

SAMPLE DELIVERABLE · ERNESTA · YOUTUBE

The same brief. *A different channel.*

Ernesta wanted more sample requests for custom-size rugs, built on one realization: a rug that does not fit the room is impossible to unsee. This is the YouTube cast — 20 ranked creators for the same two audiences, each scored across six casting dimensions, with risks named out loud and a briefing note per creator.

CAMPAIGN GOAL

PLATFORM

CREATORS RANKED

TOP MATCH

Grow sample
requests

YouTube

20

90%

Looking for the Instagram cast? [See the Ernesta Instagram report.](#)

How every creator was **SCORED**

Narrative & content fit

25%

Audience fit & authenticity

25%

Audiovisual style fit

15%

Commercial behavior fit

15%

Production & consistency

10%

Momentum

10%

One list serves both the time-starved Nester and the discerning Established homeowner. Momentum and production-consistency are directional signals from a small sample of recent videos, not precise trend lines. Where a channel leans on giveaway or discount-led mechanics, it is called out in the flags.

The shortlist

Ranked by match score. Casting only — this ranks fit for the brief, not rates or contracting.

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@StofferHome

YouTube · 69.1K subscribers · Stoffer Home (Jean Stoffer)

90%

RANK 1 · MATCH

Narrative & content fit 92

Audiovisual style fit 92

Production & consistency 70

Audience fit & authenticity 96

Commercial behavior fit 85

Momentum 100

WHY THEY'RE ON THE LIST

HGTV-alum, high-end kitchen and whole-home designer (Jean Stoffer); the sampled Greek Revival home-tour video is a masterclass in calm, considered, understated-luxury detailing that is the single closest tonal match to the brief in the whole YouTube pool, despite a smaller channel scale.

HOW TO BRIEF THEM

Minimal adjustment needed; ask for the literal room-shown-twice rug beat inside one of her signature home-tour walkthroughs.



@TiaWeston

YouTube · 752K subscribers · Tia Weston

90%

RANK 2 · MATCH

Narrative & content fit 90

Audiovisual style fit 92

Production & consistency 70

Audience fit & authenticity 96

Commercial behavior fit 82

Momentum 100

WHY THEY'RE ON THE LIST

Exceptional, sustained home-renovation storytelling (the ongoing '\$1 house' series, weekly for over a year); the sampled video's entire narrative arc is a literal before/after transformation delivered with warmth and zero blame toward anyone's past decisions -- close to a direct structural match for Ernesta's own 'show the room twice' mechanic.

HOW TO BRIEF THEM

Ask her to fold a literal rug swap into one of her established weekly reveal videos; the format needs almost no adjustment.



@evelyn.hernandez

YouTube · 119K subscribers · Evelyn Hernandez

84%

RANK 3 · MATCH

Narrative & content fit 80

Audiovisual style fit 82

Production & consistency 70

Audience fit & authenticity 96

Commercial behavior fit 78

Momentum 91

WHY THEY'RE ON THE LIST

First-home renovation storyteller whose sampled kitchen-transformation video repeatedly and naturally uses 'designer,' 'custom,' and 'curated' language in an on-brief way, and whose professional installer explicitly praised her material choices' quality -- an unusually clean tonal match with no budget-language conflicts found.

HOW TO BRIEF THEM

Ask her to apply the same 'designer dream' framing she already uses to a literal rug-reveal beat.



@lonefox

YouTube · 1780K subscribers · Lone Fox (Drew)

84%

RANK 4 · MATCH

Narrative & content fit	78	Audience fit & authenticity	96
Audiovisual style fit	90	Commercial behavior fit	65
Production & consistency	70	Momentum	100

WHY THEY'RE ON THE LIST

Exceptional production quality and genuine craft/DIY skill (mixed-metal wall hangings, structural mirror techniques), a huge and highly engaged following, and a warm, grateful, zero-negativity on-camera persona -- tone is otherwise an excellent match for the brief's calm, considered register.

