

SAMPLE DELIVERABLE · KEEKI

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

Keeki briefed us on plastic-free food storage with a quiet-luxury tone. We returned 15 ranked creators, each scored across six casting dimensions, with the risks named out loud and a briefing note per creator.

CAMPAIGN GOAL

Brand sentiment & authority

PLATFORMS

Instagram · TikTok

CREATORS RANKED

15

TOP MATCH

87%

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%

Momentum and production-consistency are computed from a small sample of recent posts and should be read directionally. Where sampled comments look like giveaway bait rather than organic discussion, we call it out in the flags instead of quietly folding it into the score.

The shortlist

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

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@breadbyhope

TikTok · 70.4K followers · Hope Havens | Sourdough Baker

87%

RANK 1 · MATCH

Narrative & content fit 97

Audiovisual style fit 70

Production & consistency 70

Audience fit & authenticity 96

Commercial behavior fit 74

Momentum 100

WHY THEY'RE ON THE LIST

TikTok sourdough teacher with the most genuinely organic audience relationship in the set (real technical questions in comments, not giveaway bait), a provocateur streak challenging 'more starter is healthier,' and real in-person teaching credibility (North Texas classes).

FLAGS

Momentum score below is likely skewed by one huge old viral post landing in a small 5-post sample rather than reflecting a real current upswing — her two most recent posts actually show much lower engagement than her older hits; read momentum directionally, not literally.

HOW TO BRIEF THEM

Strong, low-risk TikTok pick — brief her plainly on the mandates and let her use her normal teaching-video format; her audience already trusts her instructions, so a direct demonstration (bread in the Keeki bag over several days) will land naturally.



@sourdough_enzo VERIFIED

Instagram · 527K followers · Rachel Pardoe | Sourdough Enzo

83%

RANK 2 · MATCH

Narrative & content fit	97	Audience fit & authenticity	96
Audiovisual style fit	70	Commercial behavior fit	50
Production & consistency	70	Momentum	100

WHY THEY'RE ON THE LIST

The most artistically accomplished baker in the entire pool: genuinely viral, organic reach (millions of views on original bread-art reels), a real bestselling-author authority claim, and an authentically engaged community — real comments show people saying they bought and love her cookbook, not giveaway bait. This is a real answer to 'what does a bigger version of this archetype look like.'

FLAGS

At 527K followers, a bestselling published author, and a creator whose reels regularly clear multiple millions of views, she almost certainly commands a rate well above Keeki's stated <\$10k budget — confirm rate before investing further casting time.; Already sells her own cookbook (Sourdough Everything) and a branded 'Sourdough Enzo' sourdough starter kit — a real competing commercial product in adjacent territory to Keeki's own offer.

HOW TO BRIEF THEM

Financially this is a stretch pick, likely above budget as-is. Creatively, her natural instinct is bold, colorful, maximalist bread art (dyed turquoise loaves, mandala scoring) — genuinely beautiful, but the opposite of quiet-luxury restraint, so this brief would need to explicitly ask her for a calmer, undyed, natural-tone piece rather than her usual visual signature.



@keepitsweetkitchen VERIFIED

Instagram · 171K followers · Heather Woodland - Sourdough for Beginners

83%

RANK 3 · MATCH

Narrative & content fit	97	Audience fit & authenticity	75
Audiovisual style fit	86	Commercial behavior fit	86
Production & consistency	70	Momentum	68

WHY THEY'RE ON THE LIST

Bakery owner with a genuinely authoritative, provocative voice — she directly challenges other creators' credibility in the space ('make sure the person you're learning from actually knows how to bake'), which is exactly the Cultural Provocateur energy the brief wants, paired with strong scale (170k) and engagement.

HOW TO BRIEF THEM

This is a light-touch brief candidate — give her the mandatories (plastic-free, beeswax-lined linen, freshness/longevity, Keeki.com CTA) and let her write the take herself; her instinct to push back on bad advice will read as authentic authority if she's allowed to frame Keeki as the 'actually correct' choice. Given her bold neon-pop caption style, ask specifically for a calmer type treatment on this one piece so it reads quiet-luxury rather than her usual high-energy graphic.



@housenumbereight_ VERIFIED

Instagram · 245K followers · Ronja | Interior Design

70%

RANK 4 · MATCH

Narrative & content fit 74

Audience fit & authenticity 75

Audiovisual style fit 97

Commercial behavior fit 62

Production & consistency 70

Momentum 20

WHY THEY'RE ON THE LIST

German interior designer whose 'Warm Minimalism' aesthetic is the closest visual match to Keeki's quiet-luxury brief of anyone on this list, with strong scale (245k).

FLAGS

Just launched her own product shop — a competing commercial focus in-frame during the campaign window.; Content is interior/garden design, not kitchen-specific — the bread-bag tie-in needs a creative bridge (e.g. a pantry or kitchen-styling angle) rather than a direct ask.

