



2020
MEDIA DECK

LIFESTYLE, COMEDY, GAMING &
ENTERTAINMENT

ROSE & ROSIE

AS FEATURED IN THE SUNDAY TIMES TOP 100
INFLUENCER LIST 2019

ABOUT

ROSE AND ROSIE ARE BRITISH YOUTUBERS WHO RELEASE WEEKLY ENTERTAINMENT VIDEOS IN IMPROVISATIONAL COMEDY, LIFESTYLE AND GAMING. THEY HAVE AMASSED OVER 1.5 MILLION YOUTUBE SUBSCRIBERS ACROSS THEIR 3 CHANNELS AND ATTAIN OVER 3 MILLION MONTHLY VIEWS COLLECTIVELY.

THEIR FLAGSHIP CHANNEL, ROSE & ROSIE, HOSTS THE MAJORITY OF THEIR VIDEOS, WHILST THEIR VLOGGING CHANNEL, ROSE & ROSIE VLOGS, FOCUSES MORE ON THEIR OUT-AND-ABOUT ADVENTURES. THEIR THIRD CHANNEL, LET'S PLAY GAMES, FOLLOWS THE PAIR COPLAYING TOP GAMES OF THE MOMENT, SHOWCASING THEIR COMEDIC COMMENTARY AND EXCEPTIONALLY NOVICE SKILLS!

LAST YEAR, THEY TOOK A LEAP AND PARLAYED THEIR PERSONAL BRAND OF CANDIDNESS INTO THEIR FIRST BOOK, OVERSHARE: LOVE, LAUGHS, SEXUALITY AND SECRETS, PUBLISHED BY HACHETTE. THEY ALSO EMBARKED ON AN ASSOCIATED BOOK AND DOCUMENTARY SCREENING TOUR ACROSS THE U.K., MEETING FANS TO OVERSHARE IN PERSON.

