

SAMPLE DELIVERABLE · ERNESTA

This is what you get back. *A cast, not a list.*

Ernesta briefed us on growing sample requests for custom-size rugs, built around the realization that a rug that does not fit the room is impossible to unsee. We returned 20 ranked creators for one shared audience, each scored across six casting dimensions, with risks named out loud and a briefing note per creator.

CAMPAIGN GOAL

Grow sample
requests

PLATFORM

Instagram

CREATORS RANKED

20

TOP MATCH

86%

The same brief, cast for YouTube? [See the Ernesta YouTube 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%

This 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 posts, not precise trend lines. Where a sample could not be verified or suggested giveaway 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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@goldenhourabode VERIFIED

Instagram · 545K followers · jordan | home + lots of plants

86%

RANK 1 · MATCH

Narrative & content fit 80

Audiovisual style fit 75

Production & consistency 86

Audience fit & authenticity 96

Commercial behavior fit 80

Momentum 100

WHY THEY'RE ON THE LIST

Her old-house, 'collected and cozy' positioning and existing before/after post format ('who remembers how ugly this corner used to be') are close to a native fit for Ernesta's core demonstration mechanic, and the warm, lived-in tone should read well to both a time-starved Nester and a discerning Established viewer.

HOW TO BRIEF THEM

Her existing before/after format can be adapted almost directly — ask for the same 'here's what it used to look like' structure applied to the rug swap.



@thepottedboxwood VERIFIED

Instagram · 245K followers · The Potted Boxwood

78%

RANK 2 · MATCH

Narrative & content fit 78

Audiovisual style fit 65

Production & consistency 84

Audience fit & authenticity 75

Commercial behavior fit 80

Momentum 100

WHY THEY'RE ON THE LIST

'All things timeless, everything chic' positioning by Christina Dandar reads well to both a design-engaged Nester and a discerning Established viewer, with full-home-tour content depth to support a considered reveal.

HOW TO BRIEF THEM

Ask for the reveal to be built into one of her established full-home-tour formats.



@remingtonavenue VERIFIED

Instagram · 1187K followers · Mysha Bolen| DIY Interior Designer

77%

RANK 3 · MATCH

Narrative & content fit 74

Audiovisual style fit 72

Production & consistency 72

Audience fit & authenticity 75

Commercial behavior fit 78

Momentum 100

WHY THEY'RE ON THE LIST

'Designer style DIY you can actually do' threads the needle between accessible and elevated without ever leaning on 'affordable,' giving her workable appeal to both a hands-on Nester and a design-conscious Established viewer.

HOW TO BRIEF THEM

Brief specifically away from her 'hacks' framing toward a calm, considered demonstration piece for the room-reveal beat.



@katefuller VERIFIED

Instagram · 338K followers · Kate Fuller

76%

RANK 4 · MATCH

Narrative & content fit 82

Audience fit & authenticity 75

Audiovisual style fit 75

Commercial behavior fit 85

Production & consistency 73

Momentum 54

WHY THEY'RE ON THE LIST

Her 'teaching you how to be happiest at home' positioning is calm, non-corrective, and wellness-adjacent — a near-direct match for Ernesta's realization-not-argument tone — and her interior-designer credibility should read credibly to both a busy Nester and a discerning Established viewer.

HOW TO BRIEF THEM

Ask for a literal side-by-side rug comparison filmed in her own home to anchor the reveal mechanic inside the styling-tips format she already does well.



@lilswalty VERIFIED

Instagram · 676K followers · Lily Walters

75%

RANK 5 · MATCH

Narrative & content fit 88

Audience fit & authenticity 75

Audiovisual style fit 85

Commercial behavior fit 82

Production & consistency 70

Momentum 20

WHY THEY'RE ON THE LIST

Her real, transcript-confirmed voice — 'save on the field tile, spend on the edge... it feels considered, it feels expensive... finish your tile like you meant to' — is close to a direct restatement of Ernesta's whole thesis that an unconsidered default reads wrong while a considered one reads expensive, making this one of the strongest substantive fits in the entire pool.

