

DADDACOOOL

"BRITAIN'S PREMIER PARENT BLOGGER" SUNDAY TIMES

Media Pack

Details extant as at 23 November 2015

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Some numbers

Last 6 months stats:

	<i>Unique visitors</i>	<i>Number of visits</i>	<i>Pageviews</i>
May-15	15,772	44,427	118,787
Jun-15	23,571	52,545	135,221
Jul-15	29,379	61,488	149,803
Aug-15	14,942	35,040	119,529
Sep-15	12,709	30,926	78,000
Oct-15	12,818	31,452	89,859

Top 10 collaborative posts of all time (reviews, features etc):

		<i>Pageviews</i>
1	Slendertone's 30 Day Challenge	339,745
2	Slendertone System Abs 30 Day Challenge Review	290,376
3	Chicken pox, holidays and travel insurance- sponsored post	240,825
4	Playmobil 5135 Pirates Ship Review	229,836
5	Car Hire Market review	201,196
6	Philips Gaggia Grangaggia Espresso Coffee Machine	198,112
7	The Smurfs Dance Party on Wii- review	173,163
8	Shell V-Power Unleaded and Diesel- a trip to the Research lab	169,767
9	St Albans, electric cars, and some facts and figures about Romans #nissanLEAFcar21	150,999
10	Idealo.co.uk and our stocking filler challenge	92,961

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Who have I worked with

Some ambassador schemes I've been involved with:

- The Shell V-Power Network of Champions,
- Nintendo Family Network,
- Karcher Blogger Scheme
- The Playmobil Playologist scheme
- The LEGO Ambassador scheme
- Butlins "Dadbassador"
- Pioneer's True Pioneer scheme

Some brands I've also worked with outside of specific schemes:

- Microsoft (Xbox and Nokia brands)
- PlayStation
- Nissan
- Volvo
- JBL
- AMD
- Bissell

More examples or details available on request

Social media presence

- [Instagram](https://instagram.com/daddacool/) (https://instagram.com/daddacool/)
- [Pinterest](https://www.pinterest.com/daddacool/) (https://www.pinterest.com/daddacool/)
- [G+](https://plus.google.com/u/0/106756625707336814554/posts) (https://plus.google.com/u/0/106756625707336814554/posts)
- [YouTube](http://www.youtube.com/user/MrDaddacool) (http://www.youtube.com/user/MrDaddacool)
- [Twitter](http://www.twitter.com/daddacool) (http://www.twitter.com/daddacool)
- [Facebook](https://www.facebook.com/alex.walsh.142892) (https://www.facebook.com/alex.walsh.142892)

How I work

I studied English and marketing to degree level and am also a Fellow of the Institute of Chartered Accountants. I understand business processes from product design to marketing, academically, professionally and as a consumer. Additionally I jointly own 3 small children who like playing with stuff. You can see where this is going can't you?

I like to get involved with the campaigns I'm asked to take part in, I can add value to your process if that's what you're looking for- earlier this year I spent half an hour on the phone to someone from a German car makers PR agency

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giving him advice on how other car brands have interacted with bloggers. Six and a half years of blogging give me a unique insight into what will or won't work, and I don't like being involved in campaigns that aren't as good as they can be.

If you've already decided on your process, I'm happy to take part- attend events, write reviews, feature your content. Look at my stats and consider what benefit you can gain from working with me, and approach me with a suggested package.

If you decide to work with me, you'll get communication. I like to know where I am, and I'm sure you do too. Please bear in mind I work full time however and as such created content, especially when including video, is time consuming to make and must fit in around my day job.

About me

I've got three kids, aged 3,6 and 8 and have been blogging for six and a half years now. My wife blogs at beingamummy.co.uk and it's her that got me in to blogging in the first place. I've featured in the Sunday Times, the Independent on Sunday, The Guardian, the Express and various magazines over the last 6 years. I've also been in the Cision/Vuelio Top 10 Dad blogs since its inception.

I enjoy lots of things, reading, watching movies, having opinions, playing video games, writing and eating. Not necessarily in that order but you know, stream of consciousness and all that.

I turned 40 this year but am really a big kid at heart.