VIEWER REACH



@ROSEELLENDIX
517,000 FOLLOWERS

@ROXETERA
427,000 FOLLOWERS

AVERAGING **55,000**
INSTAGRAM STORY
IMPRESSIONS

300 MILLION VIDEO VIEWS

1.5 MILLION SUBSCRIBERS



ROSE & ROSIE
935,000 SUBS

ROSE & ROSIE VLOGS
475,000 SUBS

LET'S PLAY GAMES
185,000 SUBS

3,310,000 COMBINED REACH



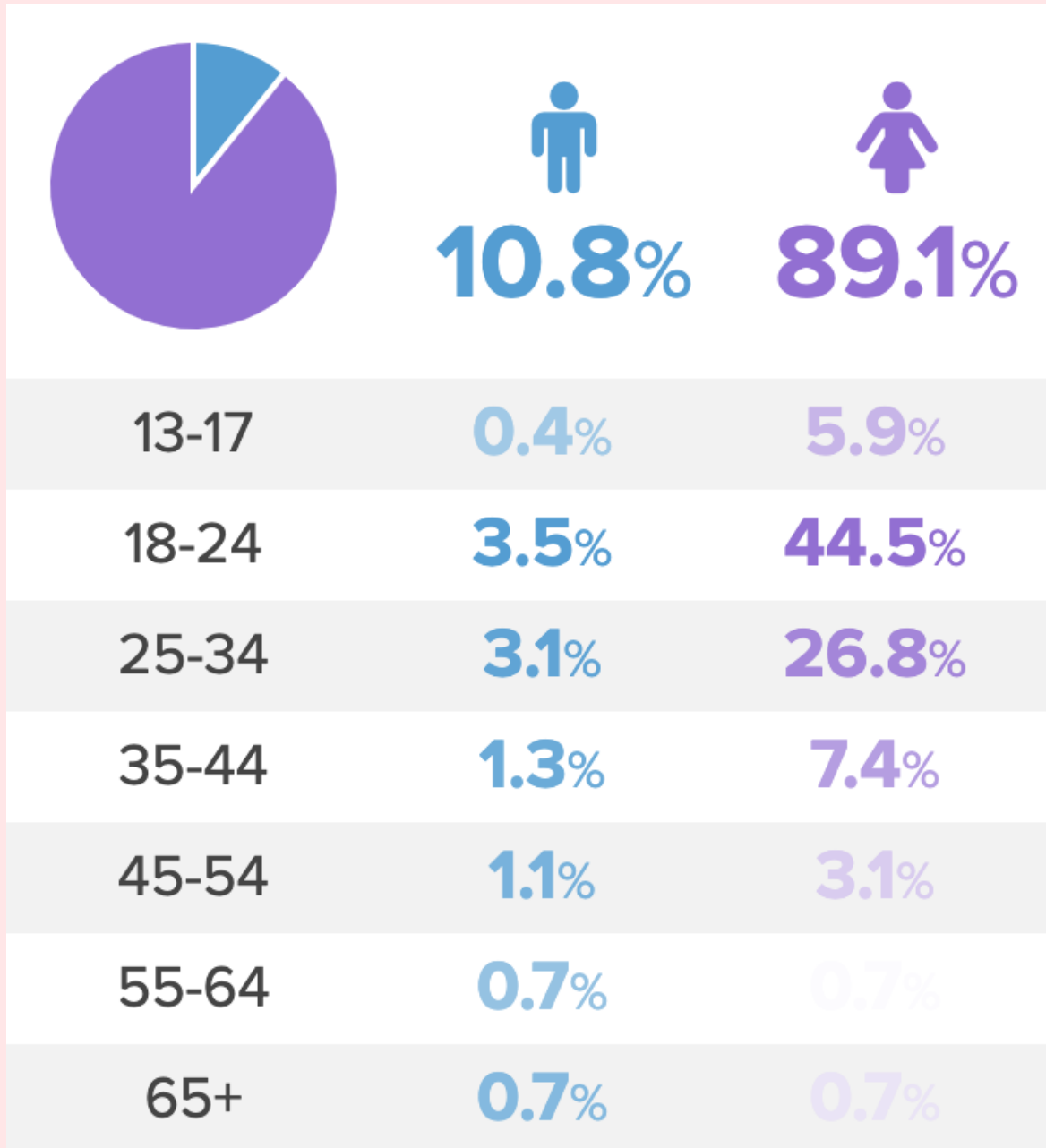
@ROSEELLENDIX
438,000 FOLLOWERS

@ROXETERA
333,000 FOLLOWERS

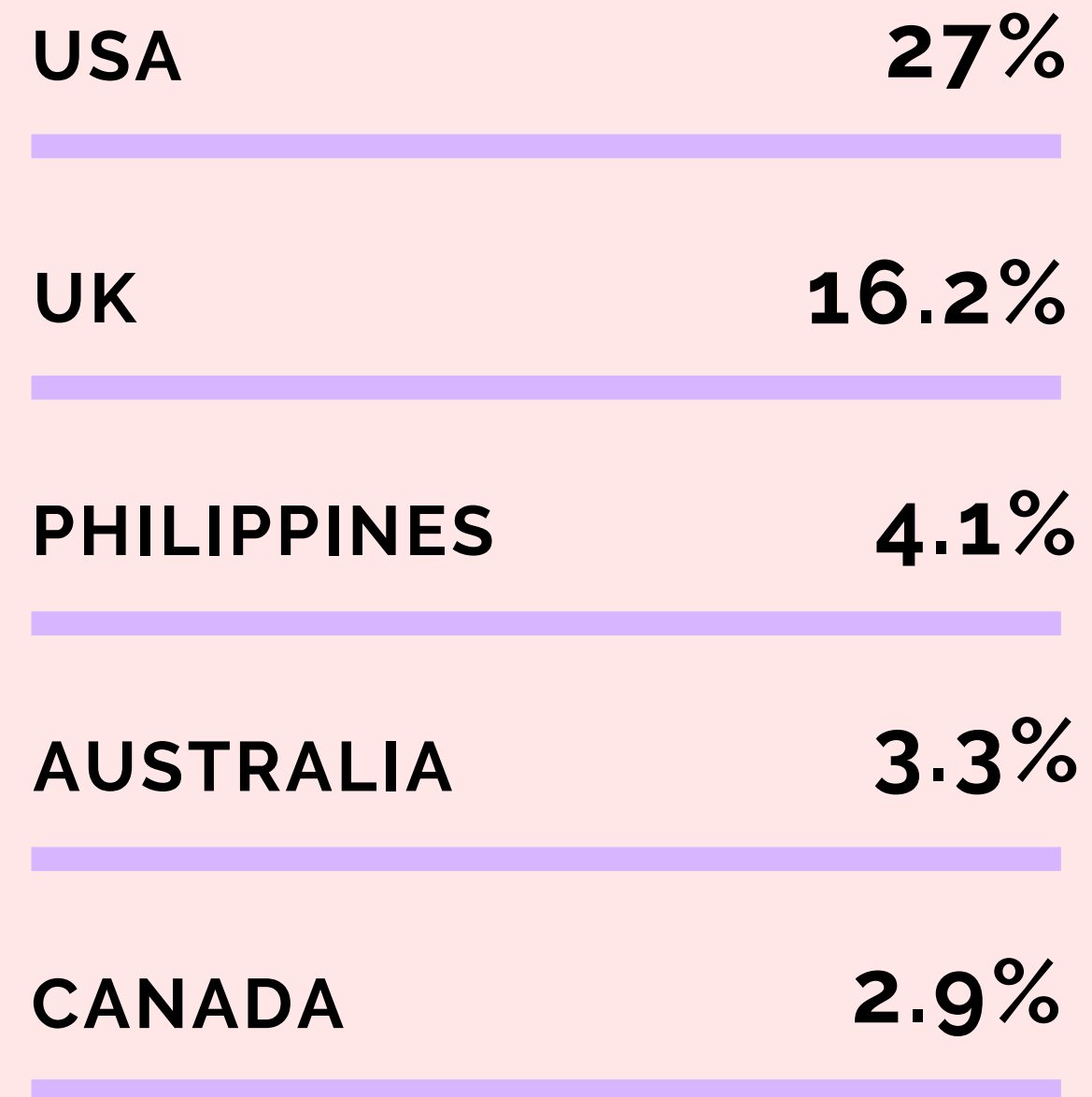


DEMOGRAPHIC

AGE & GENDER



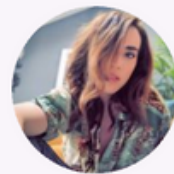
TOP COUNTRIES



Instagram ENGAGEMENT