HOW TO BRIEF THEM

Don't ask her to demonstrate bread storage in isolation — brief her to fold the Keeki bag into a broader kitchen/pantry styling narrative, her natural content mode, and be direct that this is organic-only given her existing shop launch may otherwise dominate her feed's attention.



@joshua_becker VERIFIED

Instagram · 126K followers · Joshua Becker

69%

RANK 5 · MATCH

Narrative & content fit 97

Audience fit & authenticity 50

Audiovisual style fit	48
Production & consistency	86

Commercial behavior fit	97
Momentum	20

WHY THEY'RE ON THE LIST

The actual author of *Becoming Minimalist* — a real, widely-trusted authority who explicitly challenges consumption norms ('own less, live more'), which is a near-literal match to the brief's Cultural Provocateur archetype and its Brand Sentiment & Authority goal specifically.

HOW TO BRIEF THEM

Pitch this values-first, not as a typical product placement — he is selective about partnerships. His content is idea/text-driven rather than heavily produced lifestyle photography, so provide clear visual direction (natural light, styled kitchen counter) since that isn't his default format; his credibility carries the authority goal even if the visual polish needs more guidance than the design-focused candidates.



@matthewjamesduffy VERIFIED

Instagram · 204K followers · Sourdough Duffy

69%

RANK 6 · MATCH

Narrative & content fit	97
Audiovisual style fit	86
Production & consistency	70

Audience fit & authenticity	31
Commercial behavior fit	97
Momentum	20

WHY THEY'RE ON THE LIST

Bakery consultant with a published cookbook and consistent, polished personal branding — strong craft authority, though management involvement is a budget risk.

FLAGS

Has a professional collab contact (shanley@theplaceandco.com), meaning he's represented and likely commands rates at or near the \$10k ceiling — confirm rate before investing casting time.; Sampled post comments are dominated by repeated "Bread Etc" replies — the same comment-bait/giveaway signature flagged elsewhere in this pool; discount the raw engagement numbers accordingly.

HOW TO BRIEF THEM

Route the brief through his collab contact rather than DMing directly; because he's professionally managed, keep mandatories crisp and non-negotiable up front (he'll expect a tight brief, not an open creative conversation).



@tigerlily.taylor_ VERIFIED

Instagram · 75.9K followers · Tigerlily Taylor

64%

RANK 7 · MATCH

Narrative & content fit	35	Audience fit & authenticity	77
Audiovisual style fit	78	Commercial behavior fit	50
Production & consistency	70	Momentum	100

WHY THEY'RE ON THE LIST

Legitimate opinion-leader with polished, editorial-quality visuals, but her content focus doesn't naturally touch food storage or home economics.

FLAGS

Her sustainability angle is biodegradable nails/fashion, not kitchen or food storage — meaningful thematic stretch versus the brief despite genuine editorial authority (writes for Grazia); Several sampled posts show comments far exceeding likes (e.g. 3 likes against 57-114 comments) — the same bait/manipulation signature flagged elsewhere; her strong 'momentum' score below is likely skewed by this and by one old viral post landing in a small 5-post sample rather than a real recent upswing.

HOW TO BRIEF THEM

If pursued, brief very explicitly on the bread/kitchen angle since it's outside her usual lane — treat this as a stretch pick, not a safe one, and expect to do more creative hand-holding than with the baker archetypes.



@arielarts VERIFIED

Instagram · 119K followers · Ariel Magidson

60%

RANK 8 · MATCH

Narrative & content fit	62	Audience fit & authenticity	50
Audiovisual style fit	86	Commercial behavior fit	62
Production & consistency	74	Momentum	20

WHY THEY'RE ON THE LIST

SF interior designer and published author whose 'design should be accessible' philosophy has a thoughtful-consumption angle, with clean design-forward visuals.

HOW TO BRIEF THEM

Bridge the brief through her design-book philosophy (intentional, uncluttered living) rather than asking for a straight product demo — she responds well to values framing per her own captions.



@eatbasilandbloom VERIFIED

Instagram · 178K followers · Parker Cook (Sourdough Educator & Microbakery)

58%

RANK 9 · MATCH

Narrative & content fit	86	Audience fit & authenticity	25
Audiovisual style fit	70	Commercial behavior fit	62
Production & consistency	87	Momentum	20

WHY THEY'RE ON THE LIST

Established sourdough educator and microbakery owner (177k) with real craft authority; frequently cited by peers (Matthew Duffy credits her directly).

FLAGS

Sampled post used a 'comment CLASSIC to win' giveaway mechanic — treat the raw comment count as inflated.; Already runs her own paid courses/starter products — content needs a clear boundary so Keeki's message doesn't get lost next to her own offers.

HOW TO BRIEF THEM

Give her a specific, narrow creative ask (e.g. 'showing the bag keeping a loaf fresh over 4 days') rather than open brief — she has a strong existing content system and will otherwise fold Keeki into her own course/product promotion.



@lindsaysbread VERIFIED

Instagram · 67.2K followers · Lindsay Alexandra

56%

RANK 10 · MATCH

Narrative & content fit	50	Audience fit & authenticity	70
Audiovisual style fit	42	Commercial behavior fit	74
Production & consistency	70	Momentum	20

WHY THEY'RE ON THE LIST

Warm, trusted teacher voice with a devoted community, but tone reads cozy/homey rather than 'quiet luxury sophisticated.'

