



*Make life better*  
*easier*  
*healthier*  
*happier*  
*more fun*

## **CURATING TRENDS AT THE SPEED OF LIFE**

For better or (often) worse, the internet is where trends are born... and, all too quickly, die.

The need to stand out — for clicks, follows, and likes — creates an impossible churn. Infinite feeds with no gatekeepers scream for that trusted, in-the-know friend to sift through the latest in fashion, well-being, home projects, things to do, and just plain whimsy; to curate the content and throttle the socials down to the pace of real life..

**Trendy** is that friend, sorting out what's relevant, doable, actually useful — and fun!

Here's how...

## LIFESTYLE SHOW THAT COMBINES PASSION AND EXPERTISE

If Pinterest was a TV show, it would be **Trendy** – the passions that drive people explained with expert input and made accessible to viewers. It's a mix of news and entertainment without everything you hate about news and entertainment. No boring celeb updates. No car crashes or fires. The vibe is *Queer Eye* meets *Fixer-Upper*, where the relationship among the hosts is as aspirational as the advice they're giving.

As alums of Scripps' national lifestyle show *The List*, the folks at Honey Badger have an established rolodex of national experts and can hit the ground running.

## PRODUCTION APPROACH

To help viewers curate a lifestyle for real life, **Trendy** is set in a real home. The costs of buying and rigging a home for production (staging some rooms, putting up fixed lighting grids, etc.) are roughly on par with the costs of renting a soundstage and constructing a practical set, or even setting up a virtual set.

A physical home creates an authentic, relatable feel, and grounds projects and advice in reality: Hanging that picture is tricky when the stud finder can't actually find a stud, so what's the expert's advice when reality rears its ugly head? And a home means never having to beg the show's producers to offer up their own homes or apartments as field locations for shoots.

The other benefit is that projects live on at the house, so we can do follow-ups over time. How's that raised garden bed we installed earlier doing? Great? Cool. Then let's use some of those fresh, ripe tomatoes for the simple salad our expert's showing us. The setting provides real-world permanence and continuity.

Drones will accommodate fluid, seamless transitions from room-to-room, including throws to new content — a far less expensive way to achieve the look of jib and steadicam shots.

But the hosts can also throw to field packages as required — to catch a rollercoaster, go glamping, or experience a new restaurant trend.

## CASTING

There's no host attachment, so there will be a casting process that will ideally find a real-life couple (to give that Chip and Joana vibe) with experience relating to an Instagram or YouTube following.