

BUILT WITH HEART

Building a life when life doesn't go to plan



ABOUT US

Built With Heart is a storytelling brand documenting one family's journey through self-build, disability, resilience, accessibility and family life.

What began as a project to build a home from a field became something much bigger: a story about rebuilding life after adversity and creating a future worth fighting for.

Today, Built With Heart shares honest stories about home, hope, accessibility, relationships and finding joy when life doesn't go to plan.



OUR REACH & TRACTION

- 220,000+ organic video views generated across TikTok and Instagram within our first 9 weeks.
- 1,500+ combined followers across platforms.
- Proven viral potential with videos reaching:

- 91,000+ views
- 36,000+ views
- 31,000+ views
- 14,500+ views

MEDIA RECOGNITION

- Featured on ITV News
- Featured on Good Morning Britain
- Wedding featured on E4's World's Most Amazing Weddings
- Women of the Year recognition

AUDIENCE THEMES

- Home & self-build
- Accessibility & inclusive design
- Family & relationships
- Resilience & starting over
- Hope, humour and finding joy anyway

PARTNERSHIP OPPORTUNITIES

- Home & interiors
- Accessibility products
- Technology & smart home solutions
- Lifestyle brands
- Family experiences & travel
- Story-led brand campaigns

WHY BUILT WITH HEART?

Built With Heart offers brands access to an engaged audience connected through authenticity, resilience and real-life storytelling.

Our content combines emotional storytelling, practical home inspiration and relatable family life, creating genuine trust and connection with our audience.