HOW TO BRIEF THEM

Brief her toward a calmer, less exclamation-heavy voice than her usual style for this one piece — lean on her genuine teaching credibility, but ask for natural light and a pared-back kitchen frame rather than her usual busy, emoji-heavy caption style.



@livingwellwithmandy

Instagram · 52.8K followers · Mandy Clark | Sourdough Made Easy

56%

RANK 11 · MATCH

Narrative & content fit	62	Audience fit & authenticity	60
Audiovisual style fit	45	Commercial behavior fit	62
Production & consistency	70	Momentum	20

WHY THEY'RE ON THE LIST

Approachable beginner-focused mentor with strong niche trust, values-aligned with waste-conscious baking.

FLAGS

'Comment LOAF' giveaway mechanic on top post — engagement partly bait-driven.

HOW TO BRIEF THEM

Keep direction simple and warm — her strength is approachable teaching, not high-polish visuals, so don't over-direct the aesthetic; focus the brief on the freshness/longevity demo since that's her natural content type.



@russellpeace_baker

Instagram · 60.1K followers · Russell Peace

55%

RANK 12 · MATCH

Narrative & content fit	62	Audience fit & authenticity	39
Audiovisual style fit	74	Commercial behavior fit	62
Production & consistency	70	Momentum	20

WHY THEY'RE ON THE LIST

Large, consistent sourdough-education audience, but the standout post's engagement looks bait-driven rather than organic.

FLAGS

Top sampled post has more comments (25,244) than likes (24,550) — a classic 'comment a code word to win' giveaway pattern, not organic discussion; discount the engagement numbers accordingly.

HOW TO BRIEF THEM

Keep the brief loose on format (he already teaches in a consistent PDF/video style) but be explicit that Keeki wants genuine demonstration content, not a comment-giveaway mechanic — that format would undercut the 'quiet luxury' authority tone.



@simonson._sourdough

Tiktok · 16.3K followers · Reese | Sourdough Baker

54%

RANK 13 · MATCH

Narrative & content fit	30	Audience fit & authenticity	96
Audiovisual style fit	30	Commercial behavior fit	35
Production & consistency	70	Momentum	58

WHY THEY'RE ON THE LIST

Small, authentic personal account, but scale and content depth are too thin and the tone doesn't match the brief.

FLAGS

Very thin content history (only 42 total posts) and the sampled video's transcript failed to fetch — limited evidence of production capability.; Personal/faith-based homey tone is a significant stretch from the brief's sophisticated quiet-luxury positioning.

HOW TO BRIEF THEM

Not recommended for this brief without a much deeper content review; if considered anyway, expect to provide heavy creative direction since her current style doesn't naturally produce quiet-luxury content.



@kleankrish VERIFIED

Instagram · 115K followers · KleanKrish

51%

RANK 14 · MATCH

Narrative & content fit	45	Audience fit & authenticity	62
Audiovisual style fit	40	Commercial behavior fit	50
Production & consistency	89	Momentum	20

WHY THEY'RE ON THE LIST

Home-cleaning creator with real home-economics adjacency, but tone and visual style lean bright/trend-driven (#cleantok) rather than quiet luxury.

HOW TO BRIEF THEM

If used, ask explicitly for a calmer, decluttered visual treatment than her usual fast-cut cleaning-reset format — this is the biggest aesthetic gap to bridge of any candidate on the list.



@ohmybread.online

Instagram · 908K followers · Anna Botti | Oh my Bread | Sourdough

49%

RANK 15 · MATCH

Narrative & content fit	35	Audience fit & authenticity	45
Audiovisual style fit	50	Commercial behavior fit	30
Production & consistency	70	Momentum	100

WHY THEY'RE ON THE LIST

Large follower count, but the real signal underneath it (engagement rate, comment authenticity) is the weakest in the entire pool — this reads as inflated reach rather than genuine audience trust, despite competent food photography.

FLAGS

By far the widest gap between follower count and real engagement of anyone considered: at 907K followers, most sampled recent posts sit under 100 likes (some as low as 17), which is a near-zero effective engagement rate for that scale.; Nearly every sampled post uses the same 'write the word X in the comments to unlock the recipe' mechanic, and the comments underneath are almost entirely single-word replies ("Sourdough", "Boule") — this is a comment-farming funnel, not organic discussion, and it's structural to her whole account rather than an occasional post.; Bio explicitly promotes her own paid 'online baking school' — her account functions as a lead funnel into that product, a direct commercial conflict with limited room for a brand message.

HOW TO BRIEF THEM

Not recommended for this brief. If reconsidered, the follower count should not be taken as a proxy for influence here; insist on evidence of a real, non-bait engaged audience before investing casting time, and expect her default format (comment-to-unlock funnels) to actively work against the brief's 'credible, never preachy' tone.

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.

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