

CONTENT MARKETING SERVICES

2026 Package List & Previous Campaigns



CONTENT PACKAGES

1 - Video with Music Only - £225+VAT

Includes:

- 60-90 second video with royalty-free soundtrack made in collaboration with our talented content team and published to HowDo?! Yorkshire platforms on the date of the client's choosing.
- Posting of content across a choice of our platforms with a total ad spend of £80, targeted to your audience

2 - Video with Professional Voiceover - £295+VAT

Includes:

- 60-90 second video with a professional voiceover, made in collaboration with our talented content team and published to HowDo?! Yorkshire platforms on the date of the client's choosing.
- Posting of content across a choice of our platforms with a total ad spend of £80, targeted to your audience

3 - Video with Professional Presenter & Voiceover - £375+VAT

Includes:

- 60-90 second video with an on-screen presenter and a professional voiceover, made in collaboration with our talented content team and published to HowDo?! Yorkshire platforms on the date of the client's choosing.
- Posting of content across our social platforms with a total ad spend of £80

4 - Digital Content Boost - £140+VAT

Includes:

- Posting of client supplied content across a choice of our platforms with a total ad-spend of £80, targeted to your intended audience

OVERALL ANALYTICS

The below analytics are cumulative from Jan '25 until Dec '25.

All Data aggregated from Hootsuite, Meta Business Suite, X Analytics & TikTok Analytics

