

# ***DINOMANIA***

## **MEDIA & COLLABORATION PACK**

**2026**

Using the past to inspire the future

Audience figures correct as of June 2026

# WHO WE ARE

## A proudly Welsh family entertainment brand

Dinomania brings unforgettable dinosaur experiences to families, schools, festivals, theatres, venues and brands across the UK. Led by Ranger Chris, the company combines live entertainment, education, social media storytelling and character-led content that children and families instantly connect with.

Over the last 10 years, Dinomania has grown from local dinosaur appearances into a national family brand, with TV appearances, major festival bookings, UK tour dates, school workshops, books, merchandise and a large online audience.

- Live dinosaur shows and walkabouts
- School workshops and educational visits
- Family events, festivals and theatre appearances
- Brand collaborations, product campaigns and content partnerships



# AUDIENCE SNAPSHOT

Follower and subscriber figures correct as of June 2026

**1.8M**

**TikTok followers**

25.2M likes

**1.68M**

**YouTube subscribers**

1,500+ videos

**268K**

**Facebook followers**

approx.

**264K**

**Instagram followers**

approx.

## Recent analytics - June 2026

**11M**

**Meta/Facebook views**

last 28 days

**5M**

**Meta/Facebook viewers**

last 28 days

**325K**

**Meta/Facebook engagements**

last 28 days

**4.9M**

**Instagram views**

27 May - 25 June

**393.3K**

**Instagram interactions**

27 May - 25 June

**10.8K**

**Instagram new followers**

27 May - 25 June

# PROVEN VIRAL REACH

Repeated high-performing content across Instagram, TikTok and YouTube - not a one-off viral moment

## INSTAGRAM

**36.6M**

**Top video views**

30 videos over 1M views

## YOUTUBE SHORTS

**349M**

**Top Short views**

56 Shorts over 1M views

## TIKTOK

**47.9M**

**Top video views**

50+ videos over 1M views

## YOUTUBE LONG FORM

**77K**

**Top long-form views**

11 videos over 10K views

## Consistent viral potential across the board

Dinomania repeatedly creates content that reaches large audiences across multiple platforms. With top-performing videos reaching tens of millions - and one YouTube Short reaching 349 million views - brands can see clear evidence of repeat reach, strong shareability and memorable family-first content.

**Short-form content that families watch, share and remember.**

# WHY WORK WITH DINOMANIA

## Family-first content with real-world impact

Dinomania is built around memorable moments. Our audience follows Ranger Chris, Bramble, Conker and the Dinomania dinosaurs for a mix of humour, live reactions, education, family days out and behind-the-scenes adventures.

- Strong crossover with parents, children, schools, venues, family attractions and dinosaur fans.
- Highly visual content that works well across TikTok, Instagram, Facebook and YouTube Shorts.
- Characters that can naturally feature products, venues, experiences and family travel without feeling overly scripted.
- Real-life events and touring give brands more than just a post - they get a story, a setting and a memorable hook.



# WORK WITH DINOMANIA

Collaboration opportunities for brands, venues, attractions and family experiences

## Brand campaigns

- Sponsored reels, TikToks, posts and stories
- Product features and reviews
- Giveaways and competitions
- Toy, book, food and family treat campaigns
- Affiliate links and discount-code campaigns

## Venue & travel

- Family attraction visits
- Holiday park and resort campaigns
- Cruise and campervan road-trip content
- Seasonal events and family days out
- Behind-the-scenes venue content

## Retail & stockists

- Merchandise stockist opportunities
- Gift shop and attraction retail ranges
- Bramble and Conker character products
- Books, plushies, keyrings, pins and clothing
- Launch and announcement content

**We create content that feels natural, funny, family-friendly and memorable - not overly scripted.**

# TV, COLLABORATIONS & STAND-OUT MOMENTS



## TV & MEDIA APPEARANCES

- Britain's Got Talent
- Dragons' Den
- Blue Peter
- Lorraine
- Good Morning Britain

## COLLABORATIONS / WORKED ALONGSIDE

- Steve Backshall
- Professor Ben Garrod
- Arron Crascall
- Goubtube
- Andy Day

## MAJOR EVENTS & FESTIVALS

- Glastonbury Festival
- Gone Wild Festival with Bear Grylls
- Good Times Live
- In It Together Festival
- Together Again Festival
- Minack Theatre

## MEMORABLE EVENT MOMENTS

- Invited to an AU Vodka event attended by Snoop Dogg
- Invited on stage with Gok Wan during a festival appearance
- Met Louis Theroux and Bear Grylls at Gone Wild Festival

# MAJOR EVENTS & FESTIVALS



**Glastonbury Festival | Gone Wild Festival with Bear Grylls | Good Times Live | In It Together Festival  
Together Again Festival | Minack Theatre | Town centres, theatres, family attractions and major live events**

# LIVE DINOSAUR EXPERIENCES



## From huge walking dinosaurs to gentle baby dinosaur encounters

Dinomania can adapt to venues, festivals, shopping centres, schools, theatres, care homes and brand events. Experiences can include walkabout dinosaurs, interactive shows, meet-and-greets, photo opportunities, mini museum displays, fossil learning and character-led content.

### Crowd-drawing

live entertainment

### Photo-friendly

family moments

### Adaptable

indoor & outdoor packages

### Content-ready

before, during & after

# CHARACTER-LED CONTENT



## **Bramble, Conker, Ranger Chris and the Dinomania dinosaurs**

Our strongest content often comes from character reactions and real family responses. Bramble and Conker are particularly suited to brand partnerships, travel content, product features, venue visits and gentle family storytelling.



# SCHOOLS, EDUCATION & MOBILE MUSEUM



## Using the past to inspire the future

Dinomania has visited thousands of schools and family learning settings across the UK, bringing dinosaurs, fossils and prehistoric history to life for primary-age children.

- School workshops and educational visits
- Mobile museum displays with fossils and museum-quality replicas
- Children's books and dinosaur learning resources
- Free educational app and digital content
- STEM, science, history and storytelling opportunities

# BOOKS, MERCHANDISE & STOCKISTS



## A growing character-led merchandise range

Dinomania merchandise includes children's books, clothing, lanyards, keyrings, pin badges, plush toys and pocket-money items. We are continuing to develop character-led products around audience favourites such as Bramble and Conker.

We are open to selected stockist opportunities with family attractions, gift shops, museums, soft play venues, holiday parks, zoos, farm parks and visitor centres.

# CAMPAIGN IDEAS

## TOYS & GIFTS

- Bramble opens a toy box
- Ranger Chris gift guide
- Dinosaur birthday present ideas
- Christmas toy campaign

## TRAVEL & VENUES

- Dino day out
- Bramble checks into a hotel
- Dino road trip
- Have you ever seen a dinosaur on a cruise?

## FOOD & FAMILY TREATS

- Bramble's snack break
- Dinosaur picnic
- Family day out lunchbox
- Party food ideas

## EDUCATION & BOOKS

- Junior Dino Ranger
- Fossil facts
- Dinosaur book club
- STEM learning content

**Every campaign is tailored to feel natural, entertaining and relevant to Dinomania's family audience.**

A large red dinosaur costume is the central focus, standing in a crowd of people. The background is dark and out of focus, showing other people and possibly other costumes. The text is overlaid on this background.

# ***DINOMANIA***

## **LET'S WORK TOGETHER**

Brand collaborations | Venue visits | Family travel | Stockists | Paid campaigns

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