HOW TO BRIEF THEM

Ask her to apply the same 'finish it like you meant to' framing directly to the rug-fit reveal; her existing educational format needs almost no adjustment.



@mrphoenixgrey VERIFIED

Instagram · 448K followers · Phoenix Grey | Interior Design

74%

RANK 6 · MATCH

Narrative & content fit 62

Audiovisual style fit 55

Production & consistency 70

Audience fit & authenticity 96

Commercial behavior fit 65

Momentum 100

WHY THEY'RE ON THE LIST

'Design Daddy' personal branding and an architecture background suggest real design authority, but content depth beyond his bio wasn't independently verified in this pass.

FLAGS

No usable video/transcript sample could be obtained — confirm his actual on-camera delivery style and content depth before finalizing.

HOW TO BRIEF THEM

Request a content-sample review focused on a personal, in-home demonstration rather than his consultation-booking format.



@thenottinghome VERIFIED

Instagram · 487K followers · Allie Nottingham | Home Decor + Design

74%

RANK 7 · MATCH

Narrative & content fit 85

Audiovisual style fit 70

Production & consistency 79

Audience fit & authenticity 50

Commercial behavior fit 80

Momentum 100

WHY THEY'RE ON THE LIST

'Where home becomes a feeling... making the ordinary feel a little more beautiful' is close to a direct match for Ernesta's calm, warm, non-showroom tone, and her 'everyday living, family' content should read naturally to both personas.

HOW TO BRIEF THEM

Frame the reveal mechanic as 'the room finally feeling finished' — her own established emotional register, requiring little translation.



@rachelrsimon VERIFIED

Instagram · 182K followers · Rachel R. Simon | Home Decor & Interior Stylist

74%

RANK 8 · MATCH

Narrative & content fit	78	Audience fit & authenticity	50
Audiovisual style fit	82	Commercial behavior fit	82
Production & consistency	75	Momentum	100

WHY THEY'RE ON THE LIST

A demonstrated, transcript-confirmed ability to deliver clear, professional branded copy (a solar-lighting sponsor read) combined with an elevated 'gathered tables... timeless interiors' coastal-home aesthetic that carries no budget-language risk — a low-risk, high-execution-confidence pick.

HOW TO BRIEF THEM

Her proven sponsor-copy delivery skill makes her a safe bet to hit the brief's precise locked-language mandates word-for-word.



@kristenmcgowan VERIFIED

Instagram · 223K followers · Kristen McGowan

73%

RANK 9 · MATCH

Narrative & content fit	72	Audience fit & authenticity	96
Audiovisual style fit	70	Commercial behavior fit	78
Production & consistency	70	Momentum	20

WHY THEY'RE ON THE LIST

A proven renovation-storyteller format with a large complementary YouTube audience (1.87M), giving broadly relatable, non-budget-flagged colonial-home-renovation content extra reach and consistency beyond a single post.

HOW TO BRIEF THEM

Ask for the reveal to be framed as one milestone within her ongoing renovation-diary narrative arc.



@wesleytaylor VERIFIED

Instagram · 195K followers · Wes

71%

RANK 10 · MATCH

Narrative & content fit	74
Audiovisual style fit	55
Production & consistency	70

Audience fit & authenticity	70
Commercial behavior fit	75
Momentum	86

WHY THEY'RE ON THE LIST

'Welcome home... find beauty in the everyday' is calm and poetic on paper, a strong tonal match, though the account is smaller and unverified with limited independently-confirmed content depth.

FLAGS

Unverified account with no retrievable video/transcript sample — confirm content depth and posting consistency before finalizing.

HOW TO BRIEF THEM

Request a fuller content review before booking; if content matches the bio's poetic register, expect an easy brief.



