



Hudson Barnes

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VIRAL SHORT-FORM CONTENT

221.7M+

MONTHLY VIEWS

153M+

FB VIEWS/MO

46M+

IG VIEWS/MO

22.7M+

YT VIEWS/MO

223K+

TOTAL
FOLLOWERS

WATCH THE CONTENT

► Watch on Facebook

► Watch on Facebook

ABOUT

I'm Hudson — I create viral short-form content filmed on location in real stores like Target and Walmart, plus our own studio: challenge formats, social experiments, and interactive games

played with real strangers. The Imposter Game and Stop the Timer are two of the recurring formats, but the catalog keeps growing — new mechanics, same real stores, real people, real reactions. The format changes; what stays constant is content built to be watched all the way through and shared.

This month I've hit **221 million views** across Facebook, Instagram, and YouTube. The content performs because it's genuinely entertaining — not scripted, not forced, and products show up naturally inside the content. When your product appears in one of these videos, it's not an ad. It's part of the moment people are actually watching for.

PREVIOUS BRAND PARTNERS

- Heybike
- Dave's Hot Chicken
- Thrilly Games
- Sharky
- Imposter BAM

PLATFORM STATS

PLATFORM	FOLLOWERS	MONTHLY VIEWS	CONTENT
Facebook	187,000+	153,000,000+	Video, Reels
Instagram	19,500+	46,000,000+	Reels, Stories
YouTube	16,500+	22,700,000+	Shorts, Long-form
Total	223,000+	221,700,000+	Cross-platform

AUDIENCE DEMOGRAPHICS

18 — 28

Core Age Range

70% Male

Gender Split

US / UK / CA

Top Regions

Gaming, Streetwear, Culture

Key Interests

WHAT BRANDS GET

Organic Exposure

Your product is woven into the content naturally — not a scripted ad read. Viewers engage because they're watching entertainment, and your product is the star.

In-Store Visibility

Videos filmed inside Target, Walmart, and retail stores. Your product shown in its real environment, on real shelves, picked up by real people.

Viral Potential

221M+ views/month and growing. Individual videos regularly hit 1M-10M+ views. The content is proven to go viral, format after format.

Cross-Platform

Every video posted across Instagram, YouTube, and Facebook simultaneously. Maximum reach from a single integration.

PERFECT BRAND FIT

Candy & Snacks

Games & Toys

Personal Care

Beverages

Food & Grocery

Tech Accessories

Apparel & Lifestyle

DTC Products

Household Items

Viral / Novelty Products

STARTING RATES

Long-term partnerships get the best value and lock in today's rate — see the full rate card for details.

MONTHLY RETAINER

\$10,000/mo

3/mo videos • exclusivity incl.

SINGLE VIDEO

\$3,500

1 video • 3 platforms

5-VIDEO PACKAGE

\$14,000

5 videos • one-off

STORY POSTS

\$650/wk

2 stories per week

STUDIO BRAND PLACEMENTS

Your logo, live in the background of every studio-shot video for the month — not a dedicated integration, just consistent ambient visibility across everything filmed there. This is passive and non-exclusive, so it stacks: several brands can each hold a different placement at the same time, unlike the exclusivity-included retainer above.

BACKGROUND / WALL LOGO

\$1,500/mo

Logo on the studio backdrop — visible in every studio-shot video

DESK / PROP PLACEMENT

\$2,500/mo

Product or logo in-frame near camera — higher visibility than backdrop

HERO SPOT

\$4,000/mo

Positioned directly behind Hudson — in nearly every frame, every video

Pinned comment on every studio video that month **+\$750/mo**

Featured on the Kachow Links page (linked from Instagram bio) **+\$750/mo**

Full Bundle — Hero Spot + Pinned Comment + Kachow Links: **\$5,000/mo** (vs. \$5,500 à la carte). All placements are month-to-month with no minimum commitment.

FOLLOW THE CHANNELS

Instagram

YouTube

Facebook

huddyig@gmail.com

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