

THEO THE ENGLISH WHITE LAB

Pet Lifestyle Brand | @TheoTheEnglishWhiteLab | TheoTheEnglishWhiteLab.com



Documenting the journey of a pure white English Lab in sunny Florida.

THE STORY

Theo is a purebred English White Labrador arriving August 2026 from Snowy Pines White Labs after completing their Wagology 101 professional training program. We are building a premium pet lifestyle brand from day one: training journey, raw feeding and health, Florida pool dog life, and honest product reviews.

Theo's dedicated accounts are launching now. Current reach comes from Paige and Scott's established channels and will be routed into TheoTheEnglishWhiteLab.com and @TheoTheEnglishWhiteLab as the puppy journey begins.

This is not a cold start: 7.6M+ combined views across top posts, a 22% engagement rate, and 16,000+ followers across platforms.

7.6M+	16,000+	22%	85%	177K
Combined Reach	Combined Followers	Engagement Rate	Female Audience	Monthly TikTok Views

Verified platform screenshots available on request.

PLATFORM BREAKDOWN

TikTok @paigexalexandria 5,242 followers 3M-view dog post; 482K and 196K posts; 22% engagement by reach	TikTok @paige_and_scott 1,195 followers 3.6M views on top post; multiple 100K-360K+ posts
Instagram @paigexalexandria 3,058 followers 24K views / 28 days; 22% engagement rate by reach	Facebook + Theo Accounts 7,100 Facebook followers @TheoTheEnglishWhiteLab launching on IG, TikTok, YouTube, Facebook + website

CONTENT PILLARS

Training Journey (35%) Snowy Pines, Wagology 101, home reinforcement, Theo report cards.	FL Pool Dog Life (25%) White Lab, pool, palm trees, heat safety, Florida dog adventures.
Raw Feeding & Health (20%) Meal prep, supplements, vet questions, cost transparency. Shared as household experience, not veterinary advice.	Product Reviews (20%) Honest, data-driven reviews for health-conscious dog owners and premium pet buyers.

AUDIENCE

Primary: women 25-45, US-based, dog owners and aspiring dog owners. Health-conscious, quality-over-price buyers with high purchase intent who research products before buying and trust creator recommendations.

PARTNERSHIP OPTIONS

Product-for-Content Gifted product in exchange for review content.	Affiliate Partnership Tracked affiliate links or codes.	Ambassador Program Long-term recurring content integration.	Paid Collaboration Sponsored packages priced by deliverables and rights.
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Campaign recap available: views, reach, engagement, clicks, saves, comments, and affiliate/code performance where available.

Organic posting is included. Paid usage, whitelisting/Spark Ads, ad licensing, exclusivity, and extended usage windows are quoted separately. All partnerships are disclosed clearly according to FTC guidance.

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