


v8.5 Oct 2019



# Daddy & Dad

Two dads, two boys, one blog

 [daddyanddad.co.uk](http://daddyanddad.co.uk)

Working with

M&S  
EST. 1884

MAGICAL  
PRIDE



Disney  
Junior

George. ebay





## Daddy & Dad

We're Jamie and Tom, dads via adoption to Lyall and Richard. We became a family six years ago. The award-winning Daddy & Dad blog has been gathering a loyal troupe of followers since its launch in 2014.

We're a proud family of boys, which means we LOVE hobbies, the outdoors, skyscrapers, rollercoasters, mud, waterparks, sports, pop music, scary movies, pizza, BMXs, trendy clothes and sporty cars (I thought I'd leave that there, just in case you'd like us to try out a Ferrari!)



## Lyall and Richard



Meet Lyall and Richard; the indisputable stars of The Daddy & Dad blog. Lyall's ten and Rich's an extremely proud nine and three quarters (yes Richard I'll make sure I'll put that in, son).

Every bit as cheeky and loveable as they look, the boys are budding TV stars, keen footballers and Instagram fashion models. They will happily share their (very candid) opinion about everything; perfect for adding perspective to reviews.



## Lifestyle Blog of the Year 2019

BRITMUMS AWARDS



Tom and I were absolutely delighted to receive the UK Lifestyle Blog of the Year 2019 award at the BritMums Awards.

## Top 2 LGBT+ Blog

VUELIO

In July 2019 we were awarded second place in the Top 10 LGBT+ UK Blogs by Vuelio.





# Our aim

Adopting Lyall and Richard is the best thing we've ever done. There are over 2000 children in foster care in the UK who are waiting for their forever family- many of them are hard-to-place sibling groups.

Through partnerships with global brands, we aim to raise awareness of life as an everyday British gay couple with adopted children.

We're looking for relevant, exciting brands to collaborate with. We host reviews, travel features and social media collaborations. We also appear on TV and social media campaigns.



# Stats

av. **10k** monthly page views

🇬🇧 85%

🇺🇸 15%

av. 2 min visit length  
av 2 pages per visit



# Social following



@daddyanddadblog



@daddyanddad @tom\_dadblog @lyall\_style



@daddyanddad

# 37,850

combined followers

Daddy  
& Dad



# Media work highlights

## July 2018 | Birds Eye #Solidaritea

We starred alongside LadBaby and DadsNet in Birds Eye #Solidaritea commercial film

## August 2018 | Calpol & BuzzFeed

We featured in a commercial TV and social media film produced by BuzzFeed for Calpol

## September 2018 | Disney UK

Several Instagram campaigns with Disney - Muppet Babies, PJ Masks & 101 Dalmatian Street

## October 2018 | eBay Christmas campaign

We starred in our very own big budget Christmas television and radio campaign

## November 2018 | Asda George Halloween

Asda George Halloween fancy dress party Instagram campaign

## December 2018 | Stuck on You

Christmas Instagram campaign with personalised santa sacks from Stuck on You

## December 2018 | PopSockets Christmas

We joined with other influencers and celebrity families to sing 12 days of Christmas

## January 2019 | Scalextric

Instagram and blog campaign for Hornby classic toy Scalextric

## February 2019 | Twentieth Century Fox

We starred in promotional release material for The Kid Who Would Be King

## March 2019 | Mr Muscle Project 50/50

We joined two other celebrity couples in a Mr Muscle cleaning challenge

## April 2019 | Chessington World of Adventures

We launched the new ride 'Room on a Broom'

## May 2019 | Disney Magical Pride

We became the first official media outlet for Magical Pride 2019 at Disneyland Paris

## June 2019 | Vodafone Father's Day

We appeared in Vodafone's 2019 Father's day campaign - #ScreenFreeFathersDay

## July 2019 | eBay Daddy & Dad Festival

We hosted our own 'at home festival' in our garden in partnership with eBay UK



## August 2019 | Haven

We worked with Haven on the launch of their new, state-of-the-art leisure facilities

## August 2019 | M&S Little Shop

We teamed up with several influencer families in an M&S shoot for TV and social media

## August 2019 | Blackpool Pleasure Beach

Pleasure Beach trip to experience the anniversary of four famous rides

## September 2019 | Huawei StorySign

We launched the new StorySign sign language app for Huawei

## October 2019 | Star Wars

I reported for Asda George from the Star Wars Triple Force Friday event at Pinewood Studios

