

PP[💎] *Pair* PRESSURE

Media Kit



About Us



Pair Pressure is a fast-growing Nigerian-Canadian media and entertainment brand led by Awele and Aku, two dynamic creators known for turning everyday conversations into engaging cultural moments.

With over 71 million views generated across major digital platforms in the last 90 days, this duo successfully sustains and captivates audiences all through their journey, which embodies witty commentary, unfiltered discussions, relatable storytelling, lifestyle content, event coverage, and social analysis.

At its core, Pair Pressure creates conversation-driven content that entertains, informs, and connects people.

From relationships, marriage, family dynamics, and viral social media stories to culture, travel, current events, and the African diaspora experience, the brand has become a trusted destination for audiences looking for authentic perspectives, humor, and meaningful dialogue.

Known for sparking viral conversations and high-engagement debates, Pair Pressure consistently creates content that resonates deeply with millennials, parents, professionals, immigrants, and culturally connected audiences across Canada, the United States, the United Kingdom, and Africa. More than a content platform, Pair Pressure is a community where people come to laugh, learn, share opinions, and feel seen.

Social Media Performance (Trailing 90 Days)

Pair Pressure actively drives explosive community engagement, multi-million views, and intense platform dialogue.

Verified analytic highlights in the past 90 days include:



Instagram



Views: 13, 601, 331



Net Followers: +25, 516



Interactions: 995, 000



17.3% Followers



82.7% Non-Followers



Accounts Reached: 5, 124, 524



facebook



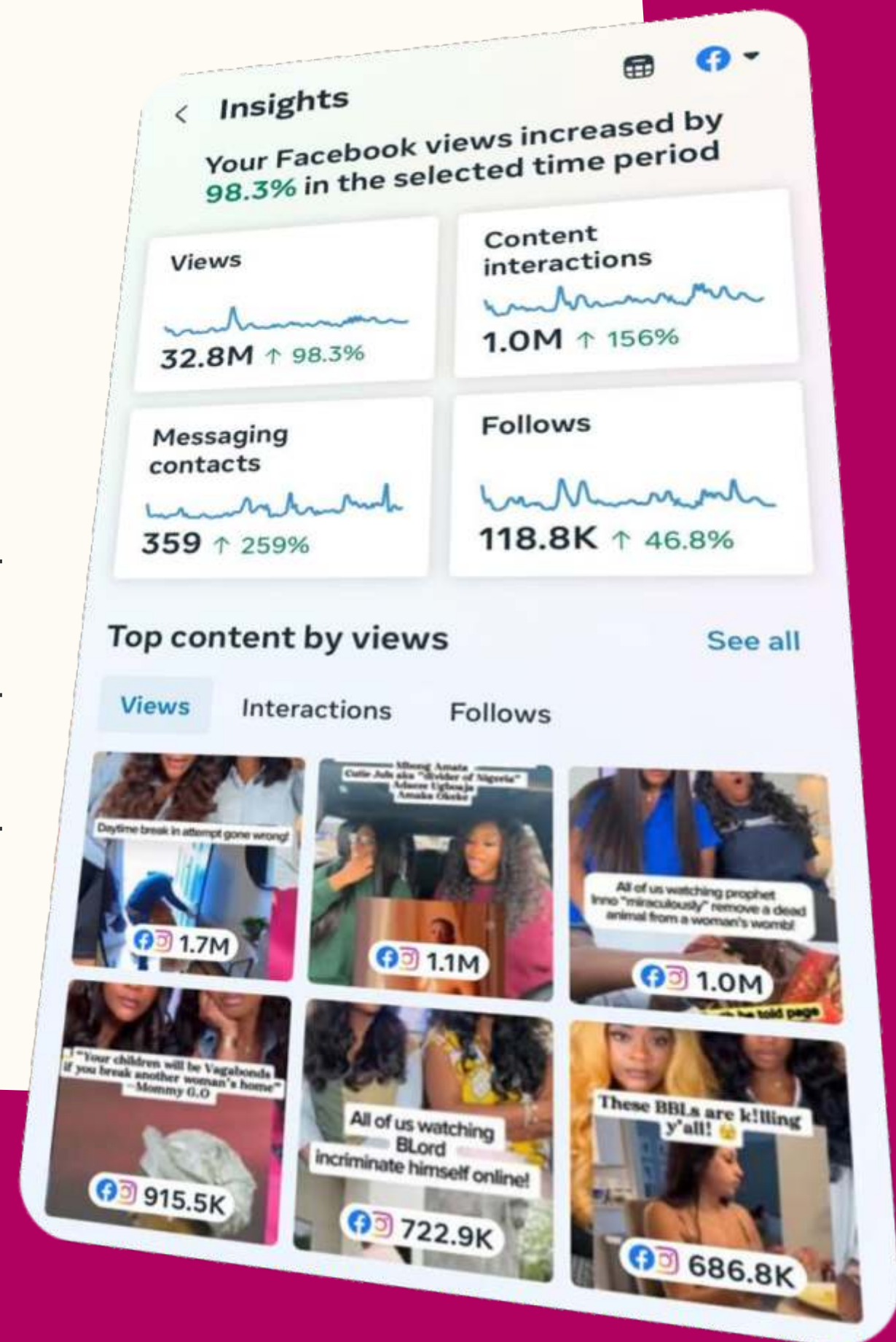
Views: 32, 800, 000



Interactions: 1, 000, 000

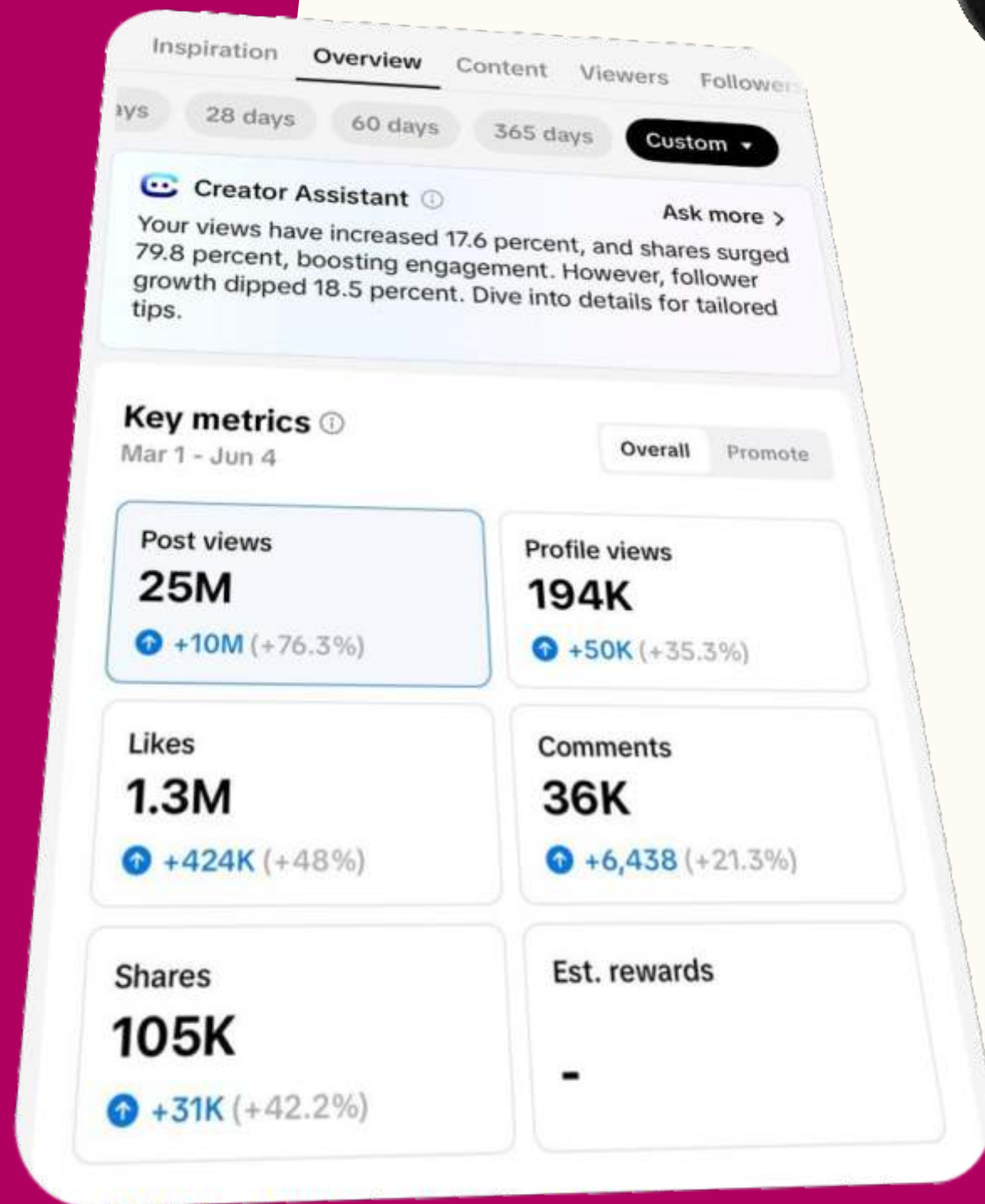


