

THE UK'S POKÉMON AND TCG VOICE FOR THE **NOSTALGIA GENERATION.**

I make quiz formats, collector humour and live shopping that pull millions of plays for eBay, Xbox and Pokémon. Real collector credibility, from MCM Comic Con to Pokémon Worlds. My audience buys what I rate, which is why brands in TCG, collectibles and gaming keep coming back.

134,100

TIKTOK FOLLOWERS

12% engagement

82,028

INSTAGRAM FOLLOWERS

20% engagement

216K

COMBINED REACH

TikTok + Instagram

19.8M

LIFETIME LIKES

TikTok, all time

THE AUDIENCE

76% aged 18 to 34 • 85% male, 15% female • UK + US
High purchase intent in TCG, collectibles and gaming



DURAGDRAGON

TRAINER №0025

BRAND PARTNERSHIPS

Selected campaigns for Xbox, eBay, Pokémon and Rakuten.

XBOX

12.7M

KILN LAUNCH · PLAYS

ULTRA RARE

RAKUTEN

8.1M

RAKUTEN · VIEWS

SECRET RARE

XBOX

6.3M

GAMES SHOWCASE · PLAYS

FULL ART

POKÉMON GO

3.5M

GO TOUR 2026 · PLAYS

HOLO

EBAY

3.2M

MCM COMIC CON · VIEWS

FIRST EDITION

POKÉMON TCG POCKET

2.8M

TCG POCKET · VIEWS

HOLO

eBay partner since 2025: MCM Comic Con, CatchFest live shopping for Pokémon's 30th, always-on Q2 live selling.

IRL AND EVENTS

- Pokémon Worlds 2026
- MCM Comic Con
- SXSW London
- London Fashion Week

FORMATS

- Dedicated short-form video
- Campaign packages: video, stills, paid usage
- IRL: appearances, meet and greets, live shopping
- Series and retainers