



MILKSHAKE

the pink pug

MEDIA KIT



150K
FOLLOWERS



100K
FOLLOWERS



30K
FOLLOWERS



RISING
FOLLOWERS



ONLINE
PRESENCE

CLICK THE ICONS TO LEARN MORE ABOUT ME!

ABOUT ME

INVESTED COMMUNITY

Highly invested community of 20-40 year old women interested in pets, beauty, fashion and travel.

IMPRESSIVE METRICS

Consistent performance across platforms with a quarter of a million people following Milkshake on social media, and his videos racking up billions of views and counting.

AUTHENTIC VOICE

A trusted and credible influencer and hands down the coolest pug on the planet right now.

VIRAL CONTENT

Consistently high end and original content creation that goes viral. His team includes a professional photographer, videographer and writer.

TRENDING PRESS ATTENTION

Check out Milkshake's coverage in our press section!



STATS

ALL PLATFORMS

250K

FOLLOWERS

FACEBOOK

1000s

DAILY VIEWS

TIK TOK

2.5M

TOP VIEWS

INSTAGRAM

AVG. REACH

10-15K

INSTA STORY

AVG. REACH

50K

INSTA POST

ENGAGEMENT

5-10%

RATE SCALE

PRESS

Rare Pink Pug Finds Online Fame With 55,000 Followers On Instagram

Jess Hardiman

Published 15:07, 30 March 2020 BST



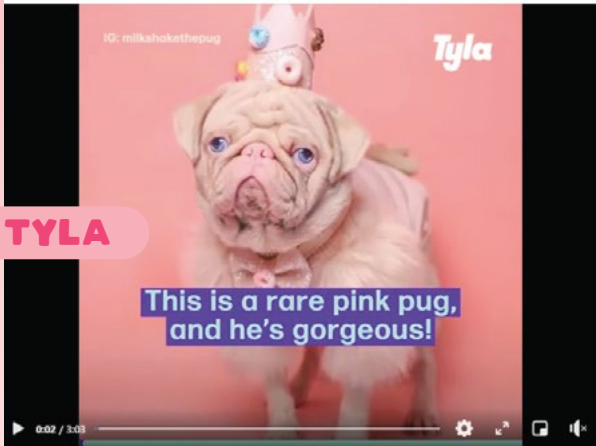
LAD BIBLE

A rare pink pug has shot to viral fame after stunning the internet with his striking baby blue eyes, pink nose, ears and toes, along with a unique translucent coat that gives his body a rosy hue.

Tyla

12 June 2020 · 🌐

A PINK PUG! That is all 🥰🐶
Milkshake the Pug



TYLA

639

557 comments 626 shares

COSMOPOLITAN フィアレス BEAUTY 占い COSMOPOLITAN COMMUNITY



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BOIS 1 YEAR AGO

One Of Less Than 100 Pink Pugs In The World 'Milkshake' Is Stealing Hearts On Instagram

53K views · 1 day · Pro member

BORED PANDA

Who brings all the boys (and girls) to the yard? That's right, Milkshake. All dog-lovers around the world gather in this adorable pug's Instagram yard. The 17-month-old cuddly pup is stealing hearts due to his extremely unique appearance—he was born with bluish pink fur, nose, and paws, as well as enchanting baby blue eyes, which makes him stand out in the quite competitive and wondrous world of petfluencers.

The pooch's owner Maria shares daily delightful photos and videos from Milkshake's pampered and posh lifestyle that most of us could only dream of. But underneath the glamorous bling, he's a squishy, cute, and lovable pup just living his best life in London!

More info: Instagram | Facebook | milkshakepug.com | youtube.com

#1

MailOnline

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DAILY MAIL

In the pink! Rare albino pug with rose-tinted fur becomes an Instagram sensation as his owner documents his life of brunch dates, spa treatments and photoshoots

- Milkshake, one, is rare pink pug from Canary Wharf who is an internet sensation
- Owner Maria London explained Milkshake inherited genetic albino colouring
- Extremely rare as there are only about 100 pink pugs in the world in total
- Pampers him, treating him to visits to the spa and taking him wherever she goes
- Unusual pup counts 55,000 followers on Instagram and works with influencers

Meet Milkshake: A Rare Pink Pug That Is One Of Less Than 100 In The World

March 31, 2020



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PRESS

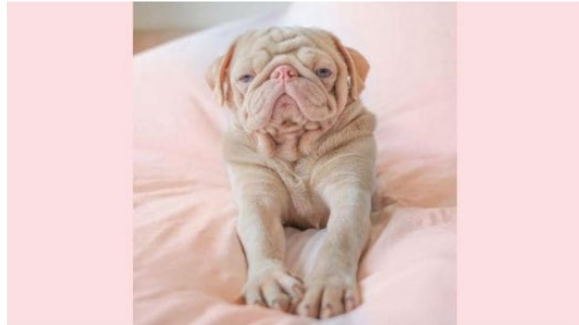


TRENDING

Rare pink pug Milkshake's videos are too adorable to miss

The videos of the rare pink pug named Milkshake are all kinds of cute.

