

unregarded

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Release 01 Creator recruitment.

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unregarded opens its Spring intake — but only for creators the industry overlooked.

Boutique agency seeks mid-tier creators in trade, caregiving, working-life, and quiet-expertise categories. Roster cap remains 50.

LOS ANGELES — SPRING 2026 —

unregarded, the boutique creator agency built around a permanent 50-creator roster cap, today opened applications for its Spring intake. The agency represents mid-tier creators — 15,000 to 250,000 engaged followers — with a focus on categories the influencer industry has historically ignored: working professionals, trade and craft experts, caregivers, rural and small-town creators, and subject-matter specialists whose expertise sits outside the usual lifestyle content pipeline.

The intake reflects the agency's founding position. Most creator agencies organize around the categories brands are easy to sell — food, fashion, fitness — which means the same pool of creators gets pitched to the same pool of brands, endlessly. unregarded explicitly targets categories outside that pipeline, where audiences are more devoted because the creators they follow aren't interchangeable with ten others.

"The interesting people weren't invited to this industry. Teachers, nurses, plumbers, retirees, drivers, caregivers. The real experts on real life aren't in the group chats — and their audiences aren't either. We represent the people the industry missed. That's the whole premise."

— Founder, unregarded

THE CATEGORIES WE REPRESENT

Instead of organizing around the lifestyle-adjacent categories common in the industry, unregarded builds its roster around what it calls 'categories of real expertise':

TRADE AND CRAFT Plumbers, electricians, carpenters, mechanics, welders — creators who show how things actually work. Growing audiences, devoted followers, and brand-partnership potential largely untapped.

CARE AND CAREGIVING Nurses, therapists, eldercare workers, hospice staff, parents of children with disabilities. The emotional-labor experts whose audiences trust them on the questions that matter most.

WORKING LIFE Teachers, first responders, service workers, drivers, postal workers. People talking honestly about industries most media coverage gets wrong.

MONEY AND MARKETS Actual accountants, bookkeepers, financial planners, tax professionals. The quiet experts the algorithm has begun surfacing — and the industry hasn't caught up to yet.

LATER LIFE Retirees, second-career creators, midlife content, grandparents on TikTok. An audience segment the industry has systematically overlooked despite rapid growth.

RURAL AND SMALL-TOWN Farmers, ranchers, small-town business owners, rural skill creators. Massive underserved audience, under-tapped by agencies concentrated in coastal metros.

QUIET EXPERTISE Scientists, librarians, archivists, researchers, museum staff. Niche experts whose devoted audiences convert at rates the industry still refuses to believe.

INVISIBLE PROFESSIONS Transcriptionists, freight dispatchers, building inspectors, court reporters. Creators who demystify work most people never see — and whose audiences love them for it.

SELECTION CRITERIA

The agency's publicly stated bar: 15,000 to 250,000 engaged followers; minimum 3.5% authentic engagement rate at signing; at least two years of consistent content in a specific niche; U.S.-based. The agency explicitly screens against creators whose audiences were built through engagement farms, giveaways, or inauthentic growth tactics.

Successful applicants receive full agency representation: rate card construction based on current market data, brand deal sourcing and negotiation, contract review before signing, campaign management end-to-end, and payment processing with monthly statements. Creators pay no retainer and no upfront fees — the agency's revenue comes entirely from commission on deals it closes.

"We cap the roster at 50 because past 50 we become the thing we set out not to be. The creators we already represent get a dedicated manager who knows their audience, their rate card, their category, and their off-limits list. That's impossible to deliver at scale, and it's the entire reason we exist."

— Founder, unregarded

HOW TO APPLY

Creators meeting the criteria can apply at unregarded.co/apply/creator. The application includes basic profile information, content links, and short-form answers about niche, audience, and prior brand partnerships. All applications are reviewed by the agency's internal team — not by an algorithm or automated screening tool. Every applicant receives a response within 14 business days.

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ABOUT UNREGARDED

unregarded is a boutique creator agency representing mid-tier creators — 15,000 to 250,000 engaged followers — across Instagram, TikTok, and YouTube. The agency focuses on creators in categories the influencer industry has historically overlooked: trade and craft, caregiving, working life, money, later life, rural and small-town, quiet expertise, and invisible professions. The roster cap is 50 creators. The agency is headquartered in Los Angeles.

MEDIA CONTACT

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