

Large Marge

Home of the Big Tot!

Large Marge is a 130+ lb rescue with a legendary side eye, a strict nap schedule, and very strong bedtime opinions. Her content is built around the real-life dynamic between Marge and her dad, Seth, with Cookie, aka the Sneasel, bringing bratty little sister energy. It's an ongoing world, not just random dog clips. We work selectively with brands that belong in that world.

77K  Instagram

36K  TikTok

16M views
last 90 days

Top 5% engagement
both platforms



connect@thelargemarge.com



@largemargedog



@thelargemarge

Audience + Growth Snapshot



73%
Women

65%
Age 35+

12.5%
Engagement rate

She is
LARGE
and in
CHARGE



68%
Women

76%
Age 25-54

12.4%
Engagement rate

BIG DOG · BIGGER GROWTH

+94% Instagram growth (90 days)

+56% TikTok growth (90 days)

Similar-size accounts grew ~3.6% on Instagram and shrank on TikTok over the same 90 days - SOURCE: HYPEAUDITOR

Audience

Marge's followers are mostly women 35+ who treat the page like a daily check-in. They watch, they comment, and they share her videos with their family and friends. Instagram skews 35-64 across the US, UK, Canada, and Australia. TikTok skews a bit younger and more international.

 connect@thelargemarge.com

 [@largemargedog](https://www.instagram.com/largemargedog)

 [@thelargemarge](https://www.tiktok.com/@thelargemarge)



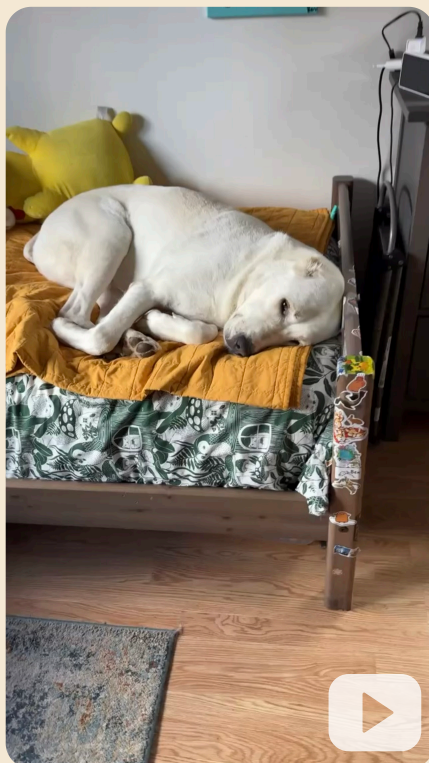
Why Large Marge Connects

Large Marge is not just a dog account. It's a daily look at our life with Marge, and the playful, gentle banter we have together. People come back because they want to see what Marge is up to and how I'm teasing her about it that day. Moms text their daughters asking what Marge is doing. Fans see themselves in her early bedtimes and her strict opinions, and they show up in the comments to defend her like she's family. Our fans love this family, and the relationship is what they're following.



"Dinner time is a big deal / hurry up dad"

3.2M TikTok · 2.3M Instagram



"Marge has her own jingle"

2.4M Instagram · 693K TikTok



"No fair, sister gets to be outside and not Marge"

1.8M TikTok · 1M Instagram

What works on Marge's page

COMPLAINT COMEDY

Marge or Dad has a complaint. Audience picks a side.

IDENTITY + ROUTINE

Marge being Marge: dirt bear naps, judgmental side eye, and her "Big Tot."

STORY INTEGRATIONS

Brand moments folded into the world. Built to feel like a natural chapter.