

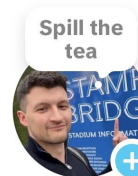
The Deep Dive



@oscarisblue

Oscar is Blue - TikTok

Oscar is Blue (@oscarisblue) has a strong handle, unique and a good hint to Viewers / Followers what the content might involve. Having no unnecessary special characters (e.g. _) makes the account very searchable and easy to find. The Profile Picture is clear, sticking to the brand colour of blue. The added personal touch in front of Stamford Bridge, the home of Chelsea FC adds extra personality and reinforces the 'football content' branding.



Oscar is Blue ✓
@oscarisblue



440
Following

39.6K
Followers

1.2M
Likes

Blue is the Colour
Ex-Boro Wonderkid
Massive Ranker
FPL Disaster

<https://linktr.ee/oscarisblue>

Subscription TikTok Studio Showcase

Blue is the Colour
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The bio is clear and concise, it explains immediately to new Viewers / Followers what sort of content to expect from this account. A humorous tone adds to the personal branding and the use of emojis makes the bio look very clean and professional.

The link feature has been utilised effectively allowing for extra discoverability when new Viewers / Followers come across the account. The choice to use a 3rd party link manager allows for maximum efficiency as TikTok only allows one link per bio. <https://linktr.ee/oscarisblue>

The display order is included appropriately, with a clear hybrid of priority for what is most valuable to this account and what the Viewers / Followers would interact with most. Starting with Subscription - A TikTok LIVE feature where Followers can choose to 'Subscribe' to their favourite Creators for a small monthly fee (starting at £2.99) and ending with the TikTok Shop Showcase - A collection of every product the business / Creator has created content using.

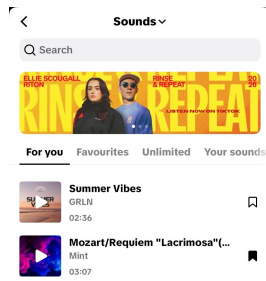
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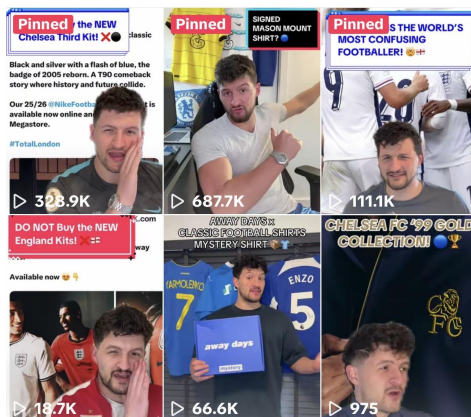


@oscarisblue



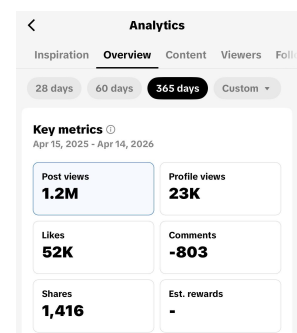
The account is a Personal Account (NOT a Business Account) this is the obvious choice for Creators, as it gives them access to a variety of sounds for use in their content, including from official and verified artists and not just from the commercial sounds library.

The playlist manager is being displayed on the main page. The playlist included shows an ordered list of one of their strong performing series towards the end of 2025 / beginning of 2026 'Ranking EVERY Xmas Jumper from the 20 Premier League Teams 25/26'



3 videos have been pinned to the top of the Profile, a great example of the range of content produced by this account. The breakdown on the cost of the Chelsea FC Third shirt, signed Mason Mount shirt story time video and an England match analysis video focusing on Noni Madueke. This also clearly demonstrates to brands / businesses the level of influence this Creator has. The blue colour scheme is largely kept throughout keeping the page on brand and aesthetically pleasing.

Looking at the Analytics for @oscarisblue over the last 365 days, we can get a clear image as to how the account has performed in that time and where we may need to make some adjustments. We can also track the traffic source, so we can see where most people are discovering your posts. Without permission, Otterly Brilliant would not have access to this information. It can only be viewed by the account the data is relevant to.



The Deep Dive



@oscarisblue

440
Following

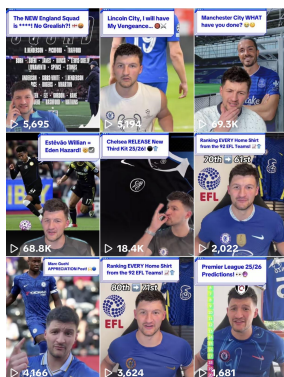
39.6K
Followers

1.2M
Likes

Following - @oscarisblue is following 440 separate accounts. This is important to know as it shows this account has a very positive ratio of Following to Followers. Keeping this number as low as possible is essential as it proves that your Followers have been gained organically through your content and / or influence.

Followers - @oscarisblue has 39,603 total Followers. Probably the most important metric that businesses / creators should concern themselves with. It shows the number of accounts that want to regularly interact with your Profile and stay up to date with the latest posts. 39,000+ Followers is a number that would qualify this Creator as a 'Micro-influencer.' This is important for brands / businesses to be aware of so they know what to expect as a cost, when working with this Creator.

Likes - @oscarisblue received 1,174,825 total Likes. This number is very important for growth. If Viewers / Followers aren't Liking / Commenting / Sharing / Saving etc. your content, this is an indicator to TikTok that the video(s) aren't worth pushing out to new accounts.



@oscarisblue has a total number of 200+ videos. Scrolling through the content, the branding is clear and sticks to the Oscar is Blue 🟦 theme. The content is mostly uniform with a similar camera position and green screen placement. The cover images show the Viewers / Followers a section of the video so they know what sort of content to expect. The cover text uses the same template making the array of content stand out looking professional and well made.



The Deep Dive



@oscarisblue

What Next?

Swimming Schedule 📅 - Creating and posting content consistently can be extremely challenging but there are methods of making the tasks so much more manageable. Just like an otter would grab a rock to prize open a clam to make its life easier! When you make a video there is generally a 5 step process that should be followed:

- 1) Brainstorming 🧠
- 2) Setting 🔦
- 3) Filming 🎬
- 4) Editing ✂️
- 5) Posting 📧

It's not always necessary to do everything at once! Try separating these parts of the process. Focus on a specific day for Setting & Filming content and a completely different day for the Editing & Posting as these together can seem quite overwhelming at times.

(River) Bank of Content 🏠 - Not every video needs to be posted the moment it's made. Some content relies on being posted in the moment for the best chance of success, but some content has a good chance to be successful regardless of when it's posted. Try and sort your videos into 'post now' and 'banked for later' to ensure you always have something in your back pocket on a day you struggle to get some inspiration or motivation!

Trending Currents 🌊 - Keeping an eye on the tide of content can be the key to virality and growth. Trending content and relevant content makes a channel successful. Make a list of upcoming events (or in this case tournaments, fixtures, releases etc.) to set yourself up well for the amount of content you may decide to produce. Our strong recommendation would be to prioritise content surrounding the upcoming FIFA World Cup 2026 as this will be one of the most searched terms on the platform for approximately 2-3 months.

Estimated Time of Completion ✅ - 3 days