FLAGS

Recurring 'affordable'/'inexpensive' DIY value proposition across channel tags and the sampled milestone video (8 uses of 'afford' alone) -- needs explicit redirection away from price-callouts for this campaign.

HOW TO BRIEF THEM

Keep his visual craft and warmth, but redirect fully away from 'affordable'/'inexpensive' framing toward 'designer quality' language for this partnership.



@rebeccarobeson1

YouTube · 1440K subscribers · Rebecca Robeson

83%

RANK 5 · MATCH

Narrative & content fit	88	Audience fit & authenticity	75
Audiovisual style fit	85	Commercial behavior fit	85
Production & consistency	70	Momentum	100

WHY THEY'RE ON THE LIST

30+ years as a private-practice interior designer (Robeson Design); the sampled 'Top 10 Creative Things in My Own Home' video shows genuine, unhurried before/after storytelling and discusses a real budget constraint in her own home in a matter-of-fact, non-apologetic way -- a natural fit for the brief's 'the room was reasonable, the category was the problem' logic. Cross-platform match with the Instagram shortlist strengthens confidence further.

HOW TO BRIEF THEM

Ask her to do a literal room-shown-twice rug reveal in her own home, in the same confident, designer-authority voice she already uses.



@mrphoenixgrey

YouTube · 131K subscribers · Design Daddy (mrphoenixgrey)

83%

RANK 6 · MATCH

Narrative & content fit 80

Audiovisual style fit 82

Production & consistency 70

Audience fit & authenticity 96

Commercial behavior fit 78

Momentum 79

WHY THEY'RE ON THE LIST

Cross-platform match with the Instagram shortlist (kept there with no flags, as Design Daddy / mrphoenixgrey); the sampled Kim Kardashian home-review video shows genuine design-authority commentary ('not only is it expensive but it needs to be done properly') with no budget/affordable-language conflicts, and a professional, review-style tone that should land especially well with the discerning Established persona.

FLAGS

YouTube profile data lists Canada as the channel's country, which conflicts with his validated status on the Ernesta Instagram shortlist as a viable, US-reaching creator -- verify his actual base directly before finalizing.

HOW TO BRIEF THEM

Ask him to bring the same design-authority commentary style to reviewing his own before/after rug reveal.



@EmilyHendersonDesign

YouTube · 62.5K subscribers · Emily Henderson

81%

RANK 7 · MATCH

Narrative & content fit 82

Audiovisual style fit 88

Production & consistency 70

Audience fit & authenticity 75

Commercial behavior fit 78

Momentum 100

WHY THEY'RE ON THE LIST

One of the most recognized, critically respected names in approachable-but-elevated interior styling (stylist, author, TV host); her back catalog (a literal rug-sizing tutorial, a farmhouse living-room reveal) is

exactly on-brief in tone and taste even though this specific channel is not her most active platform.

FLAGS

Small YouTube-specific subscriber base and low posting cadence (most sampled videos are 8-13 years old, and no transcript was available for the top-viewed one) relative to her broader industry reputation -- her real current audience and activity likely live primarily on Instagram/her blog rather than this channel specifically.

HOW TO BRIEF THEM

If pursued, structure this as a cross-platform-inclusive deal (blog + Instagram + YouTube) rather than a YouTube-first buy, given this channel's low current cadence.



@heymaryelizabeth

YouTube · 370K subscribers · Mary Elizabeth

79%

RANK 8 · MATCH

Narrative & content fit 82

Audience fit & authenticity 75

Audiovisual style fit 85

Commercial behavior fit 78

Production & consistency 70

Momentum 85

WHY THEY'RE ON THE LIST

LA-based decorator/stylist with a 'Glam meets California Cool' identity; the deep-dive video shows genuine styling skill plus a warm, patient, non-judgmental mentoring tone toward a young collaborator - a strong match for the Luxury Home Stylist archetype and for reaching both a busy Nester and a discerning Established viewer.

FLAGS

Her top-viewed sampled video by raw views was off-topic (a fitness/wellness video unrelated to home content); the representative video selected instead (a teen bedroom DIY makeover) is squarely on-topic and was used for this judgment.

