



DAPHNE OZ



DAPHNE'S BRAND PILLARS

A Passion for...

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

GOOD FOOD

LIVING & LOVING

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

Five 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

OUR ENGAGEMENT

2.5 MILLION



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

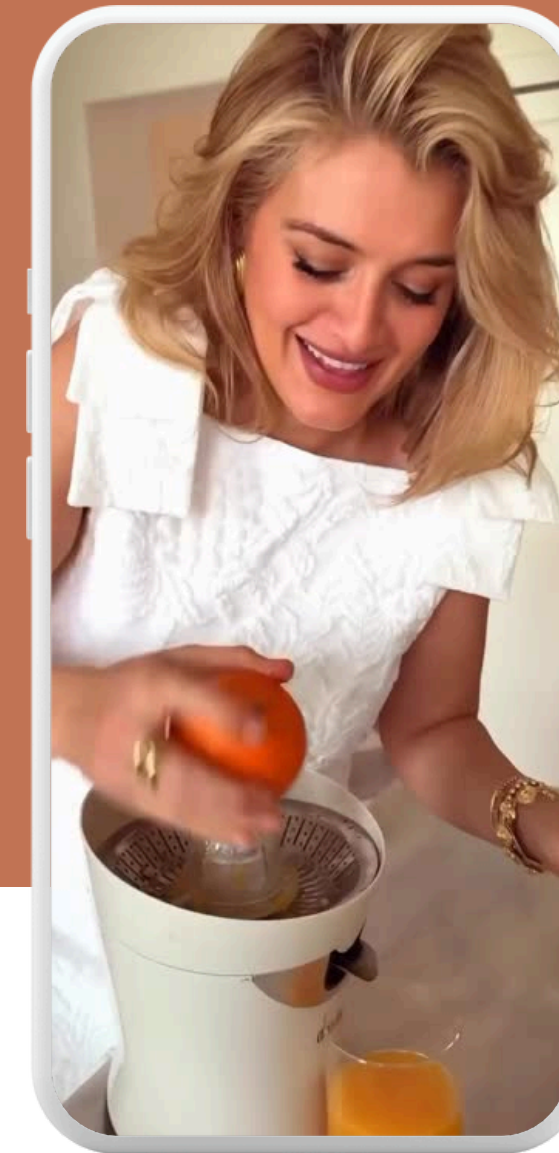
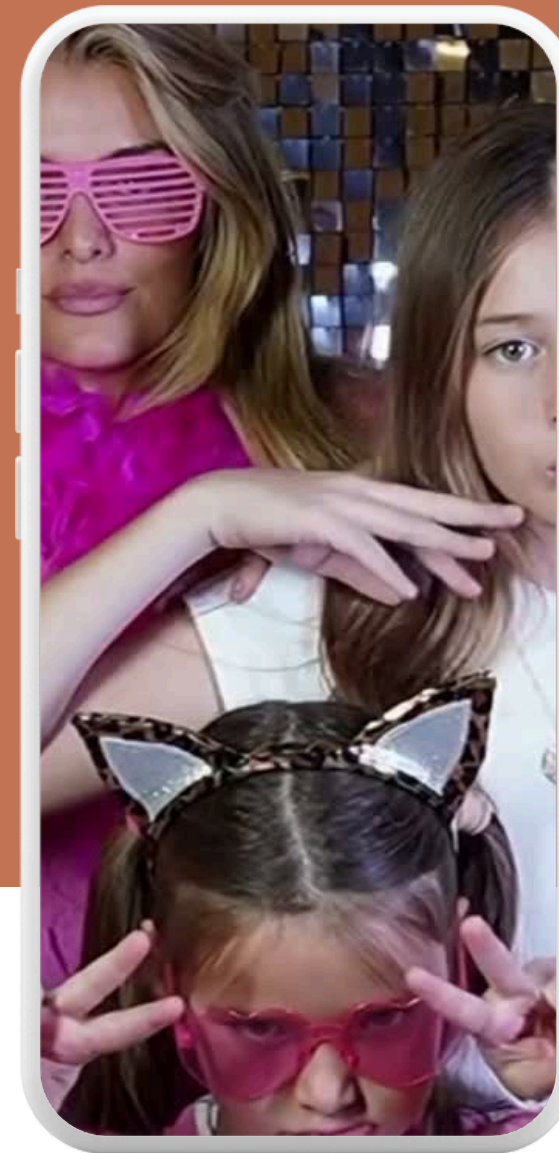