ROSE & ROSIE
FAR EXCEED THE
WORLDWIDE AVERAGE OF 3%

517,310 Followers



@roseellendix

ENGAGEMENT RATE

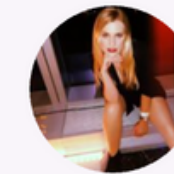
9.25%

Average Interactions per post

55,238 likes

874 comments

427,899 Followers



@roxetera

ENGAGEMENT RATE

9.77%

Average Interactions per post

46,192 likes

302 comments

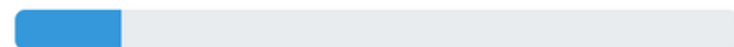
Instagram #AD EXAMPLES

DISNEY



2019-05-31 21:31:28

14.69% Engagement



72,191 likes

523 comments

#DisneylandPark

#DisneylandParis

#Ad

#Gifted

BARCLAYS



2019-07-27 12:02:40

13.58% Engagement



66,738 likes

336 comments

#Ad

#lovegoesthedistance

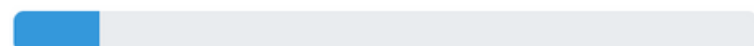
#liverpoolpride2019

NCS



2019-07-11 16:57:02

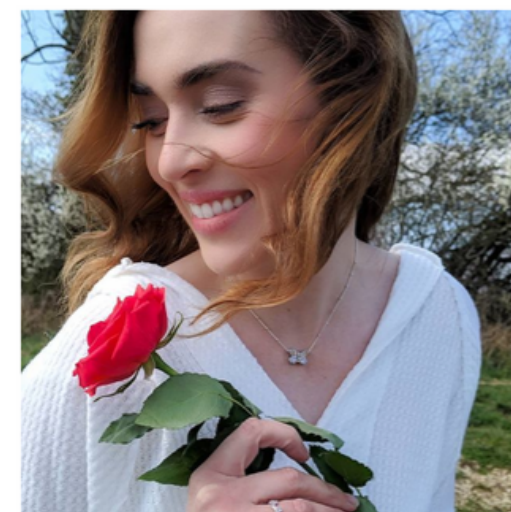
11.58% Engagement



56,898 likes

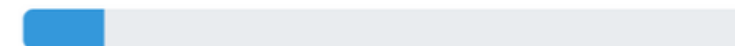
354 comments

PANDORA



2019-04-14 18:29:01

11.06% Engagement



54,368 likes

362 comments

#PandoraGarden

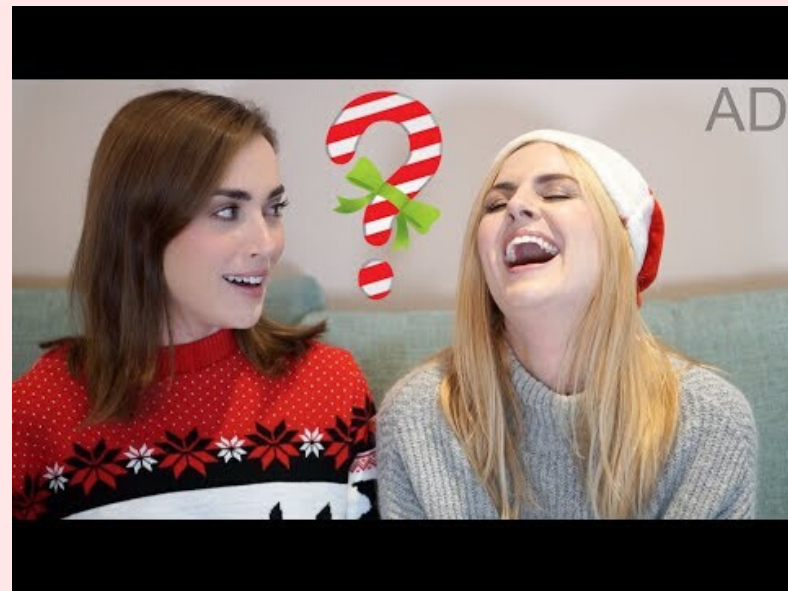
#InBloomwithPandora

BRANDED CONTENT



SMART AND SEAMLESS
INTEGRATION

ViPoo (Airwick)



