

QUE HEFFE

BRAND COLLABORATION DECK



Que Heffe

THE VOICE OF THE SOUTH

Culture That Feels Like Home. Born in Mississippi. Based in
Los Angeles. 450K+ combined followers · 10M+ monthly
content views · 997K monthly engagements.

@QUEHEFFE

COTTONFIELDHILLS@GMAIL.COM



*they aren't
followers.*

SOUTHERN COMEDY
COUNTRY WORD OF THE DAY
ORIGINAL MUSIC
NOSTALGIA & THROWBACKS

FOOD & CULTURE DEBATES
FAITH AND FAMILY
EVERYDAY SOUTHERN LIFE
WHO RAISED YOU? CARD GAME

Que Heffe makes Southern culture feel familiar, funny and worth sharing. From country sayings to music, food and family, the content connects because the audience has lived it too.



reach

Facebook: Last 30 Days

10M+

10M+ content views in the last 30 days, up 94%.
Nearly one million engagements, up 87%. The
South is watching, sharing and talking back.

TikTok & Instagram

997K

TikTok brings 93.1K followers and 1.4M likes.
Instagram reaches 76.5K followers. The
community follows the culture across platforms.

Platform Footprint

+20,806

Facebook @qpro2 188K · Music Page
89K · TikTok 93.1K · Instagram 76.5K ·
YouTube 3.64K. More than 450K
followers combined.

*the south
doesn't
just watch.*

It responds. Que Heffe reaches a verified community of Southern consumers who comment, share, tag family and pay attention when he speaks.

DEMOGRAPHIC	DATA POINT	SHARE	SIGNAL
Age 35+	Primary Audience Age	87%	Established adult audience
United States	Geographic Concentration	99.5%	Strong U.S. reach
Top Markets	Jackson MS · Memphis TN	16.9% · 16.9%	Core Southern stronghold
Growth Markets	Houston TX · Chicago IL · Atlanta GA	12.3% · 10.8% · 7.7%	Reach beyond the South



*trusted by
brands.*

- Plain Jane CBD
- Ireti Supplements
- Netflix
- Ethika
- and more.

Que Heffe has worked with Plain Jane CBD, Ireti Supplements, Netflix, Ethika and more. Each partnership is built to fit the brand naturally while still sounding and feeling like Que.



recognition

People know the voice and trust what comes with it. Que Heffe works best with brands that want a real relationship with the audience, not a one time post. Every partnership is shaped to feel natural, useful and memorable.

1	Long Term Retainer Partnerships
2	Native Brand Integrations & UGC
3	Branded Content Series
4	Hosting, Live & Hospitality Activations
5	Original Music & Cultural Campaigns

Ready to
reach the
South?



Que Heffe

put your
Grand in the
family group
chat.

Food & Beverage. Travel & Hospitality. Retail & Restaurants. Music
& Entertainment. Automotive & Outdoors. Men's Grooming &
Style. Fitness & Wellness. Southern & Multicultural Consumer
Campaigns.

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[@QPRO2 / VIEW PORTFOLIO](#)