372.5K

Total Impressions

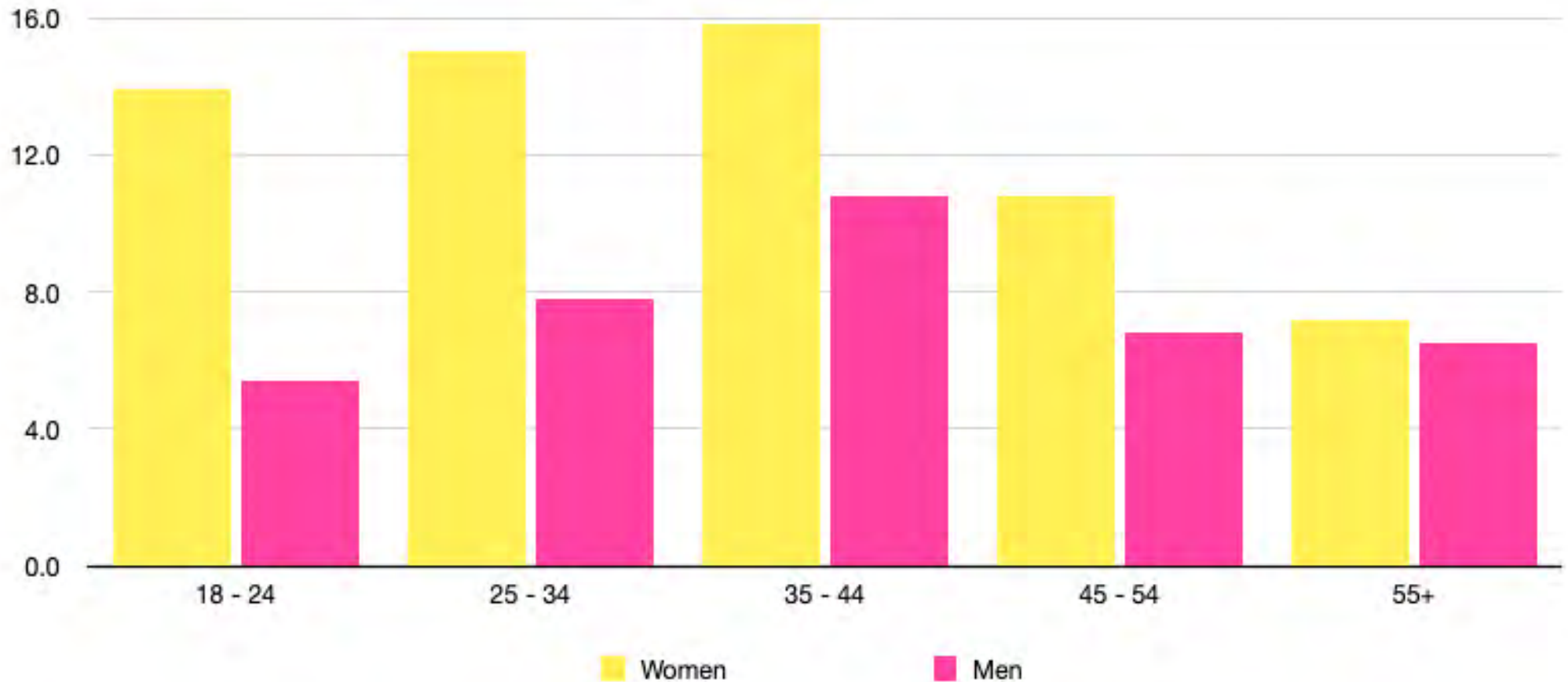
5.1%

Engagement Rate

193.5K

Total Reach

DEMOGRAPHICS*

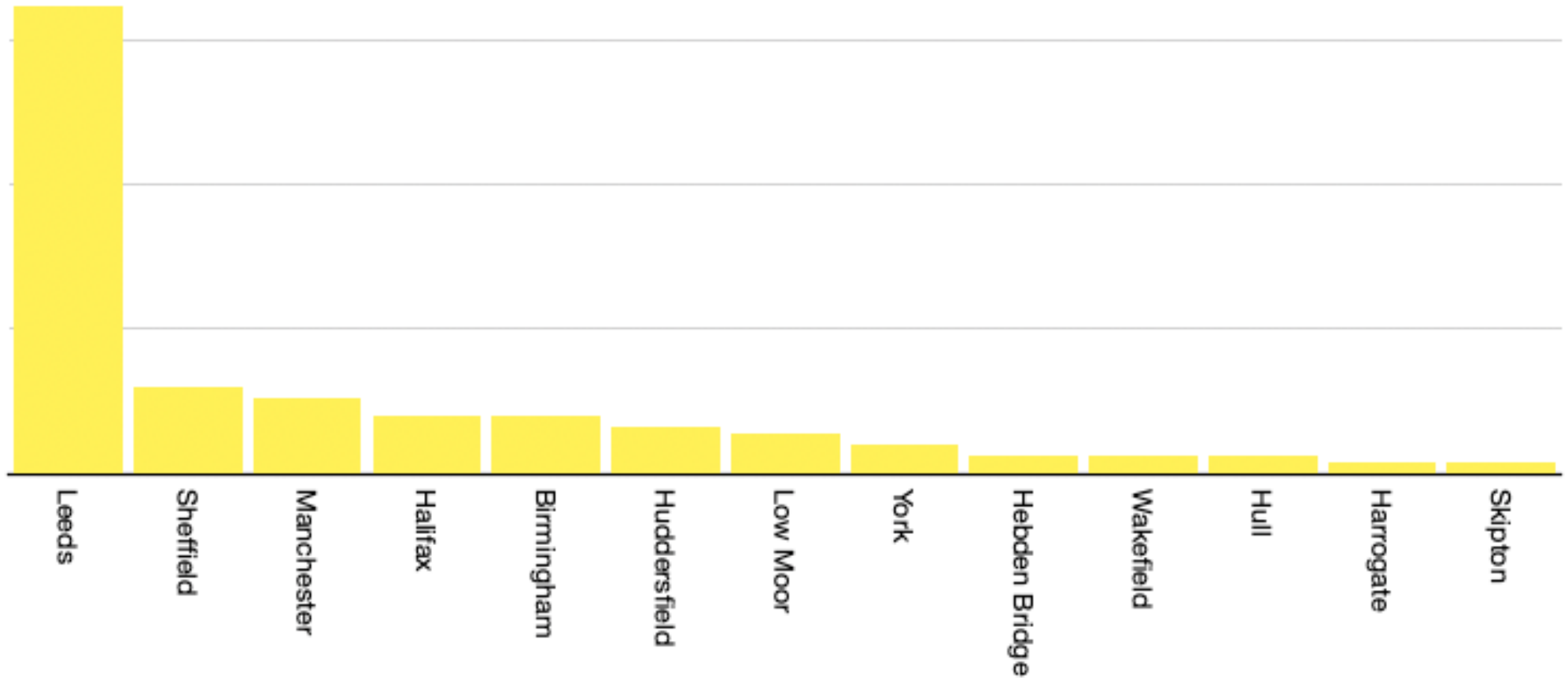


* Lifetime data aggregated from Meta Business Suite for Facebook and Instagram, and TikTok analytics.

**Demographic Information on non-binary users within our audience is not yet available on Meta Business Suite or TikTok Analytics.

LOCATION DEMOGRAPHICS*

*Percentage demographics for audience** outside of Bradford



** Lifetime data aggregated from Meta Business Suite for Facebook & Instagram, and TikTok Analytics.

PREVIOUS CAMPAIGNS

View our content reel here!



YORKSHIRE GAMES FEST '25

February 2025- *Event Preview Package*

Our work with the Media Museum's Yorkshire Games Festival consisted of **two event coverage reels, boosted across our platforms with a £160 ad spend (£80 per video)**. Ran across one week during the event to drum up engagement and interest, campaign highlights can be found below.