<http://bit.ly/2HoceoG>

Disneyland Paris



<http://bit.ly/2MTBOzq>

PANDORA



<http://bit.ly/2GYr8vO>

Moonpig



<http://bit.ly/2Tu3nAM>

Best Fiends



<http://bit.ly/2MWt6k6>

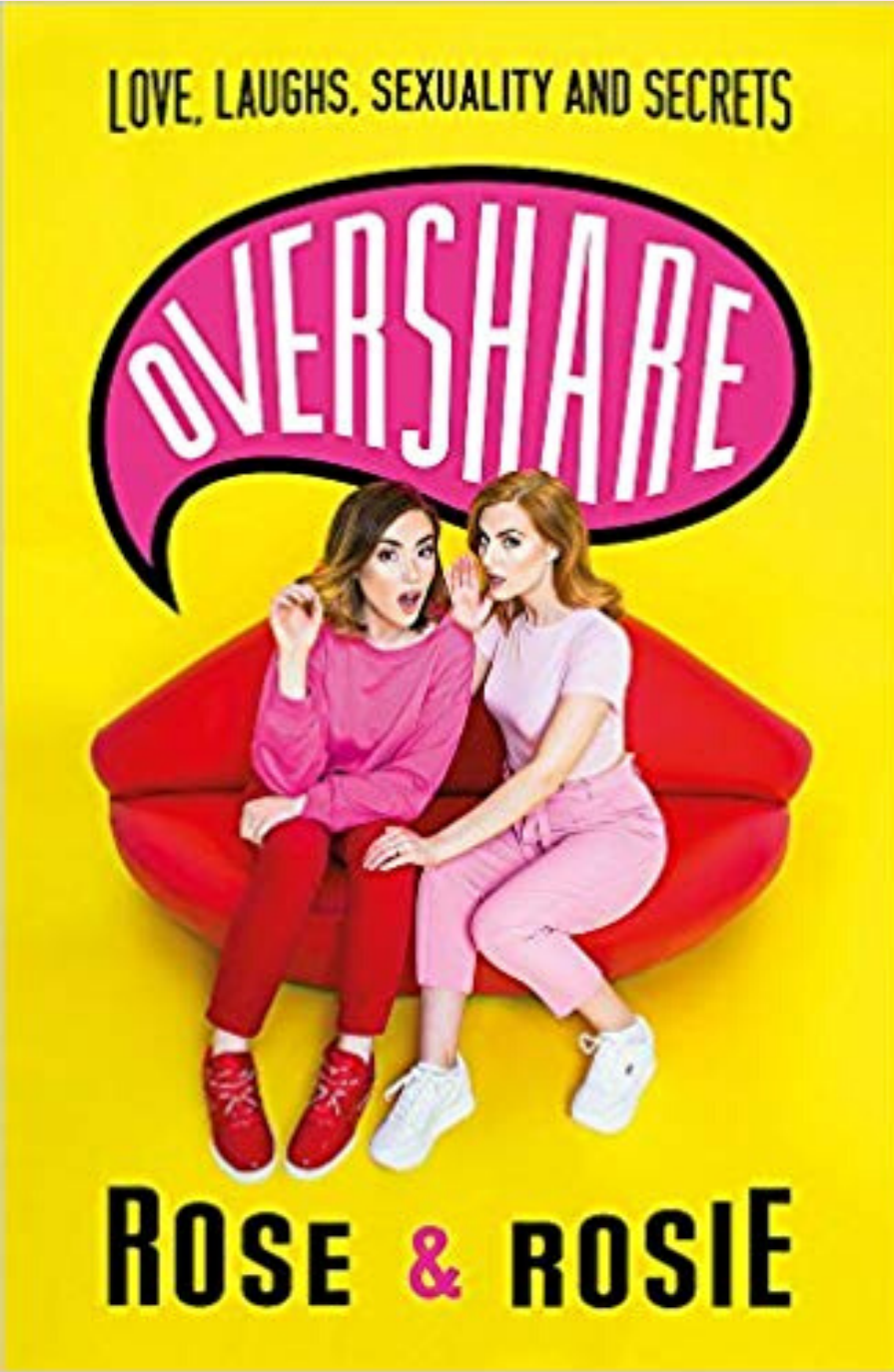
McCain



<http://bit.ly/2YT1JcY>

BEYOND YOUTUBE

5 STAR DEBUT BOOK



Overshare

Love, Laughs, Sexuality and Secrets

By: Rose Ellen Dix, Rosie Spaughton

Narrated by: Rose Ellen Dix, Rosie Spaughton

Length: 7 hrs and 19 mins

Unabridged

Overall	★★★★★	337
Performance	★★★★★	315
Story	★★★★★	315

Rose and Rosie are known for their candid and hilarious YouTube videos...but now they are taking oversharing to a whole new level. Discussing sexuality, revealing secrets and empowering others, *Overshare* is a book packed with Rose and Rosie's unique take on friendships, fame, mental health and LGBT issues. As visibly out members of the LGBT community, they open up about their own experiences, both together and as individuals, and have written this book in the hope that it gives strength to those who have faced similar difficulties.



“Amazing”