Followers: 221, 000





TikTok



Views: 25, 000, 000



Likes: 1, 300, 000



Profile Views: 194, 000



Shares: 105, 000



Comments: 36,000



YouTube



Views: Over 843,000



LIKES: 29, 800



Subscribers: Over 4, 000



Comments/Shares: 3, 100/6, 100

Analytics

All time



4,051
Subscribers



843.5k
Views



29.8k
Likes



3.1k
Comments



6.1k
Shares

Why Partner *with* Pair Pressure

Pair Pressure combines the reach of a high-growth digital media platform with the unshakeable trust of an authentic community brand.

Our content moves beyond basic visibility—it drives deep conversation, interactive engagement, and high-conversion awareness among highly sought-after, active audiences across Canada, the United States, the United Kingdom, and Sub-Saharan Africa. We don't just showcase brands; we embed them organically into cultural discussions that resonate.

Why Brands Trust Pair Pressure

- **Original creator-led content**
- **Highly engaged audience**
- **Professional campaign execution**
- **Multi-platform distribution**
- **Authentic storytelling**
- **Community-first approach**

Partnership Opportunities

SPONSORED POSTS

DYNAMIC REELS

HIGH-VIRAL TIKTOKS

AUTHENTIC PRODUCT REVIEWS

PREMIUM EVENT COVERAGE

FESTIVAL & CONCERT COVERAGE

LONG-TERM BRAND AMBASSADORSHIPS

RED CARPET COVERAGE

LIVE EVENT HOSTING

ON-SITE & VIP INTERVIEWS

TARGETED GIVEAWAYS

USER GENERATED CONTENT (UGC)

CUSTOM COMMUNITY ACTIVATIONS



Previous Campaigns



Entertainment & Live Events



Financial Services & Instruments



Food, Culinary & Hospitality



Retail & Growing Small Businesses



Beauty & Personal Care Brands



Media & Entertainment Personalities



Community & Cultural Organizations

Core Content Pillars



Social Commentary
& Viral Debates



Culture & African
Diaspora Experiences



Lifestyle &
Entertainment Content



