



BRADLEY DOWNS

Founder, Simunye OS
Content Creator | Host
Social Commentary • Fatherhood • Lifestyle

7.3% ENGAGEMENT RATE	3.8M MONTHLY VIEWS	1.36M ACCOUNTS REACHED
--------------------------------	------------------------------	----------------------------------

6,140 IG Followers	2,493 TikTok	206K Interactions/mo
------------------------------	------------------------	--------------------------------

📺 **FEATURED:** Briefly News (national SA outlet)

👉 **BRAND PARTNERS:** Dermalogica · NUXE · Simply Chicken (TDMC)



ABOUT BRADLEY.

Online moderator, musician and former Child Care Officer at Bobbi Bear NGO, Bradley Downs is the founder of Simunye OS. He now documents modern South African life through social commentary, fatherhood and lifestyle content — blending dry observational humour with real family life and grounded realism that resonates with both male and female audiences. Built around authenticity over performance, his content consistently reaches beyond his existing audience through highly shareable conversational reels.

Fatherhood

SA Commentary

Fitness & Discipline

Real Life Storytelling

Marriage & Relationships

Lifestyle & Routines

Dry Humour

Founder, Simunye OS

POSITIONING

"Highly discoverable emerging lifestyle creator with disproportionate reach relative to audience size."

THE NUMBERS

7.3%

ENGAGEMENT RATE

Instagram · 5 Sep–4 Oct

3.8M

MONTHLY VIEWS

Instagram · 6 Sep–5 Oct

1.36M

ACCOUNTS REACHED

Instagram · 6 Sep–5 Oct

6,140

IG Followers

2,493

TikTok Followers

206K

Interactions/mo

6,113

Shares/mo

87.0%

Non-Follower Reach

8.5K

TikTok Likes

TOP PERFORMING REELS

Top Performer

103K views

5 things disappearing in SA in 2026

Price Commentary

103K views

Rave Burger price reaction

News Coverage

Featured: Briefly

Uber Eats Buddy Coke pricing (66K views)

Couple Content

14K views

Girls Who Dinner date night reel

RATE CARD

Bradley Downs

DELIVERABLE	FEE (INCL. VAT)
Instagram Reel	R9,500
Instagram Feed Post	R6,000
Instagram Story Series (3–5 slides)	R3,500
TikTok Video	R9,500
UGC (brand use, no post)	R4,500

CAMPAIGN PACKAGES

For multi-platform campaigns (IG + TikTok + Stories), custom packages are available. Contact abi@abidowns.co.za to discuss scope and pricing.

DUO CONTENT (WITH ABI DOWNS)

Content featuring Bradley and Abi Downs together reaches a combined 74K+ followers and 2.8M+ monthly views. Duo rates available on request.

WHY BRADLEY

- SA's male lifestyle creator space is virtually untapped.
- 87% non-follower reach — the algorithm is already doing the work.
- Cross-collab gives brands access to a combined 73K+ audience across both platforms.
- Real content. Grounded tone. High trust. Commercially ready.
- Featured in Briefly News — national earned media coverage within 6 weeks of posting.
- Founder of Simunye OS — an independent identity beyond content, with event-hosting potential (men's & couples experiences) now in development.

GET IN TOUCH

abi@abidowns.co.za · 081 832 4051 · IG: @bradleydowns · TikTok: @braddowns

All enquiries managed by Abi Downs (@_abidowns_) · Response within 1–2 business days

abidowns.co.za

BRAND PARTNERSHIPS

Selected brand work and partnerships.

Simply Chicke Food & Lifestyle	Nuxe Cosmetics Beauty & Grooming	Euro Suit Fashion & Menswear
Mova & Modu Lifestyle	Woolworths Fashion Kids (ft. Slade)	Crocs Footwear
Dermalogica Skincare & Beauty	Sorbet Beauty & Wellness	