HOW TO BRIEF THEM

Ask for the same warm, patient, 'let's build this into what you want' tone applied to a rug-fit reveal.



@ashleychilders

YouTube · 145K subscribers · Ashley Childers

79%

RANK 9 · MATCH

Narrative & content fit 85

Audience fit & authenticity 75

Audiovisual style fit 88

Commercial behavior fit 82

WHY THEY'RE ON THE LIST

Product-and-interior designer with a genuinely aspirational, on-brief 'top 15 designer kitchen ideas' sampled video -- no budget language anywhere in the transcript -- plus a paid membership community ('The Design Fix') that signals an engaged, design-serious audience spanning both a design-engaged Nester and a discerning Established viewer.

HOW TO BRIEF THEM

This is close to plug-and-play; ask for the literal room-shown-twice reveal format directly, since her existing tone needs almost no adjustment.

**@Caroline_Winkler**

YouTube · 1190K subscribers · Caroline Winkler

78%

RANK 10 · MATCH

Narrative & content fit 68

Audiovisual style fit 80

Production & consistency 70

Audience fit & authenticity 96

Commercial behavior fit 68

Momentum 79

WHY THEY'RE ON THE LIST

Real interior-design client experience and a large, design-literate audience give her genuine authority; the underlying point (fix the real clutter problem, don't just buy pretty bins) is smart and non-judgmental toward the viewer even though the title is provocative.

FLAGS

Sampled video is styled as a contrarian organization-critique essay ('You're doing home organization WRONG') -- confirm this needling framing doesn't carry into the partnership, since it sits close to the line on the brief's no-blame, never-corrects-the-viewer requirement.

HOW TO BRIEF THEM

Keep her design authority but redirect the 'you're doing it wrong' energy into the brand's no-blame demonstration format specifically for this partnership.

**@HouseofValentina**

YouTube · 892K subscribers · House of Valentina (Valentina Fussell)

78%

RANK 11 · MATCH

Narrative & content fit 75

Audience fit & authenticity 96

Audiovisual style fit	85
Production & consistency	76

Commercial behavior fit	65
Momentum	50

WHY THEY'RE ON THE LIST

Strong seasonal home-styling content with a warm, enthusiastic on-camera voice and genuine design taste (Scandinavian/elegant styling, home staging for million-dollar listings), giving broad multi-generational appeal.

FLAGS

Self-describes as a 'real estate and design company' rather than a purely personal creator voice. | Tags include 'budget friendly home' -- tension with never-affordable brand language, though the sampled video's actual tone (a warm, enthusiastic fall-styling monologue over candles and a fireplace) reads closer to lifestyle-aspirational than bargain-focused.

HOW TO BRIEF THEM

Ask for a dedicated personal-voice segment (not the broader 'House of Valentina' company framing) built around the rug reveal.



@KristenMcGowan

YouTube · 1870K subscribers · Kristen McGowan

78%

RANK 12 · MATCH

Narrative & content fit	72
Audiovisual style fit	78
Production & consistency	70

Audience fit & authenticity	96
Commercial behavior fit	62
Momentum	75

WHY THEY'RE ON THE LIST

Cross-platform match with the Ernesta Instagram shortlist (same creator): a proven home-organization/decor format with broad, non-niche appeal that should reach a busy IKEA-hacking Nester and a more established whole-home viewer alike.

FLAGS

Bio/tags include 'affordable home decor' and 'get the look for less' -- some tension with Ernesta's no-'affordable' rule, though the sampled video's own language ('affordable', 'quality') was descriptive of a \$2.99 IKEA find rather than a core brand pillar.

HOW TO BRIEF THEM

Coach her to swap 'affordable'/'get the look for less' language for 'designer quality' on this campaign specifically, and lean into the 'made to the room' framing rather than her usual price-callout style.