Community
& Brand Partnerships



Relationships, Marriage
& Family Dynamics



Travel, Current Events
& Strategic Coverage

Past Brand Collaborations

Some of our most recent collaborations include:



**Bovi Loud in
Canada Tour**



**Boo Dating
App**



**Home Aura
Scents**



**Reyna
Beautie**

Value Proposition

We turn trending conversations into viral cultural moments that drive engagements, spark debate, and connect communities across Sub-Saharan Africa, Canada, the UK and the United States.

Corporate Contact & Inquiries

DIRECT COMMUNICATION CHANNELS

We are open to strategic brand alignments, commercial integrations, cross-platform sponsorships, and event hosting opportunities globally. Connect with our administrative office to discuss rates and custom packages.

ABOUT Awele

Awele Nwokolo is a Nigerian-born, Canadian-based entrepreneur, creator, and financial services professional. As co-host of Pair Pressure, she combines her passion for media, culture, and meaningful conversations with her entrepreneurial experience as the founder of Awie Beauty, a beauty and cosmetics brand known to audiences across North America and beyond.

ABOUT Aku

Aku Ezeiruaku is a Nigerian-born, Canadian-based social justice advocate, mental health professional, and dynamic media personality. Bringing a unique creative background as a former recording artist and pop singer in the Nigerian music industry, Aku seamlessly blends entertainment with advocacy. Widely recognized across digital platforms as @iamakuchay, she is also the co-founder and co-host of Pair Pressure, which she helms alongside Awele Nwokolo.



Business Inquiries

DIRECT BRAND ACCESS

✉ pairpressure1@gmail.com

Regional Base: Edmonton, Alberta, Canada

MANAGED BY ADMINISTRATIVE & BRAND SUPPORT OFFICE

Officer: Tobias Pius Okposi

Role: Administrative & Brand Support Officer

