



MEDIA COMPANY

ABOUT US

Company History

Huggy Bobo is a dynamic children's content provider dedicated to creating magical, inclusive experiences for all children.

Founded by industry experts with a passion for storytelling, design, and engagement, Huggy Bobo's mission is to craft content that touches all senses and captivates young audiences.





HUGGY BOBO YOUTUBE CHANNEL

300K FOLLOWERS

225 MILLION VIEWS

Our existing YouTube channel boasts a strong foundation with over 300,000 followers and tens of millions of views. This platform will be leveraged to promote our content, reaching children and parents directly.



OUR OFFERINGS – BY THE NUMBERS:

- **Total Episodes:** Over 100 engaging episodes.
- **Total Collections:** Multiple themed collections covering popular nursery rhymes and educational content.
- **Episode Duration:** Each episode is between 2-5 minutes, perfect for young audiences.
- **Available Formats:** Karaoke, Singalong, and Standard versions.
- **Platforms:** Available for streaming, licensing, and distribution across educational platforms and OTT services.
- **Target Age Group:** Primarily ages 2-6, with content designed to support early learning and development.
- **Key Focus Areas:** Numbers, colours, letters, emotional intelligence, and storytelling through music.



- **Singalong Fun**

- Encouraging interactive learning with classics such as:
 - Old MacDonald Had A Farm
 - The Wheels On The Bus
 - She'll Be Coming Round The Mountain

- **Karaoke Editions**

- Designed to enhance participation and learning through singalong versions of:
 - ABC Song
 - Pat A Cake
 - London Bridge
 - Ring a Ring o' Roses

- **Nursery Rhyme Classics**

- Featuring timeless favourites such as:
 - Twinkle Twinkle Little Star
 - Baa Baa Black Sheep
 - Row Row Row Your Boat
 - Humpty Dumpty
 - Hickory Dickory Dock

- **Counting Songs Collection**

- Engaging content that helps children learn numbers and counting through songs like:
 - Five Little Ducks
 - Ten In The Bed
 - Ten Little Buses
 - Five Little Monkeys

EXPERIENCE

Our team brings together a wealth of experience from some of the world's most iconic brands:



Disney: Scriptwriting for TV animation, bringing engaging stories and characters to life for one of the world's most beloved entertainment brands.



Roald Dahl: PR expertise in promoting iconic stories and characters, enhancing brand presence and audience connection.



Top Gear: Design work that delivers visually compelling and dynamic content, tailored to capture the imagination of young audiences.



Little Baby Bum: Consultancy work that provided key insights into crafting engaging musical content for children, helping shape one of the most popular children's brands.



OUR TEAM



Pete Bennett - Founder & CEO

A former top YouTuber and head of growth for large SaaS companies, Pete leads with a vision to redefine children's content.



James Dever - Co-Founder & HOC

With a background in licensing, scriptwriting, music production, and marketing, James brings stories to life in imaginative and engaging ways.



Max Deane - Licensing

Max Deane of Edutainment Licensing, an independent UK-based agency specialising in licensing and digital distribution of videos, eBooks, and audio content.



Sam Price - Head of Design

Sam's creative touch, honed through work with brands like Top Gear, ensures our content is visually captivating and instantly recognizable.

WHY WORK WITH US?

Huggy Bobo Media combines the best of storytelling, design, and strategic growth.

We are not just creators—we are partners. By working with us you gain access to a team that understands the market, the magic of children's content, and the art of brand building.

Together, we can create stories that resonate, educate, and endure.



MARKETING AND GROWTH

We plan to market and grow the brands we create through a multi-channel approach, leveraging our YouTube platform, social media campaigns, strategic partnerships, and PR initiatives.

Our growth strategy focuses on reaching audiences where they are, engaging them with high-quality content, and nurturing brand loyalty through consistent and compelling experiences.

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