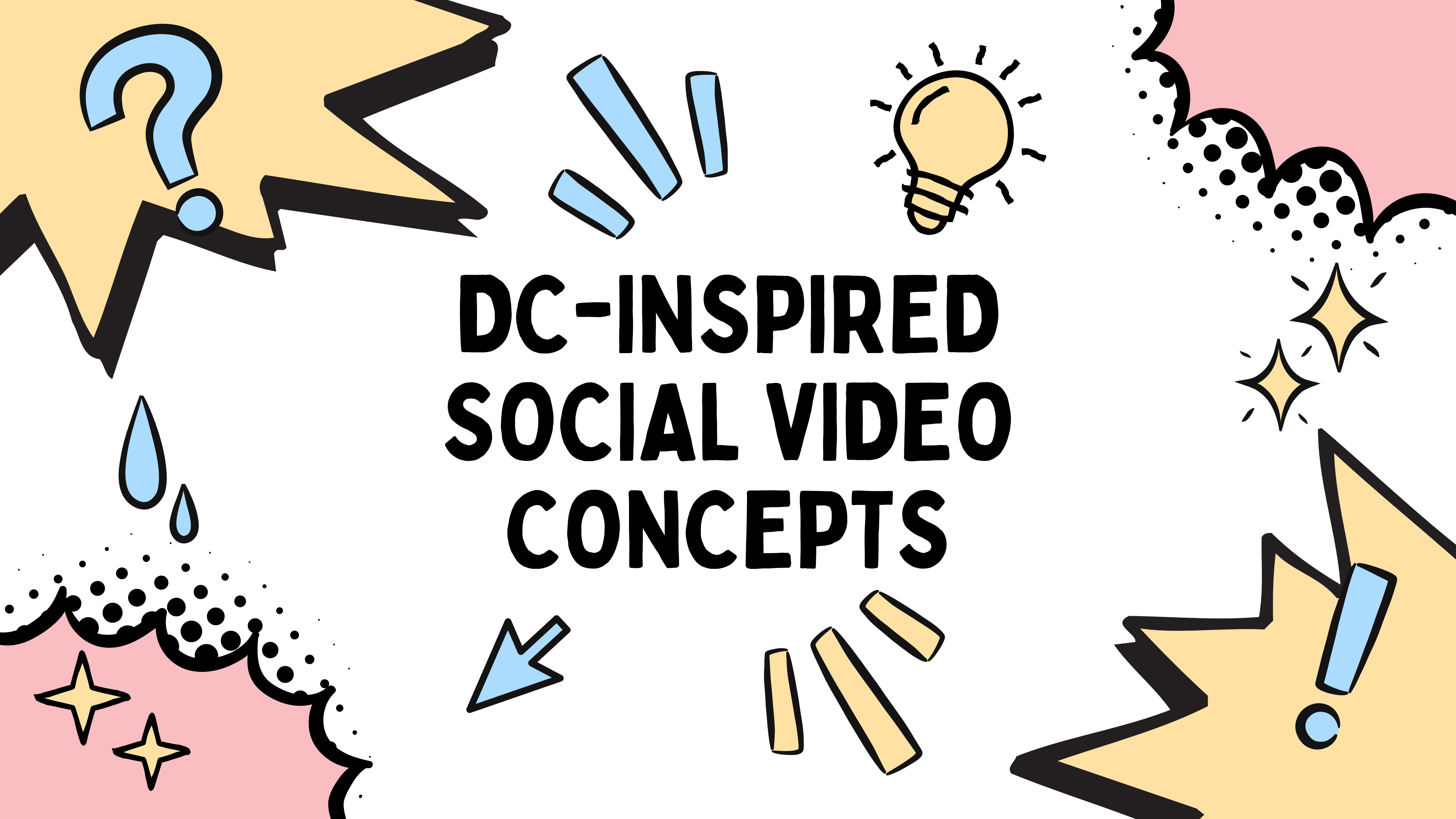
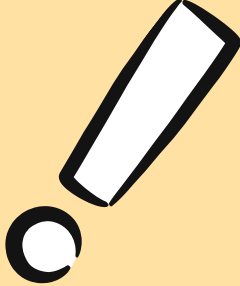
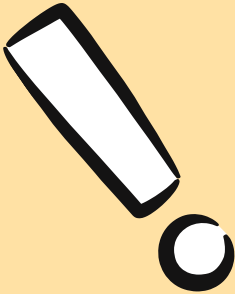
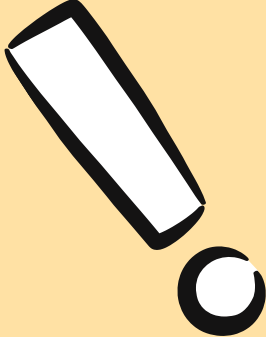
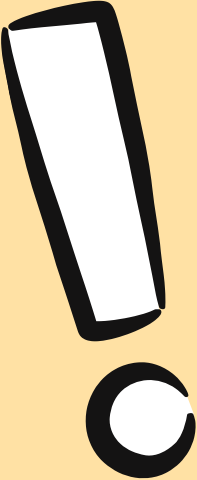