10K
YouTube
Subscribers

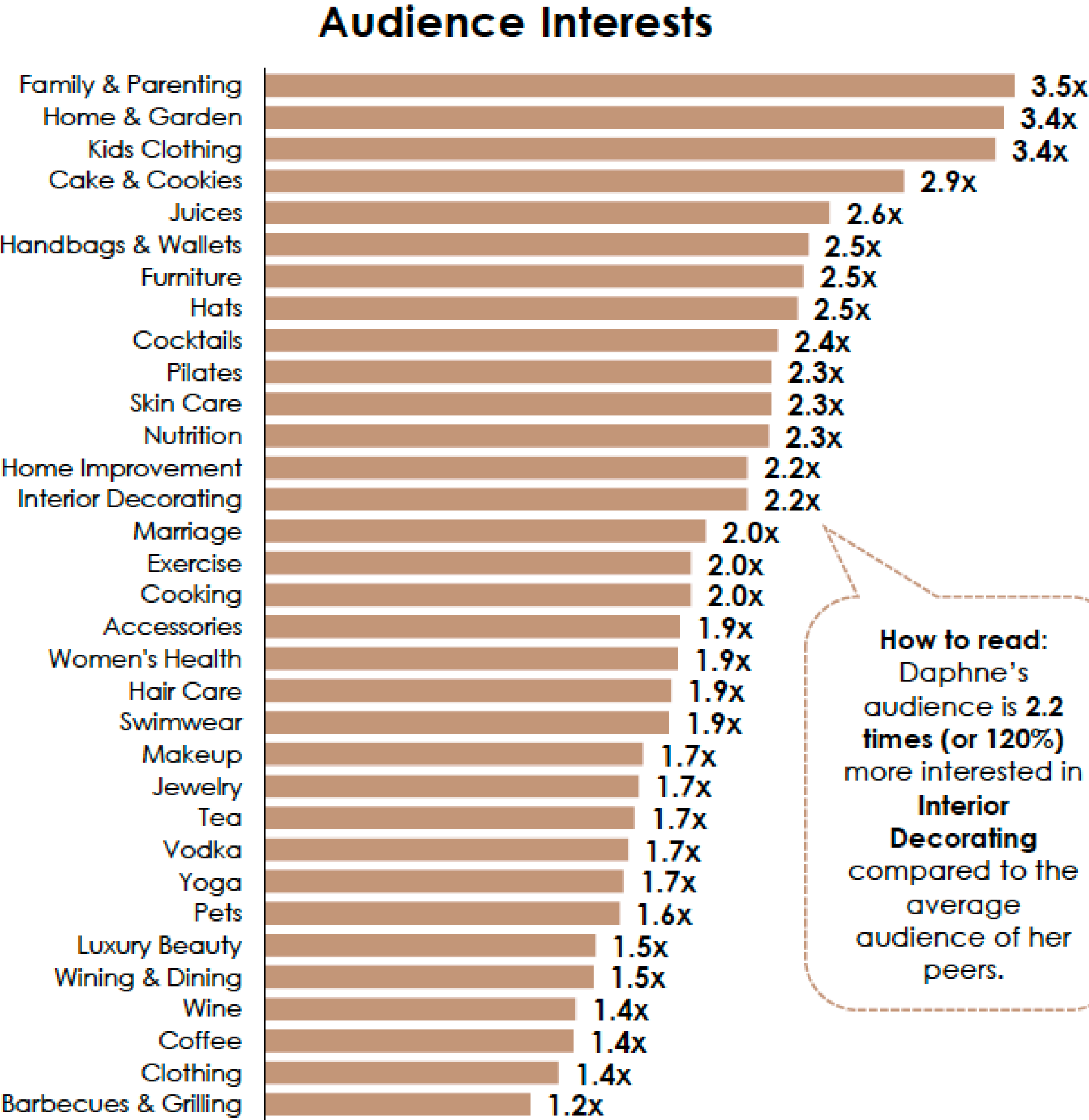
DAPHNE OZ HAS AMASSED MORE THAN...

