

YOUTUBE PLAYER PERSONALITY SERIES | IDEAS



SHELBY THOMPSON
SHELBYTHOMPP@GMAIL.COM

or "Challenge Accepted", "Tok or Walk"

IDEA:

A compilation piece of 3-5 players attempting to complete viral TikTok challenges trending of that week. Whether a silly dance, curling a weight with an egg between your bicep and forearm without cracking it, or trying not to touch your lips together while reading a children's book, each Charger will have to complete the first challenge that pops up when the hashtag #tiktokchallenge is searched. The next week, another 3-5 players have to perform the handful of trending challenges that week, and so forth.

WHY:

Once a challenge goes viral on TikTok, it demands the attention of everyone young and old. So does putting your favorite athlete in front of a camera about to do something outlandish. So why not do both? Speaking of killing two birds with one stone, let's have the athlete walk up to a tablet (*potential Microsoft Surface NFL Sponsorship*) where the TikTok App awaits, and cut to the home profile page of the Charger's TikTok (*free shameless plug*) before even getting started.



chargers ✓

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Follow

19 Following

503.6K Followers

5.3M Likes

or "Lip Bomb", "Word of Mouth"

IDEA:

Think if NFL's "Bad Lip Reading" and Whistle's "NFL's Bad Joke Telling" had a baby. Two Chargers will sit facing each other in a dark room, one with noise-cancelling headphones on, and the other with pre-made, Charger logo-ed text cards to choose from. He will then read what's on the card for the other player to attempt to guess what is being said. Whoever gets the most cards at the end of 2 minutes wins. A tongue-tied example would be something like "Austin Ekeler was heckled by a Ram's fan named Hugh", or "Season ticket holder Susie skipped to Sofi Stadium".

WHY:

A fun, light hearted content filler and an easy series to continue for fan's to ease their minds and just laugh. What's funnier than a wide receiver's larger than life personality and huge confidence on the field struggle to guess a simple sentence from their trusted QB who yells plays to them all the time? We can even throw in a Bose sponsorship to show just how best-in-class their active noise cancelling wireless headphones are.



THE CHAT ROOM: *EXTENDED VERSION/ALTERNATE IDEA*

"2 Players, 1 Pod", "Guess the Podcast"

IDEA:

This is the same set up as the lip reading above, except the 2 players will discuss with each other what they think the title of a Podcast is called after listening to a few seconds of pre-selected lines of it. They will have 2 minutes to hash out their opinions before coming to an agreement of what the title should be. This is a great way to see how different personalities interpret the same subject, with ultimately having to work together at the end and having some laughs when they realize the actual title.

LINE:

And then he spent 7 years being a third wheel, and only learned a few magic tricks along the way...



or "Relax and ReCharge", "First and Last"



WHY:

Football can be played anywhere, but we represent LA-the entertainment capital of the world, a cultural mecca, and home of some of the country's most beautiful beaches! From Charger fans outside the state getting a glimpse of the beautiful California lifestyle our athletes live, to local fans knowing they too eat Herbert's favorite lunch spot, the city the Chargers represent needs to be highlighted in a fun, engaging way. Also, seeing how another person lives in a profession/world you can't obtain is one of the greatest forms of escapism!

IDEA:

Let's dive into our athlete's (some new & some old) California lifestyles through a vlog style lens, getting a glimpse of a day in their life by asking a series of "first and last" questions. Profiling a different athlete per week, we will follow them to their home, practice, lunch spot, beach, garage, pier, etc (whatever hang-out spots are their favorite) while intertwining questions for them to answer as topics of conversation.

Examples: of Q's mixed in as title cards throughout: "What's the last thing you bought", "What's the first thing you do when you wake up", "When's the last time you and Bosa drove down Rodeo Drive".



GRILL AND SPILL

MY "QUESTIONS FROM A COOLER" SPIN-OFF SERIES (MADE FOR FUN)

or "Tailgate Talks", "Lot Talks",

IDEA:

"Grill and Spill" is an intimate tailgate cookout series in the parking lot of SoFi Stadium where 2-3 players relax in foldable Charger's chairs after practice, grill lunch, and answer fan's most asked (and blunt) questions. We can place a cooler of Pepsi, Sofi's exclusive soft drink partner, next to them. If they don't want to answer an uncomfortable question we give them such as "whose the last person to slide into your DM's", they have to get up out of their relaxing chair, put their Pepsi down, and continue grilling for the other person.