DC-INSPIRED SOCIAL VIDEO CONCEPTS



**AUDIENCE TAKEAWAY
FROM DC'S CONTENT ?**

**"THERE'S A STORY
FOR EVERYONE"**

-Jason Dimberg
VP of Social Strategy and Content for Global Brands &
Experiences, Warner Bros. Discovery

MY DC STORY



As someone who likes to hyperfixate on media that I had some fondness for when I was younger, I reintroduced myself to the worlds of DC and have yet to pull myself off the streets of Gotham.

The stories, characters, and themes shown throughout the DC world have opened my eyes to the ways that people view heroes and how their ideals could possibly shape the world and themselves.

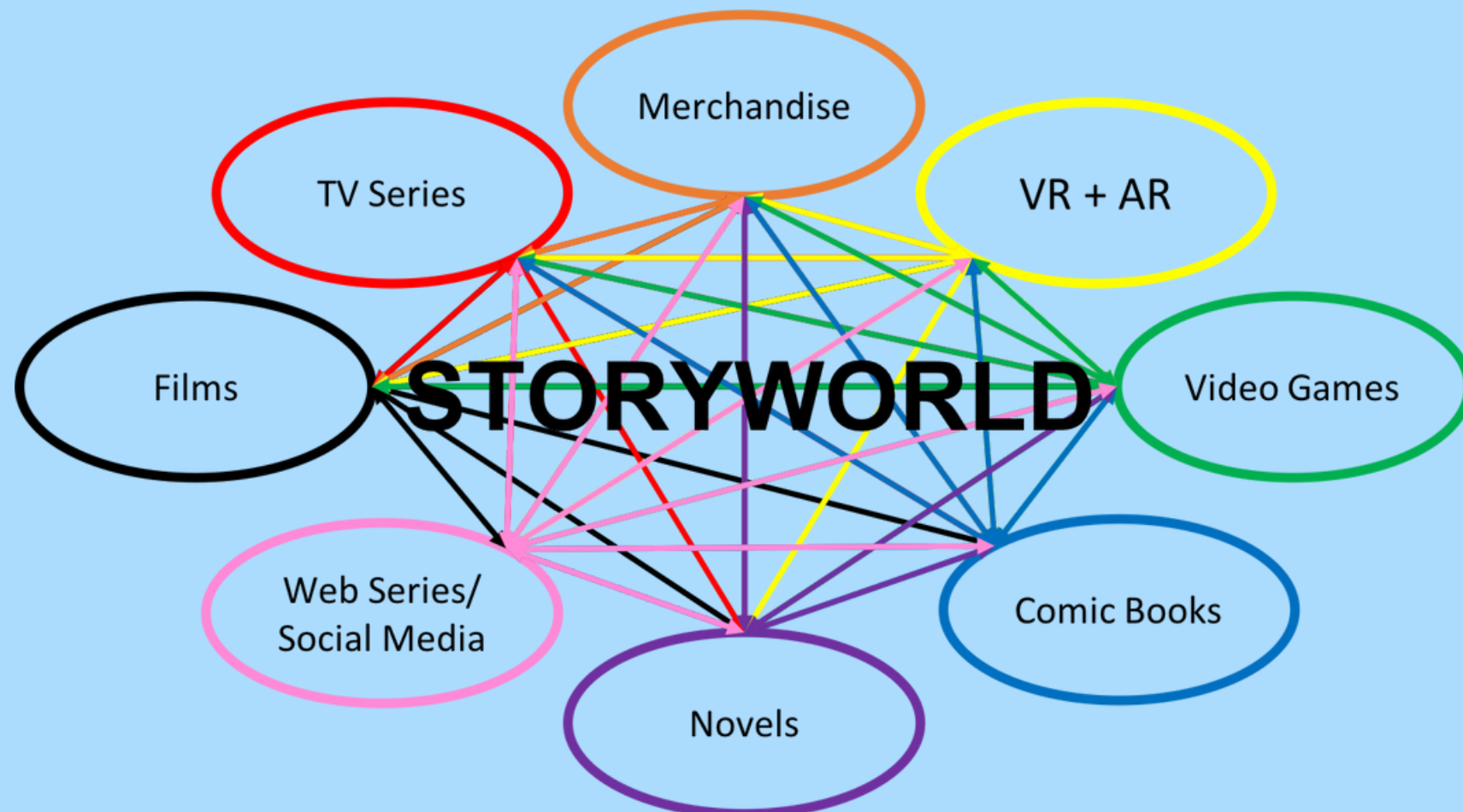


**SOCIAL VIDEO
CONCEPTS**

WHAT THE HECK IS IT? AND WHAT DOES IT HAVE TO DO WITH YOUR PITCH?

BUT BEFORE THAT!

LETS TALK ABOUT TRANSMEDIA



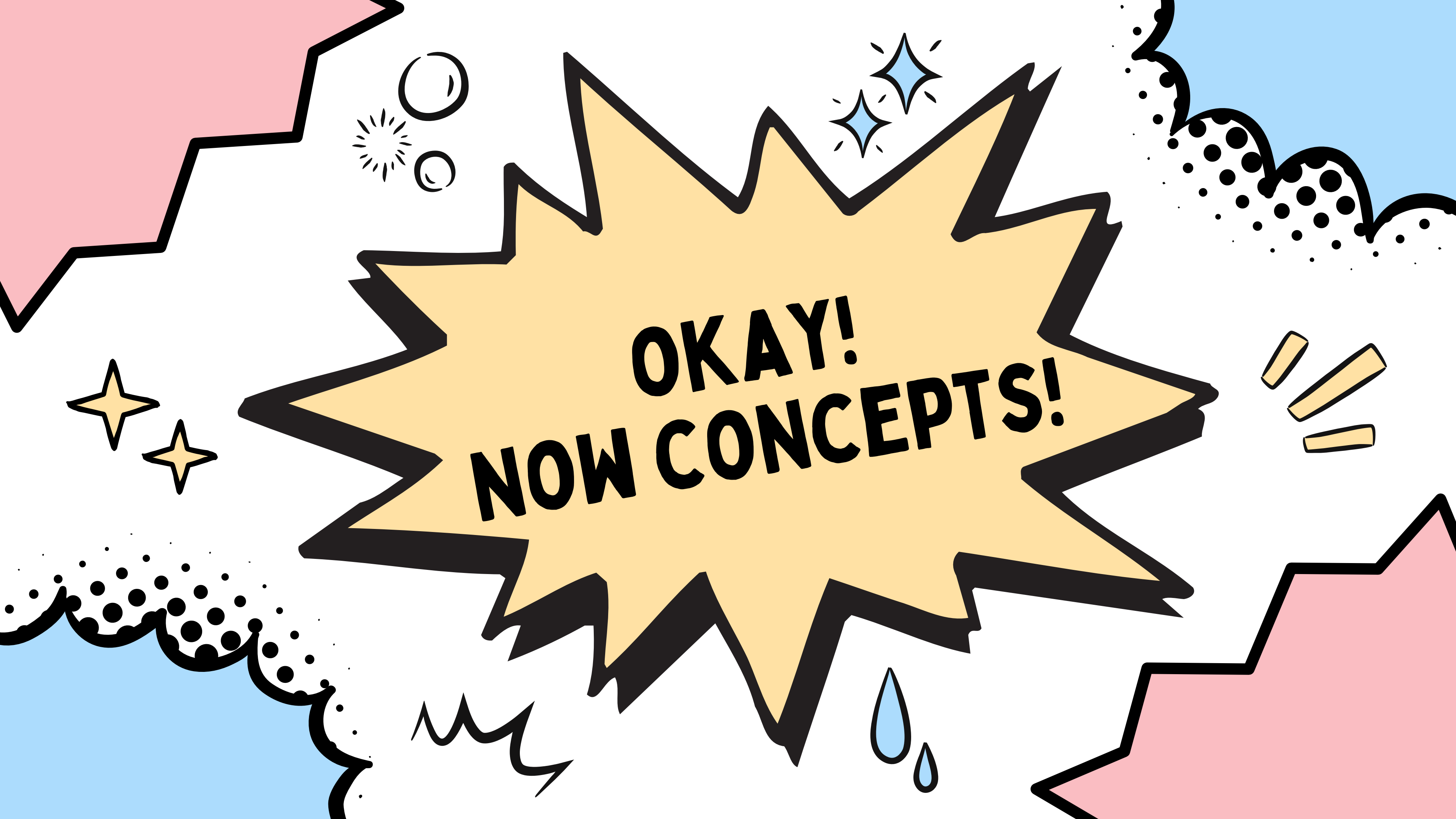
TRANSMEDIA:

A single story or story experience across multiple platforms and formats.

Due to the shift from cinema to mobile screens, using transmedia strategies is vital to capture the attention of audiences across platforms promptly.

Each platform contributes something distinct to the narrative, offering a comprehensive and immersive story experience.

SO LETS MOVE ONTO THE CONCEPTS!



**OKAY!
NOW CONCEPTS!**

COMMENTARY CONCEPT

SERIES

THE EFFECT OF BATMANS IDEALS ON HIS SIDEKICKS

Every sidekick that Batman has taken under his "wing" comes from different backgrounds. Navigating how Batman's ideals may have affected his underlings would be an enjoyable deep dive into the minds and actions of DC's most notable apprentices.

DAMIAN WAYNE



NIGHTWING



REDHOOD



COMMENTARY CONCEPT SERIES

THE EFFECT OF BATMANS IDEALS ON HIS SIDEKICKS

TRANSMEDIAAAAAA!



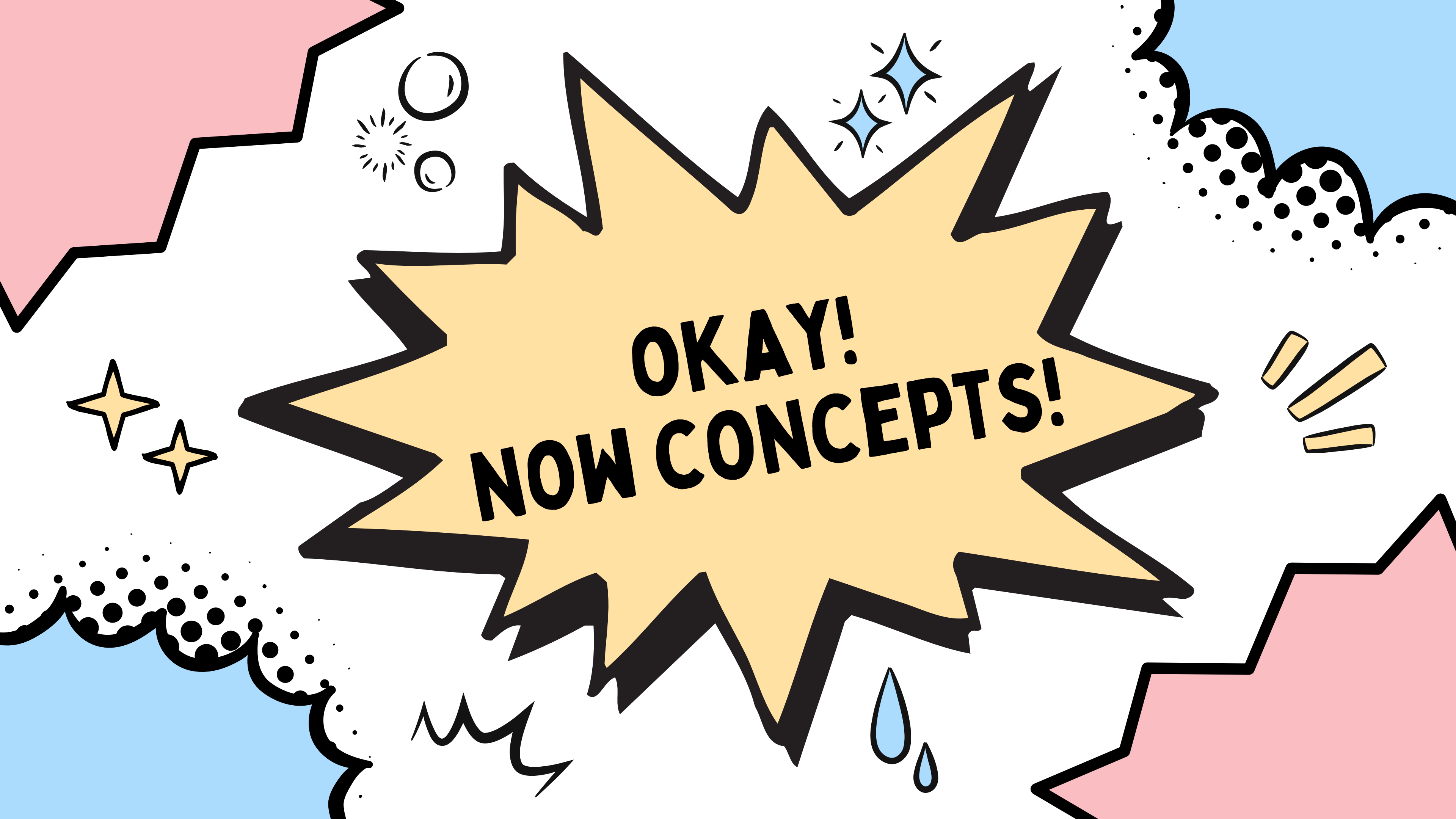
VIDEO GAMES



COMICS



FAN IMMERSION



**OKAY!
NOW CONCEPTS!**

CHARACTER INTROS

SERIES

People, like with tarot or astrology, often seek symbols that define them, attributing personal traits to something larger. This can also happen when relating to a character.

IF YOU'RE LIKE THIS

- like fame and glory
- self-confidence
- strong sense of humor
- eternal optimism
- a softie
- prioritizes personal needs and makes quick decisions

THEN YOU'RE LIKE THIS CHARACTER



AND YOU SHOULD READ THIS



COMP: <https://www.tiktok.com/t/ZT8Mw6rsM/>

CHARACTER INTROS

Characters from...