CAMPAIGN HIGHLIGHTS

38.1K

Total Impressions

24.9K

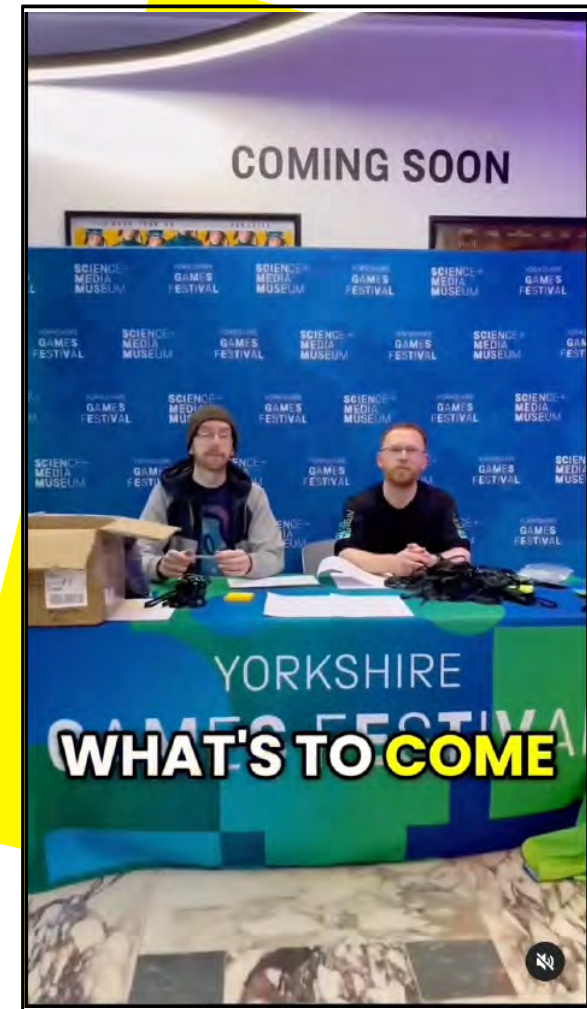
Total Reach

1.3K

Total Engagements

£500*

Total Campaign Cost



**Distribution workers, content creators and employees at HowDo?! Yorkshire are paid above the Real Living Wage per our company policy. Please note that due to changes in costs and the increase in Real Living Wage*, price packages may differ to costs shown here.*

BRADFORD SCIENCE FEST '25

October 2025- *Event Preview Package*

Our work with Bradford Science Festival consisted of **an event coverage reel, boosted across our platforms with an £80 ad spend,** as well as a separate video for Living Dots licensed for the Media Museum's use. Ran across one week during the event to drum up engagement and interest, campaign highlights can be found below.

