



LUKE & SASSY SCOTT

Luke & Sassy Scott are among Australia's most influential digital-first entertainment personalities, best known for their sharp humour, brotherly banter, and relatable takes on everyday life. Blending quick-witted comedy, pranks and reactions with lifestyle storytelling content, they've built a loyal following of over 7M followers globally, generating more than 2 billion views across platforms.

The duo have built a multi-platform media brand spanning TikTok, Instagram, Facebook, Snapchat and YouTube. Their deeply engaged audience are obsessed with Luke & Sassy Scott's dynamic centered on playful roasting and authentic chemistry, making viewers feel as if they are in on the joke. Whether they're participating in viral trends,

poking fun at each other, or sharing glimpses of their lives, Luke & Sassy Scott stand out for keeping things unfiltered and entertaining.

With four consecutive AACTA Award nominations for Australia's Favourite Digital Creator, a TikTok Creator of the Year nomination, and recognition at the Australian Audio Awards for best Comedy Podcast, Luke & Sassy Scott may well be the industry's most reliable runners-up! Nonetheless, the brothers clearly have a remarkable knack for tapping into internet culture.

In just four years, the most relatable siblings in the world have built a commercial portfolio that rivals long-standing talent, partnering with leading global and Australian brands including Jetstar, Amazon, Audible, Rare Beauty, L'Oréal, Swisse, Red Bull, Uber and Mars - a trajectory that reflects both their scale and their ability to convert attention into meaningful brand impact.

In 2025, the brothers made their first foray into traditional media as they competed on *The Amazing Race Australia: Celebrity Edition*. Against all odds, the pair managed to put up with each other, thrived in high pressure situations and made it all the way to the top four!

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It came as no surprise that The Luke and Sassy Scott Podcast, launched in 2023, was an immediate success, debuting at number one and continuing to top Spotify Podcast charts. The audience soon begged for more, and thus season two was launched with video – no more hiding the eye rolls, side eyes, and ‘did you really just say that’ moments! The popular podcast was selected as part of the Beyond the Valley podcast lineup in 2024, and has amassed a whopping 3M+ total downloads.

In 2024, the brothers took their antics from screen to stage with the unveiling of their ‘Luke & Sassy Scott Live’ national tour with fans delighting in the opportunity to experience their signature dynamic in person. And a pinch me moment for the brothers in their home town at a sold out Palais Theatre with their family, friends and..new family!

Luke & Sassy Scott’s popularity has continued to grow, quickly transcending Australia. They now call the likes of Selena Gomez, JLO, Eva Longoria, Bert Kreischer, Sharon & Kelly Osbourne and Rita Ora friends, whilst managing to stay true to their humble roots.

Beyond their full-time social media presence, the brothers share their own extremely personal journeys through fatherhood, fame and love. Scott is married to his sweetheart, Marcus, with whom he fathers two beautiful boys, Obed-Oliver and Bobbi-Beckett. Similarly, Luke has recently welcomed a new addition to his family - a gorgeous parrot, Zazu. Proud Collingwood AFL supporters and ambassadors for the Good Friday Appeal, their connection to family, community and each other remains at the core of everything they do.

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