METROPOLIS

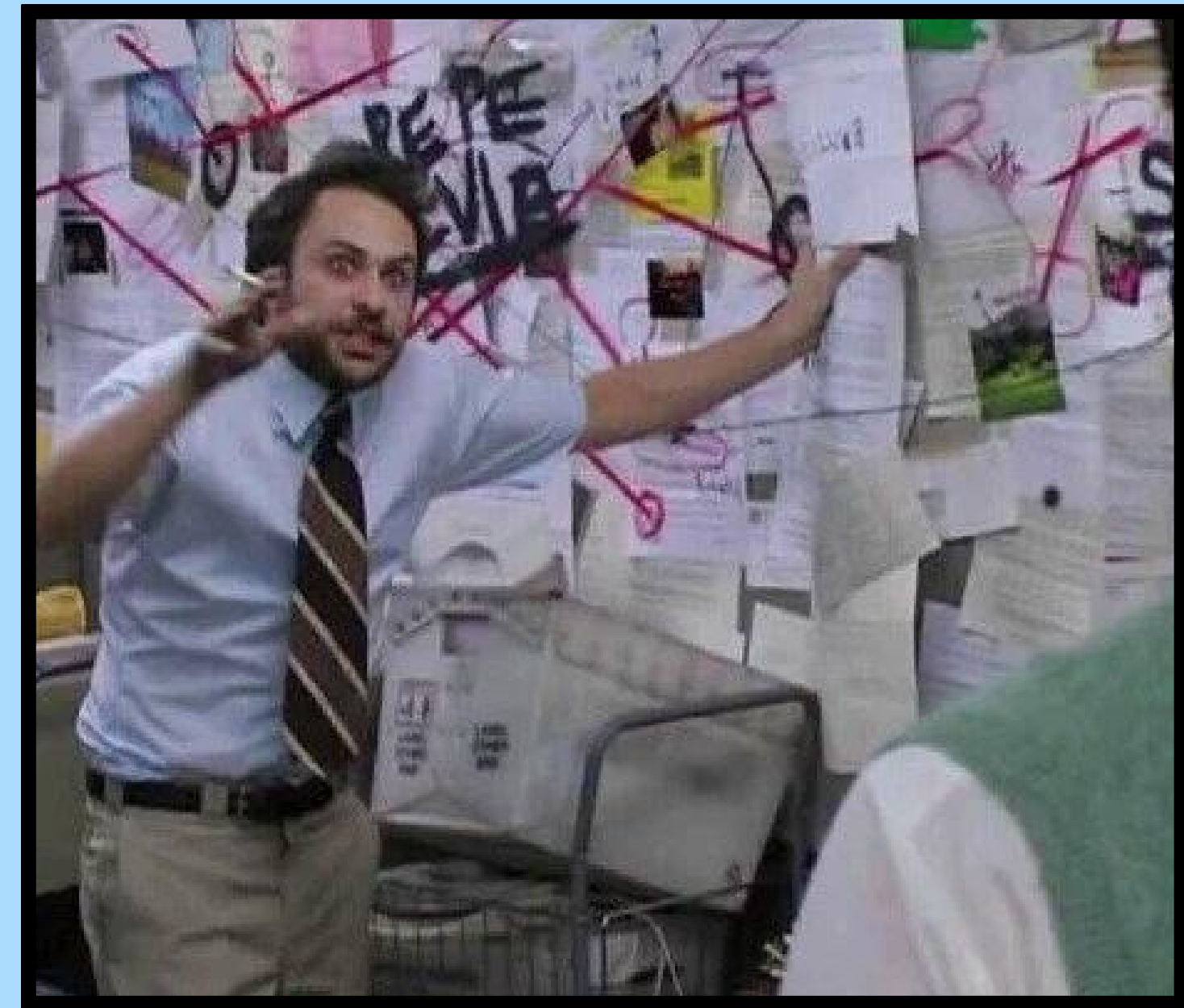
52S

UNDERSTANDING THE STRUCTURE OF COMICS

Understanding comic complexities is tough, second only to quantum physics, but I believe it's possible in 52 seconds.

This could be a fun and engaging way to get people to understand the ins and outs of the way the comic world works.