CAMPAIGN HIGHLIGHTS

19.4K

Total Impressions

311

Total Link Clicks

542

Total Engagements

£500*

Total Campaign Cost



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TOOTHLESS FILMS

April 2025 - Coverage Package

Our work with Toothless Films consisted of **an event coverage reel, and a boosted multi-platform post with an £80 ad spend.** Ran across one week during the event to drum up engagement and interest, campaign highlights can be found below.

CAMPAIGN HIGHLIGHTS

131.9K

Total Impressions

123.4K

Total Reach

300

Total Engagements

£195*

Total Campaign Cost



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TWILIGHT TOURNAMENTS

August 2023 - *Digital Boost Package*

This ad campaign for Twilight Tournament at the Royal Armouries consisted of a week of paid promotion of their own content in the run up to this event.

CAMPAIGN HIGHLIGHTS

179K

Total Impressions

221

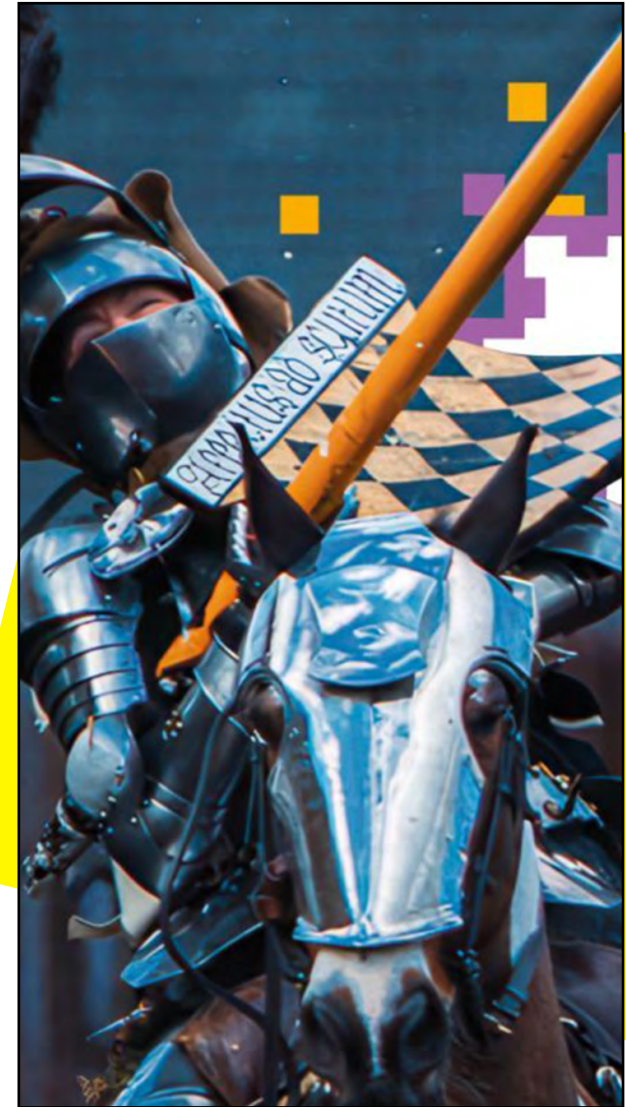
Total Link Clicks

1.3K

Total Engagements

£140*

Total Campaign Cost



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Interested in our digital campaigns?

We tailor every campaign to your specific brief.

Pop us a message with a bit about your event or project, your budget, your target audience and your marketing goals, and we'll put together a free quote and campaign brief for you.

Get in touch



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