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 AFFINITY



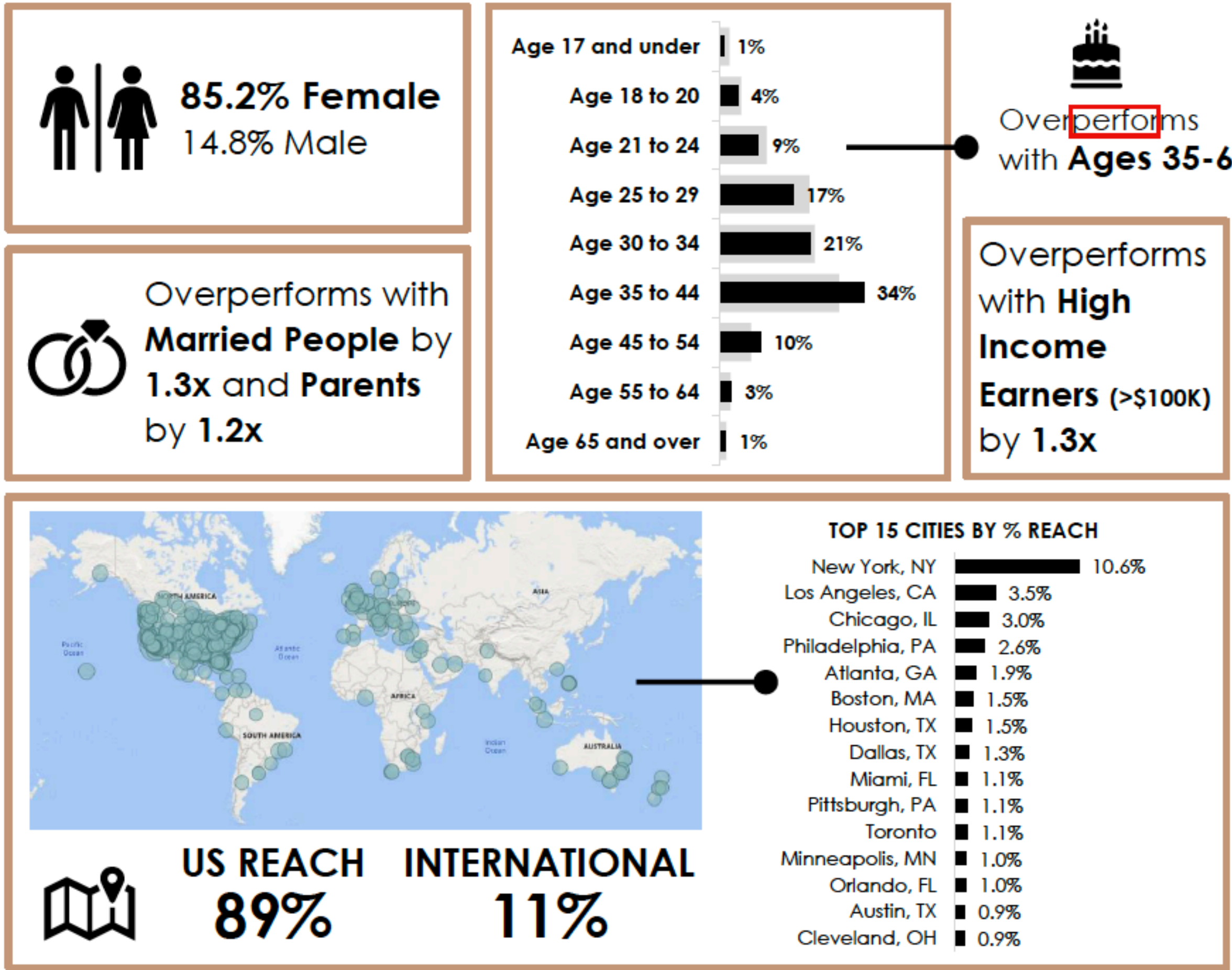
AUDIENCE DEMOGRAPHICS & LOGISTICS



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



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 Living & Loving	A Passion for Beauty & Style 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.		



GET IN TOUCH
HELLO@DAPHNEOZ.COM