@smashingdiy VERIFIED

Instagram · 499K followers · Ashley Tate | DIY & Design

71%

RANK 11 · MATCH

Narrative & content fit	78
Audiovisual style fit	85
Production & consistency	70

Audience fit & authenticity	70
Commercial behavior fit	80
Momentum	20

WHY THEY'RE ON THE LIST

A rare combination of design/build credentials (HGTV Battle on the Beach winner, NBC Making It), genuine production skill, and a demonstrated track record delivering a clean branded post (a Benjamin Moore color partnership) — a low-risk, high-craft pick.

HOW TO BRIEF THEM

Her professional design/build skill set makes her a strong candidate to deliver the literal room-shown-twice reveal with real technical credibility.



@_elegantliving_ VERIFIED

Instagram · 52.8K followers · Tabitha & Lexi | Interior Design + Lifestyle

70%

RANK 12 · MATCH

Narrative & content fit	90
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Audience fit & authenticity	50
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Audiovisual style fit	80	Commercial behavior fit	85
Production & consistency	81	Momentum	26

WHY THEY'RE ON THE LIST

Of everyone in the pool, her actual content — a made-to-the-window drapery demonstration ending in a warm, low-pressure CTA — is the single closest real-world analog to Ernesta's own 'made to the room, to the inch' mechanic, and she already has proven home-textile brand-partnership experience.

FLAGS

Smallest follower count in the shortlist (52.7K) — confirm reach/rate expectations align with the campaign's other tiers before finalizing the full 20.

HOW TO BRIEF THEM

This is close to a plug-and-play fit; ask for the same demonstration structure (before, then the made-to-measure result) applied directly to the rug.



@saraparkerdesign VERIFIED

Instagram · 265K followers · Sara Parker

70%

RANK 13 · MATCH

Narrative & content fit	68	Audience fit & authenticity	96
Audiovisual style fit	60	Commercial behavior fit	75
Production & consistency	70	Momentum	20

WHY THEY'RE ON THE LIST

Her aspirational, design-forward, non-budget tone, with a motherhood-inflected voice, gives her decent reach into the Nesters segment specifically.

FLAGS

No usable video/transcript sample was retrieved — confirm on-camera delivery style before finalizing.

HOW TO BRIEF THEM

Request a content-sample check, then brief toward a calm reveal that also reads beyond her motherhood-content niche to the Established audience.



@farahjmerhi VERIFIED

Instagram · 7460K followers · Farah Merhi

69%

RANK 14 · MATCH

Narrative & content fit	72	Audience fit & authenticity	75
Audiovisual style fit	80	Commercial behavior fit	45
Production & consistency	85	Momentum	46

WHY THEY'RE ON THE LIST

Her 'inspiring everyday elegance at home' positioning and warm, well-lit kitchen/pantry-refresh content is calm and broad enough to land with a time-starved Nester and a discerning Established viewer at once, making her one of the few true dual-audience anchors in the pool if budget allows.

FLAGS

Likely commands mega-influencer rates well above a typical per-creator allocation for a List-of-20 program — confirm budget fit before investing further casting time. | 7.5M-follower scale may read as less personal than the smaller creators on this list — verify the partnership doesn't feel generic relative to Ernesta's understated-luxury, considered brand voice.

HOW TO BRIEF THEM

Brief her toward a literal before/after room-reveal built specifically around the rug swap, since her existing format (kitchen and pantry refreshes) is adjacent to but not identical to the brief's room-shown-twice mechanic.



@rebeccarobeson VERIFIED

Instagram · 222K followers · Rebecca Robeson

68%

RANK 15 · MATCH

Narrative & content fit	80	Audience fit & authenticity	50
Audiovisual style fit	68	Commercial behavior fit	75
Production & consistency	81	Momentum	62

WHY THEY'RE ON THE LIST

Her one sampled hook — 'what I'm about to tell you is going to shock you... I'm moving out' — shows a genuinely strong instinct for narrative suspense that maps directly onto Ernesta's core room-shown-twice mechanic, though the account's overall depth wasn't independently confirmed.

