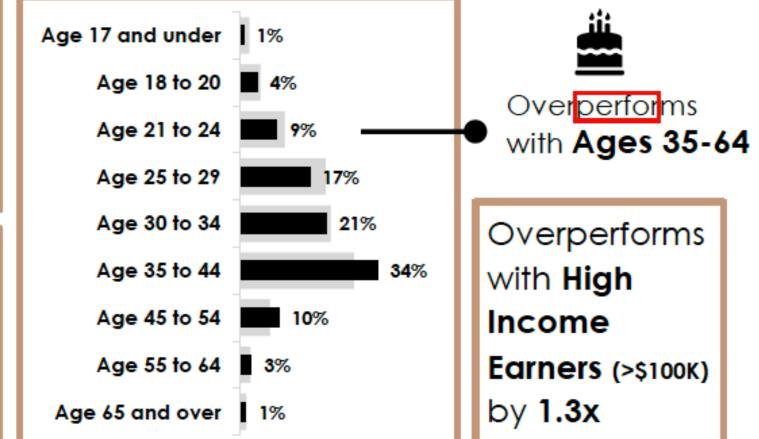


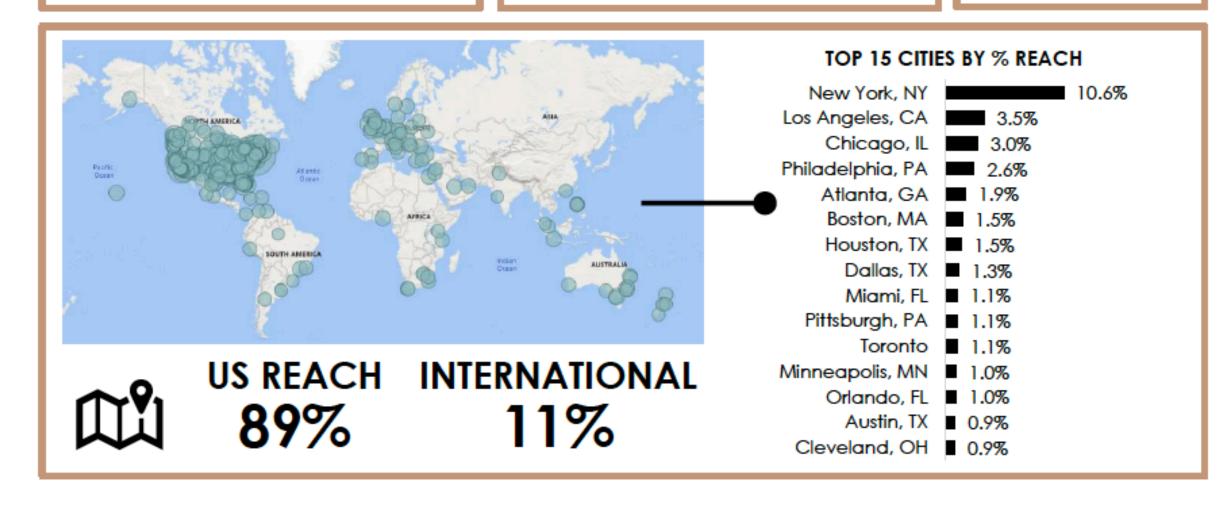
DAPHNE REACHES





Overperforms with Married People by 1.3x and Parents by 1.2x





THROUGH YOUR SOCIAL MEDIA FOLLOWING

BRAND ARCHITECTURE

BRAND PURPOSE	To help women confidently live their lives to the fullest and enjoy and indulge all of their passions.
BRAND PROMISE	Love how you live. Find beauty in everything you do.
BRAND EQUITY PILLARS	A Passion for Good Food A Passion for Beauty & Style A Passion for Living & Loving A Passion for Health & Wellness
REASON TO BELIEVE	Daphne Oz is an Emmy-Award winning television host, New York Times best-selling author, chef, wife and mother of four who continually inspires women to live life more fully, more festively and more passionately.
BRAND EQUITY PILLARS	Real, Joyful, Thoughtful, Warm, Relatable.

