



@BASKETDOGSD · 3.650 FOLLOWERS · BASKETDOG.COM

BASKETDOG SD

SAN DIEGO BEACH LIFESTYLE, TOLD FROM A FRONT BASKET.



ABOUT

BasketDog is Oso — a loving and feisty rescue dog who rides the lanes of San Diego from the basket of an ebike. Run by Eric, a Software Product Manager and SD local. Small, slow, visual: palm trees, sunrise rides, cityscapes, lush parks, and more. Same dog, same basket, different adventure. **Audience skews coastal CA, dog-owning, gear-curious.**

TRACK RECORD · LAST 12 MONTHS

1.0M+

TOP 3 REELS · VIEWS

767K

TOP 3 REELS · ACCOUNTS REACHED

645K

SINGLE BEST REEL · VIEWS

RECENT REELS



AUDIENCE · LAST 30 DAYS

| | |
|-------------|--|
| Men / Women | 70 / 30 |
| Age 18-24 | 47% |
| Age 25-34 | 35% |
| Age 35-54 | 15% |
| Skew | Coastal CA · dog-owning · gear-curious |

WHAT I DELIVER

- **Reels** — in-feed, brand-integrated, shot in your bike's natural habitat
- **Stories** — multi-frame product walkthrough + link sticker
- **Long-form** — branded blog post on basketdog.com (SEO-indexed)
- **UGC license** — 90-day repost rights for brand channels

GET IN TOUCH

human@basketdog.com
@basketdogsd · basketdog.com