

AD LIFESTYLE CO · FAMILY CONTENT KIT

Plade



The next generation of AD Lifestyle Co.

Authentic family moments, kids' fashion, toy reviews and dad-and-son adventures, filmed and shared by his parents, Abi and Brad Downs.

Content That Performs

Woolworths Kids

Instagram Reel · Dec 2025

4,573

Views

Engagement rate: 2.4%

Mr Price Kids

Instagram Post · May 2025

5,872

Views

Engagement rate: 4.4%

MOVA (MODU)

Instagram Reel · Content duo

4,581

Views

29 shares, the standout number

Drip Days

Instagram Reel · May 2025

10,310

Views

Widest single-post reach of the four

25,336

Combined views across four brand partnerships in the kids, toy and lifestyle categories, all featuring Slade.

What Slade Brings to a Brand

- Family Moments & Experiences
- Kids’ Fashion & Toy Reviews
- Dad & Son Adventures
- Everyday Family Life



55K

Combined family Instagram + TikTok following

6.9%

Average engagement rate across platforms

Let’s Work Together