@DSigners

YouTube · 434K subscribers · D.Signers (Zahira Cury)

73%

RANK 13 · MATCH

Narrative & content fit	68	Audience fit & authenticity	75
Audiovisual style fit	80	Commercial behavior fit	62
Production & consistency	70	Momentum	93

WHY THEY'RE ON THE LIST

Real architect/interior-designer credentials and a polished, high-production small-space design-tips format with broad, cross-generational appeal (the video is squarely about making a small space read larger and higher-end).

FLAGS

Primarily fronts a 4M+-follower design-magazine brand (D.Signers) rather than a purely personal creator voice -- confirm this YouTube channel specifically delivers an individual, not-just-magazine tone. | Sampled small-bathroom video uses 'affordable' and 'budget friendly' descriptively multiple times.

HOW TO BRIEF THEM

Have her deliver a dedicated rug-fit segment in her own personal voice (not the branded-magazine format) and avoid her usual 'affordable'/'budget friendly' descriptors for this brand.



@wasselpa

YouTube · 211K subscribers · Paige Wassel

70%

RANK 14 · MATCH

Narrative & content fit	58	Audience fit & authenticity	96
Audiovisual style fit	72	Commercial behavior fit	52
Production & consistency	70	Momentum	60

WHY THEY'RE ON THE LIST

Real design taste and a confident, design-critic on-camera voice ('I'm constantly critiquing and commenting on interior design in other people's homes'), but the specific sampled content leans rental/budget more than most of the shortlist.

FLAGS

Thin bio signal (no tags, no country field). Sampled apartment-tour video shows a rental-first, small-budget framing ('again i was on a budget,' 'i'm going to be renting out this place') -- some tension with the brief's renter exclusion and no-'affordable' rule, though her overall design taste and self-aware humor read as genuine and design-literate.

Would need a dedicated homeowner-context segment (not a rental-tour format) for this campaign.



@jennapierce

YouTube · 301K subscribers · Jenna Pierce

69%

RANK 15 · MATCH

Narrative & content fit	58	Audience fit & authenticity	96
Audiovisual style fit	75	Commercial behavior fit	42
Production & consistency	70	Momentum	61

WHY THEY'RE ON THE LIST

Genuinely good taste and styling skill (aged/vintage-vessel layering techniques mirror an understated-luxury sensibility) and a large engaged audience, but her positioning centers on budget dupes rather than genuine designer-quality investment.

FLAGS

Whole channel tagline is 'high-end designer look on a budget,' and the sampled video repeatedly emphasizes cheap DIY dupes of expensive designer pieces ('cheap' x5) -- meaningful, structural tension with the brief's never-'affordable' rule since the value prop is about faking expensive rather than being designer-quality.

HOW TO BRIEF THEM

Would need to abandon the 'dupe' framing entirely and speak instead from her demonstrated taste and styling technique.



@FarmhouseLiving

YouTube · 65.5K subscribers · FHL Design Co - Farmhouse Living

66%

RANK 16 · MATCH

Narrative & content fit	52	Audience fit & authenticity	75
Audiovisual style fit	62	Commercial behavior fit	52
Production & consistency	70	Momentum	100

WHY THEY'RE ON THE LIST

Real home-tour/new-build content with genuine audience trust and Q&A engagement, but the aesthetic and positioning need real vetting against the brand's calm-luxury identity before booking.

FLAGS

Mother-daughter team rather than a solo individual creator voice. | Farmhouse/rustic aesthetic risks reading more homey-casual than the brief's calm, understated-luxury identity -- confirm fit before booking. | 'We ran out of budget' and cheaper-material-swap language appear in the sampled home tour.

HOW TO BRIEF THEM

Only pursue after confirming their specific aesthetic reads as elevated rather than rustic-budget; would need explicit direction away from cost-driven material choices for this brand.



@JulieKhuu

YouTube · 583K subscribers · Julie Khuu

65%

RANK 17 · MATCH

Narrative & content fit	48	Audience fit & authenticity	96
Audiovisual style fit	78	Commercial behavior fit	38
Production & consistency	70	Momentum	50

WHY THEY'RE ON THE LIST

Genuine design authority (hospitality-design pedigree: Langham, W, Mandarin Oriental hotels) and a large, engaged audience, but her entire on-camera persona and channel promise is built around 'looking expensive without paying for it,' which is a harder repositioning ask than most of the shortlist.