FLAGS

Bio is thin and only a single piece of content was reviewed in this pass — recommend a fuller content-library review before finalizing to confirm consistent quality and tone.

HOW TO BRIEF THEM

Point her natural suspense-hook instinct directly at the standard-size-vs-custom-fit reveal; verify a broader content sample before finalizing budget.



@lisaholtdesign VERIFIED

Instagram · 67.3K followers · Lisa Holt | Interior Design Tips

68%

RANK 16 · MATCH

Narrative & content fit	82	Audience fit & authenticity	50
Audiovisual style fit	78	Commercial behavior fit	80
Production & consistency	92	Momentum	20

WHY THEY'RE ON THE LIST

Her actual delivered content models Ernesta's exact rhetorical move — reframing an ordinary, reasonable choice (dedicating a whole room to rare guest use) as simply a math problem to solve, never a personal failing — precisely the 'the room was reasonable, the category was the problem' logic the brief requires.

HOW TO BRIEF THEM

Her natural 'reasonable choice, better math' reframe is a ready-made template for the standard-size-rug realization; minimal creative adjustment needed.



@lutzgohome VERIFIED

Instagram · 239K followers · Mae Lutz

67%

RANK 17 · MATCH

Narrative & content fit	76	Audience fit & authenticity	70
Audiovisual style fit	65	Commercial behavior fit	78
Production & consistency	70	Momentum	20

WHY THEY'RE ON THE LIST

Her own tagline — 'Grandma chic with a modern twist' — is close to a literal embodiment of the brief's one-list-two-audiences mandate, bridging heritage taste and modern execution in a single phrase.

HOW TO BRIEF THEM

Build the campaign copy explicitly around her 'grandma chic, modern twist' framing as a natural bridge between the two personas.



@cindyclarkinteriors VERIFIED

Instagram · 179K followers · Cindy Clark / Organic Home Styling

64%

RANK 18 · MATCH

Narrative & content fit	74
Audiovisual style fit	62
Production & consistency	81

Audience fit & authenticity	50
Commercial behavior fit	78
Momentum	38

WHY THEY'RE ON THE LIST

'Cozy, collected spaces... mixing patterns with confidence... styling & romanticizing everyday' matches the brief's lived-in-not-staged requirement well.

HOW TO BRIEF THEM

Confirm on-camera voiceover comfort in a fuller review; her aesthetic identity is already well aligned.



@xomacenna VERIFIED

Instagram · 609K followers · MaCenna Lee

64%

RANK 19 · MATCH

Narrative & content fit	55
Audiovisual style fit	78
Production & consistency	70

Audience fit & authenticity	75
Commercial behavior fit	50
Momentum	50

WHY THEY'RE ON THE LIST

TV-level production polish and a large earned-media platform (HGTV celebrity-style host) give real commercial credibility, but her thrifted-DIY personal identity needs careful separation from Ernesta's premium message.

FLAGS

Core personal brand ('transforming thrifted finds') skews budget/value, a mild but real tension with Ernesta's designer-quality-only positioning.

HOW TO BRIEF THEM

Brief toward her design-authority side (the HGTV host credential) rather than her thrifted-finds identity, and keep the piece product-forward rather than value-forward.



@moodywhimsicalforest VERIFIED

Instagram · 286K followers · Annette Suarez

63%

RANK 20 · MATCH

Narrative & content fit	75
Audiovisual style fit	72

Audience fit & authenticity	50
Commercial behavior fit	78

WHY THEY'RE ON THE LIST

Her considered design philosophy — 'richness... more human and handcrafted than clinical futuristic' — resists both sterile-minimalist and budget-DIY framings, aligning with Ernesta's calm-but-not-sterile positioning even though her moody aesthetic is a stylistic departure from a brighter 'minimalist' ideal.

HOW TO BRIEF THEM

Lean into her 'richness'/'handcrafted' language directly when introducing the custom-made rug concept.

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