



Hudson Barnes

@Huddy_Ig

THE IMPOSTER GAME

85K+

FOLLOWERS

95M+

VIEWS / LAST 30 DAYS

3

PLATFORMS

ABOUT

I'm Hudson — I create The Imposter Game, a viral social game series filmed inside real stores like Target and Walmart. Every video features real products, real people, and real reactions. The format is simple: someone is the imposter, and the group has to figure out who before time runs out. The chaos, the accusations, the products flying off the shelves — that's what makes it blow up.

In the last 30 days I've hit **95 million+ views** across Instagram, YouTube, and TikTok. The content performs because it's genuinely entertaining — not scripted, not forced, and products show up naturally as part of the game. When your product appears in an Imposter Game video, it's not an ad. It's the punchline.

PREVIOUS BRAND PARTNERS

- Dave's Hot Chicken
- Thrilly Games
- Sharky
- Bam Imposter
- Partigo
- HeyBike
- Cards Against Humanity

PLATFORM STATS

PLATFORM	CONTENT
Instagram	Reels, Stories
YouTube	Shorts, Long-form
TikTok	Short-form viral
Total	85,000+ followers · 95,000,000+ views / 30 days

AUDIENCE DEMOGRAPHICS

18 — 28

Core Age Range

70% Male

Gender Split

US / UK / CA

Top Regions

Gaming, Streetwear, Culture

Key Interests

WHAT BRANDS GET

Organic Exposure

Your product is woven into the game naturally — not a scripted ad read. Viewers engage because they're watching entertainment, and your product is the star.

In-Store Visibility

Videos filmed inside Target, Walmart, and retail stores. Your product shown in its real environment, on real shelves, picked up by real people.

Viral Potential

Cross-Platform

95M+ views in the last 30 days and growing.
Individual videos regularly hit 1M-10M+ views. The
format is proven to go viral.

Every video posted across Instagram, YouTube, and
TikTok simultaneously. Maximum reach from a
single integration.

PERFECT BRAND FIT

Candy & Snacks

Games & Toys

Personal Care

Beverages

Food & Grocery

Tech Accessories

Apparel & Lifestyle

DTC Products

Household Items

Viral / Novelty Products

PARTNERSHIP PRICING

Every integration is scoped to the brand — a background product placement, a full branded
Imposter Game episode, a multi-video series, and exclusivity terms all price differently. Single-
video integrations start at **\$1,500**, with multi-video and story packages priced per scope. Send
over what you have in mind and I'll put together a custom quote.

WATCH THE CONTENT

Instagram

YouTube

TikTok

huddylg@gmail.com

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