



# PETRA BAGUST

**Location:** Auckland

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Petra Bagust has been a trusted presence in Aotearoa New Zealand for decades, bringing warmth, credibility, and relatability to every project she undertakes. As a brand ambassador, she offers more than just her name—she brings a legacy of meaningful connection and a reputation built on trust, values, and genuine engagement.

From her early days on the iconic TV show IceTV to hosting breakfast television, talkback radio, and leading thought-provoking podcasts, Petra has remained a household name through her authenticity and ability to connect with diverse audiences. Her innate curiosity and down-to-earth nature make her a natural fit for brands that want to foster real relationships with their customers.

Petra's commitment to her values sets her apart. Her passion for causes like sustainability, community wellbeing, and cultural connection—exemplified by her work with charities and dedication to learning te reo Māori—aligns with brands looking to make a positive impact. She partners with organisations whose values mirror her own, creating a sense of integrity that resonates deeply with audiences.

As a brand ambassador, Petra doesn't just represent a product or service—she becomes a storyteller for the brand's mission. Whether it's through engaging content, authentic endorsements, or meaningful community involvement, Petra's approach inspires trust and loyalty. Her ability to balance professionalism with genuine warmth ensures that your brand's message will connect in a way that feels personal and impactful.

If you're looking for a brand ambassador who brings heart, authenticity, and a proven ability to engage, Petra Bagust is the ideal choice. Let her help your brand build deeper connections and create lasting impressions.

Partner with Petra Bagust and take your brand's story to the next level.

## SKILLS



**COLLABORATE**  
MANAGEMENT

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## Other

Presenting, Radio Presenting, Television Presenter



**COLLABORATE**  
MANAGEMENT

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