

BRAND PARTNERSHIP KIT

# RICHIE RICH LABS

IT WAS THERE ALL ALONG.

**Real science, engineering, and cost — applied to the greatest war machines fiction ever built.**

There's a very specific feeling fans chase: watching something they love from a game get put through real science, and finding out if it survives. That's the moment every video is built around. I take the iconic tech from *Halo* and *Gears of War* and reverse-engineer it with real-world physics, engineering, and hard dollar figures — hunting for the one thing standing between fiction and reality.

## AUDIENCE

# WHO'S WATCHING

Not the casual mobile crowd. The concentrated core — older, male, US-led, and spending money on exactly the hardware and gear that lives in my videos.

### **~90% MALE**

CONSISTENT ACROSS EVERY PLATFORM

### **25–44 MAJORITY**

PRIME EARNING AGE · 25–34 IS THE SINGLE LARGEST GROUP

### **US IS THE #1 MARKET**

LARGEST SINGLE AUDIENCE, PLUS GLOBAL SCALE

### **OVERWHELMINGLY 18+**

GROWN ADULTS WITH DISPOSABLE INCOME

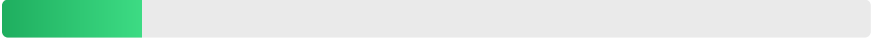
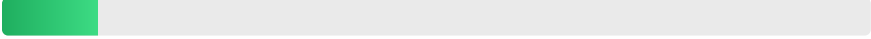
This is a room where someone is more likely to already own a mechanical keyboard than not, more likely to know their GPU's model number than not. That's not a casual scroller — that's a buyer already inside the category. A brand reaching this audience isn't building interest from zero; they're reaching people already mid-purchase-consideration, far more efficiently than through a broad gaming creator whose audience is split down the middle on gender and attention.

REACH

# THE NUMBERS

## 1M+ VIEWS. EVERY MONTH.

3.5 million in the last 30 days.

|           |                                                                                    |      |
|-----------|------------------------------------------------------------------------------------|------|
| Facebook  |  | 2.4M |
| YouTube   |  | 481K |
| Instagram |  | 390K |
| TikTok    |  | 269K |

Last 30 days (June 20 – July 21, 2026), from native platform analytics. This window sits inside the Halo: Campaign Evolved launch ramp, so it runs ahead of the steady 1M+/month baseline — which is the number I plan around.

**Engagement that counts.** The content consistently earns saves and shares — the signals that tell the algorithm something's worth spreading, not just passive views — and on Facebook, 98% of views come from people who don't even follow the page. Reach runs far beyond follower count: the work travels on merit, not on an existing list.

## PROOF: WHEN IT BREAKS OUT

### THE CURRENT WAVE — BUILDING, PRE-LAUNCH

The Scorpion. The Wraith. The Mammoth. Five new long-form breakdowns timed to *Halo: Campaign Evolved* are each landing faster than the last, holding **43–56% average retention** across 7–10 minute runtimes and adding 135 subscribers between them. Early access launched July 23 — full release follows July 28, with the wave still climbing as the game reaches players.

### CONSISTENT HITTERS

Breakdowns like the Berserker's hidden weakness (23K views, 365 interactions on Facebook) break out on a regular basis — the format does it, not luck.

### SINGLE-POST RECORD

A single Facebook post pulled **314K views** — no paid push, no ad spend.

### THE LANCER — ONE IDEA, 350K+ VIEWS

One concept — a real, full-scale working *Gears of War* Lancer and what it would actually cost — ran across every platform in a single month: **274K on Facebook, 31K on TikTok, 23K on Instagram** with 1.4K likes and 700+ saves & shares. The audience didn't just watch it. They sent it to people.

Every number on this page happened without a media budget. That's the baseline before a partnership even starts.

WORK WITH ME

# PARTNERSHIPS

Every product I feature gets the same treatment as the tech in my videos — taken apart, tested, and explained. Integrations are built as discovery, not ads. That's why they land, and that's why the audience trusts them.

## THE REAL-WORLD ANSWER

Every breakdown eventually hits a real engineering gap — the Warthog has no real power source for its hydrogen system, Master Chief's HUD implies AR display tech we don't fully have yet. That gap becomes a 30-to-90-second segment: "if you wanted to actually solve this today, here's where you'd look." Your product, presented as the real-world answer, in my own voice — never shown as something the fiction itself uses, never woven into the game. Software and platforms fit the same format: modeling the system in CAD, or the real math behind why a piece of tech would or wouldn't work, is the same discovery instinct in a different medium. Just an honest recommendation, built the same way as everything else I say — which is what keeps every integration clean of any publisher IP conflict, and exactly why this audience already trusts it.

## MONTHLY PARTNERSHIP — *recommended*

3–4 Real-World Answer segments per month, spread across different videos and platforms. Cumulative reach, repeated exposure to the same high-value audience, and multiple shots at a breakout instead of a single roll of the dice.

## CUSTOM CROSS-PLATFORM BREAKDOWN

The bigger version — one full video built around a single product's Real-World Answer from cold open to close, not just a segment within it. Produced to my standard and distributed across every platform.

## ADD-ONS

Dedicated single-platform push · story & community shoutout · pinned link placement · extended usage rights for your own ad channels · category exclusivity.

**Every partnership is scoped individually** — platform mix, usage rights, and exclusivity all move the package. Tell me what you're trying to accomplish and I'll build it.

**Every number in this kit comes from native platform analytics**, and I'm happy to screenshare the dashboards on a call. No estimates, no rounded-up guesses.

**Brands my audience actually buys:** gaming hardware & peripherals · PC and console gear · power stations & charging · 3D printing, fabrication & maker tools · engineering software · STEM & science education · drones & cameras · collectibles.

**Let's build something that was there all along.**

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