Most will likely rewatch the video for clarity, which is good for engagement but we can also direct them to DC's YouTube for a detailed explanation



COMP: <https://www.instagram.com/reel/Cgz2I2dl4-X/?igshid=MzRIODBiNWFIZA==>

HARLEY QUINN & POISON IVY GO TO THERAPY

Another look into the lives of one of Gotham's most prolific couples but inside of a therapist office



CONDIMENT KING

Condiment King in battle but runs out of his weapons and has to make a stop at the store

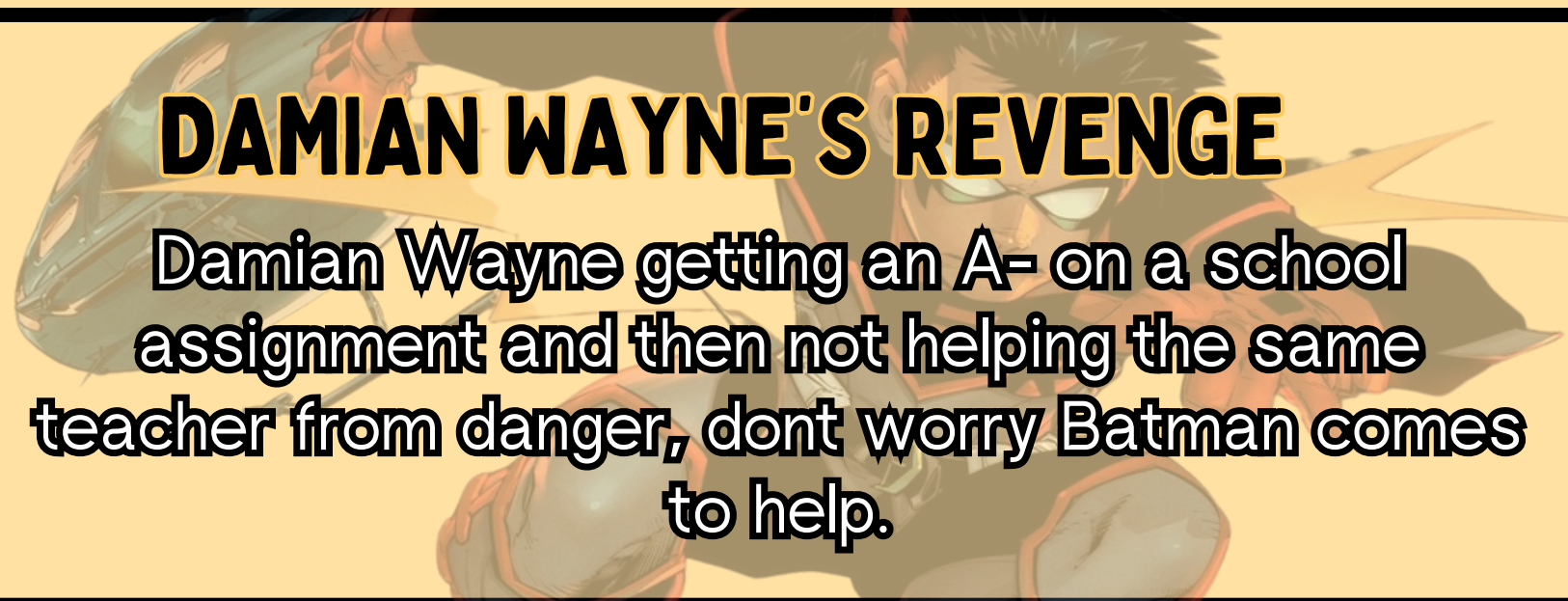


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SKETCHES

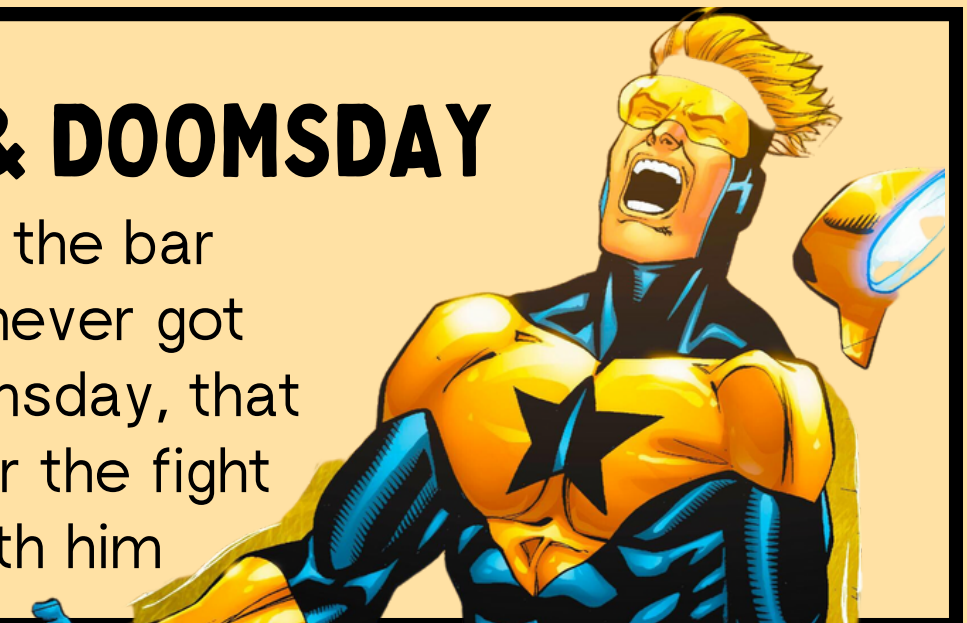
DAMIAN WAYNE'S REVENGE