By Megan Williams on 15-10-18



149 customer reviews

★★★★★ 5.0 out of 5 stars

5 star	99%
4 star	1%
3 star	0%
2 star	0%
1 star	0%

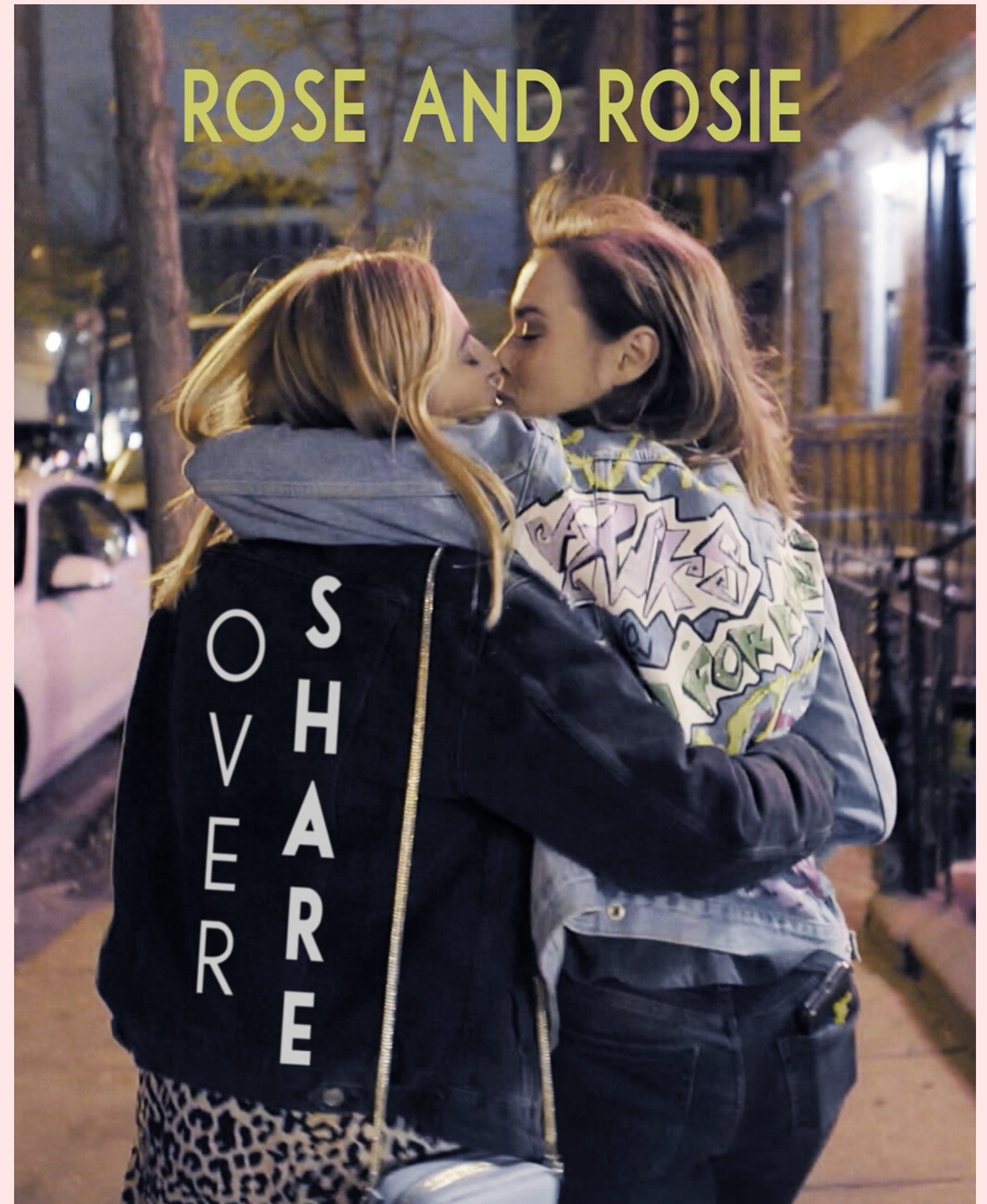


BEYOND YOUTUBE

A POWERFUL DOCUMENTARY
& UK SCREENING TOUR

AVAILABLE ON AMAZON PRIME

amzn.to/2Z4WpYb



BRAND PARTNERSHIPS



AWARDS & MEDIA COVERAGE

WINNERS OF

- | | |
|------|--|
| 2016 | CREATORS FOR CHANGE
LOVIE AWARDS |
| 2016 | CELEBRITY RISING STAR
BRITISH LGBT AWARDS |
| 2017 | BEST BRITISH VLOGGER
RADIO 1 TEEN AWARDS |
| 2018 | INFLUENCER OF THE YEAR
DIVA AWARDS |
| 2019 | BEST LGBTQ+ ACCOUNT
THE SHORTY AWARDS |

**The
Guardian**

<http://bit.ly/2M3KaFh>

Daily  Mail

<https://dailym.ai/2YAmFsZ>

THE SUNDAY TIMES

<http://bit.ly/2Kb93MQ>



<http://bit.ly/31boI1h>