HINDUSTAN TIMES



The image shows the rare pink pug named Milkshake. (Instagram/@milkshakethepug)

I CAN HAS CHEEZBURGER

Milkshake, A Rare Pink Pug, Is One Of Less Than 100 In The World

Meet Milkshake! A rare pug who is completely pink with an irresistible squishy face and lovely baby blue eyes. Milkshake is 17-months-old and has already gained a lot of attention on social media!

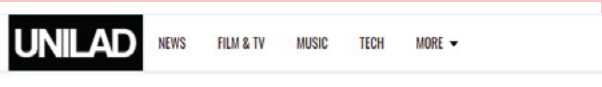
His Instagram account has a following of over 58k and continues to grow!

His unique coloring is caused by a lack of pigmentation inherited from an albino pug somewhere down the line of his lineage. And when his owner, Maria, first spotted the pug amongst his brothers and sisters, she just knew he was the one for her.

Posted by Ameethal



1 "They're very rare. At the time, I think Milkshake was one of 30 in the world but there have been a few litters. There's no more than 100 worldwide."



Rare Pink Pug Called Milkshake Is One Of Less Than 100 In The World

BY: EMILY BROWN ON: 30 MAR 2020 11:18



UNILAD



Meet "Milkshake", One Of Less Than 100 Pugs In The World With Pinkish Fur

"They're very rare," says Milkshake's owner.

Offbeat | Written by Sanya Jain | Updated: June 22, 2020 7:22 pm IST

TRENDING

Himalayas Sees From Up Town For Second Consecutive Year. Pics Are Viral

PHI Chokes Up As He Pays Tribute: 'This Virus Took Away Many Loved Ones'

'Couldn't Pay Rent, Wife Sanyakita Took Care Of Everything': Manish Paul

Celeb



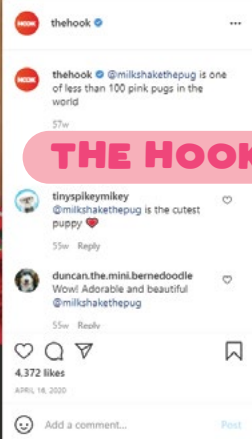
Image Instagrammed by @milkshakethepug

Milkshake the pink pug is an Instagram sensation.

NDTV



Say hello to Milkshake, a rare pink pug



THE HOOK

BRAND PARTNERSHIPS

BARKS FIRST AVENUE



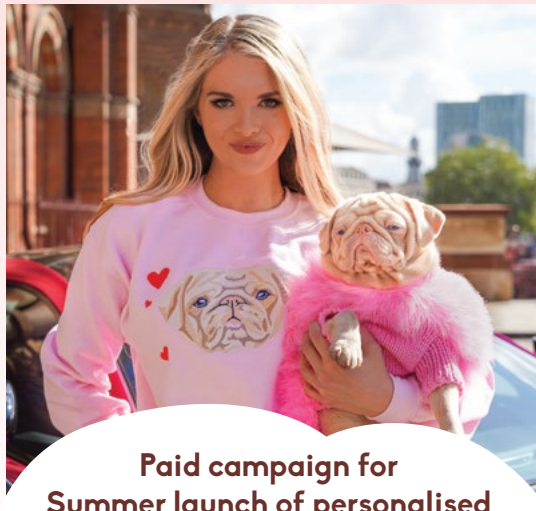
Campaign for Spring/Summer 2021 Wear. On location and studio photos. Used for launch campaign on website, social media and magazine features.



PEACH SKIN SHEETS

Paid campaign for launch of new wrinkly bedsheets. Studio photos used for press release and brand website & social media launch.

HOOP & LOOP



Paid campaign for Summer launch of personalised embroidered apparel for men and women. Used for launch on brand website and social media.

BRAND PARTNERSHIPS

BORED PAWS



Paid Campaign for Spring/Summer 2021 Wear. On location and studio photos. Used for launch campaign on website, social media and magazine features.



EYE OF DOG

Ongoing partnership with designer dog clothing brand. Studio photos featured on social media for seasonal collection launches.

CARA AND THE SKY

Paid campaign for launch of Autumn/Winter 2020 collection. On location photos with model. Featured on brand website, social media and various fashion media.



BRAND PARTNERSHIPS



BIG STUFFED

Ongoing partnership with designer Children's toy company featuring albino stuffed toys. Used on social media and newsletter campaigns.

CHELL'S BELL'S BAKERY

Paid promotion for custom special occasion bakery in London.



AFFILIATE PARTNERSHIPS

SNOOBOOS

Organic pet grooming products for sensitive skin/allergies.



AFFILIATE PARTNERSHIPS



THE BULLY PAWSEE

Stylish apparel for breed specific dogs (pugs, frenchies and bulldogs).

THE MAXBONE



Designer dog clothing company that partners with designers like Christian Cowan for exclusive items for dogs.



ZOO SNOODS

Niche dog snood brand that brings popular culture to life in their knitted designs.

FRENCHIE BULLDOG

Global dog harness and accessories brand known for its fun prints and easy to wear apparel.





CONTACT ME

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