

FOR BRAND PARTNERS

HR content for the people *who actually do the work.*

PCC is an HR leadership content brand for the practitioners running people and culture inside modern organisations. The audience is senior, in-role, and decision-making.

⁰¹ The brand

Founded by Veronica, an HR leader and leadership coach. PCC speaks from inside the profession with quiet authority. Dry, direct, insider-coded. Not motivational, not corporate.

The content lives across Instagram, TikTok, LinkedIn, Threads, and the Beehiiv newsletter *Off the Record*. *Your First 90 Days* and the *HR Survival Guide* are the working playbooks. The Foundation Programme and Leadership Edge cohorts open in 2026, with the Great Leaders Podcast launching alongside.

Veronica

02 The numbers

255K+

COMBINED AUDIENCE

TikTok, Instagram & LinkedIn

16M+

TOTAL REACH

Across platforms, 2026 to date

250K+

SAVES & SHARES

Last 90 days

57.7%

NEWSLETTER OPEN RATE

B2B average is ~35%

Figures current as of Q3 2026. Updated quarterly.

03 Current partners

IN MARKET

**G-P • Globalization
Partners**

Brand partnership across
Instagram and TikTok.
Activated 2026.

**EDITORIAL
COLLABORATION**

LinkedIn

Featured HR expert in the
Interview on the Streets
series. Live February to
March 2025.

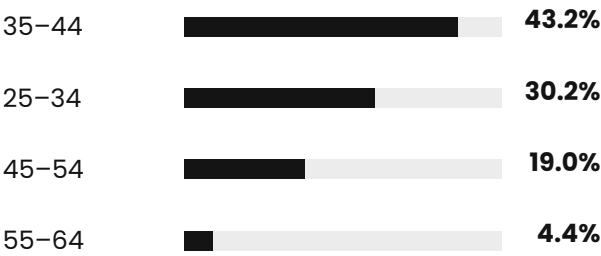
SECTORS FIT

**HR tech • L&D •
Recruitment •
Payroll**

Direct decision-maker
reach into HR and people
teams.

04 **The audience**

AGE



GENDER



TOP COUNTRIES

United States	42.4%
United Kingdom	11.5%
Australia	10.3%
Canada	6.2%
India	3.9%

TOP CITIES

Sydney	2.2%
Melbourne	2.1%
London	1.3%
New York	1.1%
Brisbane	0.9%

05 Where PCC shows up

CHANNEL	REACH	WHAT IT IS
Instagram	95K+ followers	Carousels, Reels, and Stories. Top-of-funnel awareness. High save and share rates.
TikTok	140K+ followers	Short-form video. Discovery-led, high share rate.
LinkedIn	20K+ followers	Thought leadership for HR leaders and people teams. Long-form posts and carousels. Senior B2B audience. 65.7% of the audience works in Human Resources.
Threads	10K+ followers	Short-form text. Dry insider observations. Strong reply culture.
Newsletter	57.7% open	<i>Off the Record</i> . Monthly. Owned audience. Industry average open rate is 25 to 35 per cent.
Podcast	Launching	Great Leaders Podcast. Long-form conversation with senior people leaders.

06 Content pillars

01

The real work of HR

What the job actually involves. The emotional labour, the invisible work, the role versus the reality.

03

Leadership and feedback

The people side of leading people. Hard conversations. Feedback that sticks. Psychological safety.

05

AI for HR

Practical use of AI inside the people function. Prompts, workflows, and where the line sits.

02

Strategy and systems

HR as a strategic function. Seat at the table. Workforce planning. When to push back.

04

HR reality check

True but rarely said. What HR normalises that are red flags. Dry insider observations.

07 Partnership packages

Instagram single	One dedicated or integrated post. Reel, carousel, or feed post. Includes one round of revisions and post-campaign performance summary.
TikTok single	One dedicated short-form video, 30 to 60 seconds. Scripted in PCC voice for native fit. Performance summary included.
Cross-platform bundle	Coordinated Instagram and TikTok activation. Same campaign, native to each platform. The strongest performer for reach efficiency.
Newsletter feature	Dedicated sponsor section inside an issue of <i>Off the Record</i> . Highly engaged audience. 57.7 per cent open rate; B2B average is around 35 per cent.
Podcast partnership	Pre-roll or mid-roll on Great Leaders Podcast. Available from launch. Multi-episode commitments preferred.
Quarterly partnership	Bundled multi-channel partnership over three months. Custom mix of social, newsletter, and podcast. Best value and best brand integration.

Rate card available on request. All pricing in AUD. Pricing reflects current 90-day reach and engagement.

08 **Get in touch**

For brand partnerships, sponsorship enquiries, or a current rate card, reach out directly. All bookings handled in-house.

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FOUNDER

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