

RUSS



You can't cast Russ. That's why he works.

The internet's favorite accidental influencer. Deadpan, genuine, and unintentionally hilarious — every video is simply Russ being Russ.

@russtoofunny • Instagram

THE STORY BRANDS CAN'T BUY

Millions of people don't follow Russ because he went viral. They follow him because he's one of the most genuine people they've ever seen online. When his family revealed they had secretly been posting him for 158 days, **over 5 million people watched** — and the audience keeps growing because every video feels authentic, unscripted, and impossible to recreate. **Brands spend millions trying to manufacture trust. Russ already has it.**

LAST 30 DAYS

Source: Instagram Professional Dashboard, July 23, 2026

51.9M

VIDEO VIEWS

10.3M

ACCOUNTS REACHED

94.6%

NON-FOLLOWER REACH — NEW AUDIENCES DAILY

270K+

FOLLOWERS & CLIMBING

1.1M

INTERACTIONS

3.4M

PROFILE VISITS

180K

LINK CLICKS — FANS TAKE ACTION

\$21K+

RAISED BY FANS, JUST TO BLESS RUSS

CONTENT THAT PERFORMS — REPEATABLE FORMATS

5.6M

Family Moments

5M

Big Reveals

1.1M

Everyday Russ

1.1M

Storytelling Series

WHO'S WATCHING

- Millions of monthly viewers across the US, UK, Ireland, Germany & beyond
- 13% of reached accounts engage — they comment, share, and donate
- Positive, brand-safe community built on authenticity, not controversy

WHY BRANDS WIN

- Products become part of the story — not an interruption
- Russ doesn't perform authenticity. He simply is authentic
- First-time reactions are this account's top-performing format
- Content lands like a friend's recommendation, not an ad

THE RUSS DIFFERENCE

Most creators make content around products. Russ makes products part of the story. He's completely genuine, he never tries to be funny, and the audience feels like they know him. Every partnership starts with real curiosity and reactions impossible to script. Brands aren't interrupting the content — they become part of it.

WHAT PEOPLE SAY

"The authenticity this man has is unshakeable and unfakeable."

"Why is this so wholesome tho?"

"We all love this guy so much. Such a bright spot!"

CAMPAIGN FORMATS

Product Discovery

Russ experiences your product for the first time

Story Series

A multi-part campaign the audience follows like a show

Everyday Integration

Your brand becomes part of Russ's routine

Full Campaign

Reels • Stories • Paid Usage • Whitelisting

Let's build something people actually want to watch. Custom campaigns • Paid usage • Whitelisting • Exclusivity → russtoofunny@gmail.com