

# ABOUT HAPPYBERRY

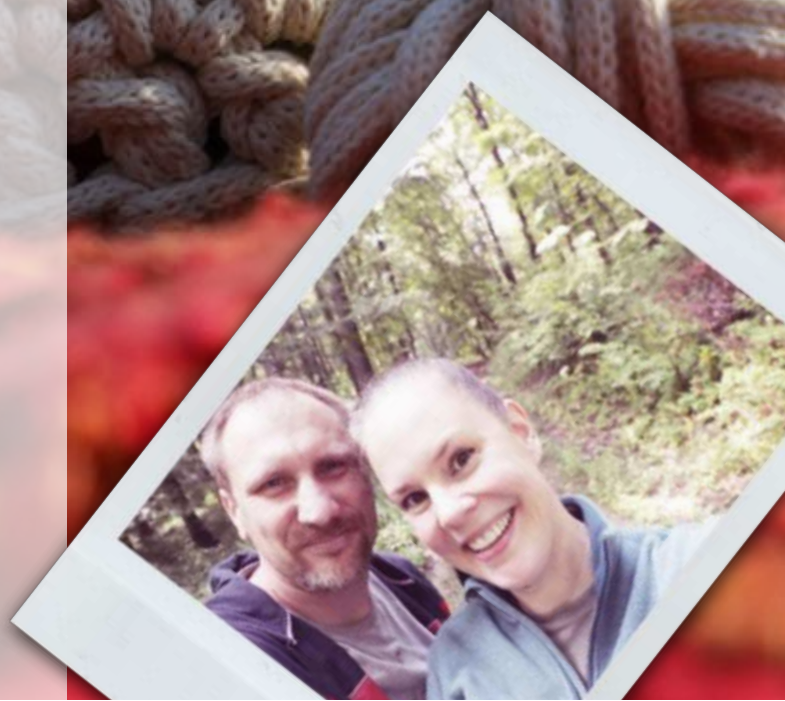
Founded in 2009 by Laura Eccleston, HappyBerry was born out of a deep passion for democratizing timeless crafts like crochet, knitting, and embroidery. Driven by a commitment to redefine the crafting experience, HappyBerry set out to make these creative pursuits accessible to individuals of all ages and skill levels.

Laura's vision was to break down barriers to entry, ensuring that the joy of crochet becomes an inclusive and shared experience. Through contemporary designs and user-friendly written patterns, HappyBerry strives to make crafting an enjoyable journey for everyone.

Beyond the stitches and patterns, our mission extends to the well-being of our community. We believe in the therapeutic power of crochet to touch lives, fostering a sense of mental well-being that goes beyond the craft itself. HappyBerry is not just about creating beautiful pieces; it's about enriching lives through the art of crafting.

"With my love of yarn, I've always believed in the transformative power of crochet to bring peace and creativity into people's lives, but back then crochet was not as popular as it is today. Many patterns were difficult to understand and designs were old fashioned. I wanted to change that." - Laura Eccleston

In 2011, HappyBerry expanded its reach by launching a vibrant YouTube channel, bringing crafting tutorials and inspiration to a global audience. This visual medium became an integral part of our commitment to accessibility, offering dynamic and engaging content to complement our written patterns. Fast forward to 2021, a pivotal year for HappyBerry as we welcomed Mihaly Daruka to our team. With expertise in film and editing, Mihaly has played a crucial role in elevating our content, ensuring that the HappyBerry experience is not only instructive but also visually captivating. Together, we continue to evolve, embracing new dimensions in the world of crafting and fostering a community that thrives on creativity and connection.



# SOCIAL MEDIA STATISTICS

As of 25th January 2024



## HappyBerry Webpage

### MAIN NUMBERS

- 218.8K Active Members
- 91.3K Opted-In Newsletter Subscribers
- 9.8 Million Page Views

### TOP 5 COUNTIES

- United States (101.5K Members)
- United Kingdom (48.8K Members)
- Canada (12.6K Members)
- Australia (10.6K Members)
- South Africa (3.2K Members)



## YouTube

@HappyBerryCrochet

### MAIN NUMBERS

- 962.3k Subscribers
- 5.8% Engagement Rate
- 107.8 Million views

### TOP 5 COUNTIES

- United States
- India
- United Kingdom
- Canada
- Australia

### MOST POPULAR AGE OF VIEWER

- 25–34 years



## YouTube

@HappyBerryKnitting

### MAIN NUMBERS

- 83.7K Subscribers
- 0.75% Engagement Rate
- 9.6 Million Views

### TOP 5 COUNTIES

- United States
- United Kingdom
- Canada
- India
- Australia

### MOST POPULAR AGE OF VIEWER

- 25–34 years



## Instagram

@HappyBerryCrochet

### MAIN NUMBERS

- 41.9k Subscribers
- 0.51% Engagement Rate

# PARTNERSHIPS AND COLLABORATIONS



Company: xTool

Collaboration: 1 dedicated video for F1 Laser Engraver tool

Published: 25 Aug 2023

Views: 14k

Engagement Rate: 8.8%

Company: David & Charles Publishing

Collaboration: 1 dedicated video for Craft Book Lylalala's Beetles, Bugs & Butterflies

Published: 4 May 2023

Views: 5k

Engagement Rate: 2.7%

Company: BenQ

Collaboration: 1 dedicated video for WiT e-Reading Lamp

Published: 25 Apr 2023

Views: 5k

Engagement Rate: 2.9%

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## TESTIMONIALS

### xTool

*"I watched the video and I love the customized pot ... Our team is so impressed by your F1 video and we would like to use and edit your video for product promotion and branding purposes"*

### BenQ

*"We saw your post ,and your unboxing is truly nice and aesthetic! Also, thank you for collaborating with us. It has been a great pleasure to work with you."*



# MEDIA ADVERTISING OPPORTUNITIES

- Website Advertisement: Homepage Leaderboard (Responsive) JPG/PNG - max 200kB - 1pcs/homepage
- Website Advertisement: Sub Page Leaderboard (Responsive) JPG/PNG - max 200kB - 1pcs/page
- Website Editorial Article: Article Page with Homepage Link
  
- Newsletter Advertisement: 600px x 200px - JPG/PNG - max 100kB - 2pcs/newsletter
- Naturally HappyBerry Crochet Magazine Article
  
- YouTube Sponsored Full Collaboration Video - max. 45 minutes
- YouTube Sponsored Advertisement: Beginner Segment - max. 60 seconds/video - 1pcs/video
- YouTube Sponsored Advertisement: Mid Role Segment - max. 60 seconds/video - 1pcs/video
- YouTube Sponsored Advertisement: End Segment - max. 60 seconds/video - 1pcs/video
- YouTube Sponsored Short - max. 60 seconds
  
- Instagram Sponsored Post
- Instagram Sponsored Reel - max. 60 seconds
- Instagram Sponsored Story - max. 60 seconds

# CONDITIONS FOR COLLABORATION

- We can only speak honestly and authentically about all collaborations
- We thoroughly review partner companies and products prior to any collaboration
- We only present partner companies and products in a positive light therefore if a partner company or product doesn't align with HappyBerry values then a collaboration will not be accepted
- HB website advertisements will not be viewable on HB+ member pages
- Prices or gifting options are subject to negotiation

CONTACT US:  
[collabs@happyberry.co.uk](mailto:collabs@happyberry.co.uk)

