collab by ZDX × CreatorIQ

Q3 2026

THE INCUBATOR

Each quarter, we spotlight the emerging global creators worth watching. CreatorIQ shows us who's gaining momentum, HIVE reveals the cultural signals behind their growing relevance, CreatorIQ's SafeIQ assesses brand suitability, and Collab by ZDX pinpoints where they fit for brands.

CAROLINE WIMBERLY



@carolinewimberly

CreatorIQ SafeIQ

+53.7% followers QoQ

+27.6% followers QoQ

THE HIVE
CULTURAL SIGNAL
DIY is becoming a form of cultural expression, from concert looks to fandom-inspired fashion. Posts tagged #DIYFashion and #HandmadeCostume increased 200% YoY across TikTok and Instagram in 2026.

COLLAB by ZDX
POV
Give her something to build a world around: a viral series, standout event or bucket-list experience. She'll turn brand access into a creative project, not another brand trip.

DAVID SCHMID



@davidsdelights_
@davidsdelightss

CreatorIQ SafeIQ

+6.97% followers QoQ

+10.3% followers QoQ

THE HIVE
CULTURAL SIGNAL
Food trends move fast. From nostalgic comfort foods to inventive hacks, viral recipes can spark tens of thousands of new posts and millions of engagements across Instagram, TikTok and YouTube in just days.

COLLAB by ZDX
POV
To help your brand move at the speed of food culture, keep David on deck to activate around viral trends in real-time with light touch brand integrations.

ALYSHA HUXLEY



@alysha_huxley

CreatorIQ SafeIQ

+15.7% followers QoQ

+3.2% followers QoQ

THE HIVE
CULTURAL SIGNAL
Nature is becoming an everyday reset, with micro-adventures and hidden gems offering an escape without a major trip. Themes like "nature," "hidden" and "local" account for over 20% of trending outdoor content, generating 32M+ social engagements in the past year.

COLLAB by ZDX
POV
Think smaller than the bucket-list trip. Tap Alysha's expertise to help audiences find adventure in familiar places and seamlessly infuse education into content.

NATHAN WU



@nathan.wu
@itsnathanwu

CreatorIQ SafeIQ

+1.1% followers QoQ

3.75% TikTok Engagement Rate

THE HIVE
CULTURAL SIGNAL
Audiences are gravitating towards the "9-to-5 creator," who builds a following alongside a real-world career. In just three months, conversations about creators with day jobs and side hustles generated over 8.7M engagements across 8,700+ social posts.

COLLAB by ZDX
POV
Own the "my 5-to-9" story. Tap Nathan to show how brands fit into the style, wellness, travel and experiences that make up life outside of work.

SCARLETT McFAULL

@homewithscarlett_

CreatorIQ SafeIQ

+18.2% followers QoQ

5.5% TikTok Engagement Rate

THE HIVE
CULTURAL SIGNAL
Parents want real, raw family life, not the highlight reel. Over 55% of family-content conversations on social focus on everyday realities, while posts about parenting challenges see 2-3x higher engagement than picture-perfect family outings.

COLLAB by ZDX
POV
Show up in the reality of family life. Home, family and lifestyle brands can tap Scarlett to show how practical products make life easier within the messy, relatable moments parents recognize.

KENDRA MILLER

@millerkennvlogs
@millerkenn

CreatorIQ SafeIQ

+4.9% followers QoQ

+1.4% followers QoQ

THE HIVE
CULTURAL SIGNAL
Interest in slower, small-town living is drawing audiences to blue-collar and rural creators who share their daily routines. The term "community" appears in over 92% of top-performing posts about these creators, highlighting its role in their appeal.

COLLAB by ZDX
POV
Reach beyond the big-city bubble. Kendra can help value-driven brands show up naturally in a grounded, family-centered way of life — resonating with audiences both living and drawn to it.

NICKY BATCHELOR

@batchout
@welshtravelblog

CreatorIQ SafeIQ

+9.4% followers QoQ

5.64% TikTok Engagement Rate

THE HIVE
CULTURAL SIGNAL
As big trips get harder to justify, nearby discovery and supporting local are gaining appeal. Audiences are turning to trusted locals for recommendations, with posts about hidden gems and staycations reaching millions and some generating 1K+ interactions.

COLLAB by ZDX
POV
Put local knowledge to work. Tourism, hospitality and regional brands can enlist Nicky to turn overlooked places and experiences into must-visits.