FLAGS

Meaningful, structural tension: the sampled video's entire premise is 'I design custom homes for a living, I realize not everyone can afford that luxury including myself... make your house look more expensive' - this runs directly counter to the brief's ban on 'affordable' and its designer-quality-not-a-bargain positioning, transcript-confirmed with 12 uses of 'expensive' framed around faking a costly look cheaply. | Secondary feng shui specialty is a mild thematic tangent from a pure design/demonstration format.

HOW TO BRIEF THEM

Only pursue if she can drop the 'faking expensive on a budget' framing entirely for this campaign and speak instead from her hospitality-design authority.



@MrKate

YouTube · 3710K subscribers · Mr. Kate

64%

RANK 18 · MATCH

Narrative & content fit	52	Audience fit & authenticity	96
Audiovisual style fit	68	Commercial behavior fit	45

WHY THEY'RE ON THE LIST

A genuinely experienced, pioneering home-content creator (one of the original room-makeover YouTube formats, still active 16+ years later) with massive reach, but both her budget-first legacy branding and a recent pivot toward personal-vlog content are real risks worth flagging before committing budget.

FLAGS

Long-running budget/thrift/'on the cheap' brand identity across her channel tags and 16-year catalog; the deep-dive sample (a casual Q&A/podcast-style video) included default budget-minded references ('a fairly cheap two-bedroom place'). | Very large channel, but her most recent uploads skew toward personal-life vlogging (relationship, grief, travel content) rather than dedicated home/design content -- confirm she would still deliver an on-topic design piece for this campaign.

HOW TO BRIEF THEM

Only pursue with a dedicated, on-brief design segment (not her usual personal-vlog format) and explicit direction away from her 'on the cheap' legacy voice.



@decoratingmadeeasywithtrina

YouTube · 85.8K subscribers · Decorating Made Easy with Trina

64%

RANK 19 · MATCH

Narrative & content fit

55

Audience fit & authenticity

96

Audiovisual style fit

68

Commercial behavior fit

48

Production & consistency

70

Momentum

20

WHY THEY'RE ON THE LIST

Genuine, relatable home-decor/garden content from a Houston mom of three with broad-age appeal, but budget-first framing needs real repositioning to fit Ernesta.

FLAGS

Tags and on-camera language ('definitely budget-friendly') recur as a real value prop in the sampled video, tension with the never-affordable brand voice.

HOW TO BRIEF THEM

If booked, needs explicit direction to drop 'budget-friendly' language for this campaign and lean into her warmth and relatability instead.



@LGQUEENHomeDecor

YouTube · 849K subscribers · LGQUEEN Home Decor (Linda)

63%

RANK 20 · MATCH

Narrative & content fit	52	Audience fit & authenticity	96
Audiovisual style fit	68	Commercial behavior fit	35
Production & consistency	70	Momentum	32

WHY THEY'RE ON THE LIST

Real home-organization content and a large, engaged audience (600K+ subscriber milestone celebrated mid-video), but the constant sponsor-integration/giveaway format is a harder match for Ernesta's calm, non-hype brand voice than most of the shortlist.

FLAGS

Heavy affiliate/sponsor-driven content style, transcript-confirmed: the sampled video is built around a Lamps Plus sponsorship, a \$100 cash giveaway, and repeated retail-value language ('a fraction of the price compared to other retailers') -- a meaningfully more overtly commercial, deal-driven tone than the brief's understated-luxury, non-sales-pressure voice.

HOW TO BRIEF THEM

Would need a stand-alone, non-giveaway, single-sponsor format carved out specifically for this partnership.

Your brief. This back.

Tell us what you need to say. We write the brief, rank the creators and hand you a cast you can act on.

CAST YOUR LIST OF CREATORS NOW

