

**3 ORIGINAL CONCEPTS | SOCIAL MEDIA**

**WAVE.tv**

**BECAUSE THERE'S ALWAYS A FAN**

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# STATE BY STATE

#1

or "Around the World"

## IDEA:

In this video concept "State by State", we get a glimpse of the activities people are doing around the country in just a short 30 second video. From a kook of the day wiping out on his board as a lower third geotag strikes through reading "CA", to a kid running down slippery pavement with a trashcan lid in a rainstorm as "MI" strikes through, to a synchronized flock of pigeons eating a bread crumb off a hand in "NY", "State by State" acts as the sports entertainment news for user generated content. Viewers will be able to see the weather, culture, current events, and potential activities they want to go travel and try all happening in that place at that time!



## IDEA:

Welcome to the HERd, a series dedicated to all the females in sport who are leveling the playing field. We can all agree most user generated sports content comes from the male counterpart, but let's make a new wave and normalize females in the sporting arena. The HERd will be a continued series of compilation videos of women dominating in their specific craft-whether hitting the game winning home run, making the ping pong ball into a swinging cup, or getting a bench to storm the dance floor after an epic performance, The HERd will highlight different female athlete's abilities as professionals and unprofessionals alike. It will quickly become a community of like minded girls coming together to send videos in and connect. Move out of the way Dude Perfect, we're coming for you!

## REFERENCES:

Celebrating female athlete's inspo from my own edit: <https://vimeo.com/525753177>

Girl splashing a half court shot: [https://www.youtube.com/watch?v=LIG\\_SdgdwGR4](https://www.youtube.com/watch?v=LIG_SdgdwGR4)

Trick shot: <https://www.youtube.com/watch?v=Uu784NjfMa0>

2020 America's Strongest Woman: [https://www.youtube.com/watch?v=5yp5r728\\_tl](https://www.youtube.com/watch?v=5yp5r728_tl)



## IDEA:

The stage is set. It's your time to shine. Can you step up to the plate or will nerves make you crumble? In "Step Up or Step Out", we show a compilation of videos of rookies, (professional and unprofessional) finally getting into the game to showcase what they've been in preparation for. Letting the viewers decide if these rookies will deliver based on the first thumbnail, the video will then roll. How'd they do? Was it what you thought? People love watching you fail or watching you succeed, there is no in between. Either way, it will be hard to put your phone down.

## REFERENCES:

Rookies' First Plays in NFL: <https://www.youtube.com/watch?v=zj1bZHsyo-g>

My Grom's First Wave: [https://www.youtube.com/watch?v=J1rkG3\\_UbYI](https://www.youtube.com/watch?v=J1rkG3_UbYI)

Girl throwing first TD in highschool football game:  
<https://www.youtube.com/watch?v=c842secJoog>



# DAVE ON A WAVE (An extra content filler for fun)-

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## IDEA:

Because there's always a fan...We produce an episode every other week of what "Dave on a Wave", a remote control surfer who will soon become the most charismatic character in the ocean, is doing in preparation for his Big Wave Debut. We will voice-over him as he heads out to practice with your typical surf lingo for comedy, but also take viewers on a journey of his young surfing career where they can relate in striving to get better at something. Remote Control toys like these are often forgotten about because they aren't brought up in main stream media. but are so niche and interesting to watch. Not to mention "RC surfing" on Youtube has over 200k more views than Mick Fanning's legendary heat to beat Kelly Slater at Pipe Masters. The people want to see more!

## REFERENCES:

RC Surf action: <https://www.youtube.com/watch?v=cPtpBfDExl4>

Series Inspo for Dave: <https://www.youtube.com/watch?v=fjFj5tHpato>