Damian Wayne getting an A- on a school assignment and then not helping the same teacher from danger, dont worry Batman comes to help.



BOOSTER GOLD & DOOMSDAY

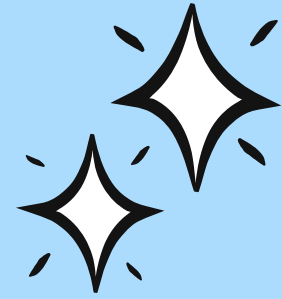
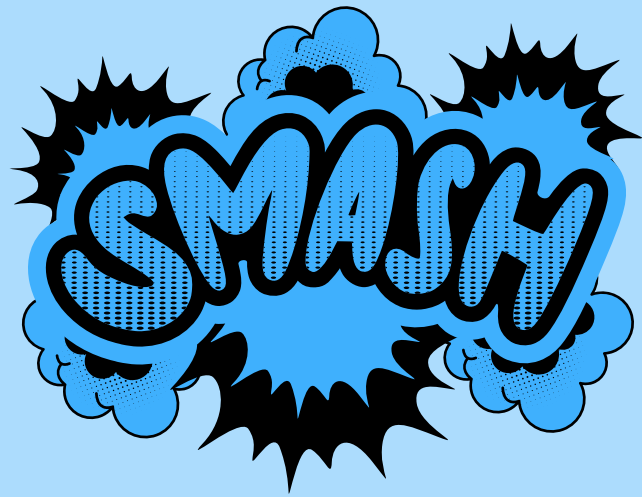
Booster Gold in the the bar complaining that he never got credit for naming Doomsday, that people only remember the fight Superman had with him



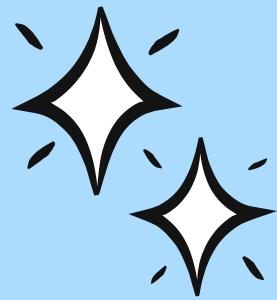
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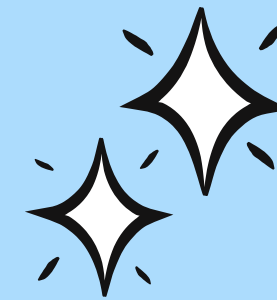
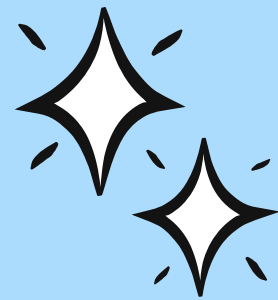
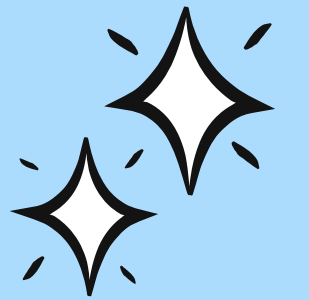
**OKAY, SO...
NOW WHAT?**



SO HAPPY YOU ASKED!



I believe these pieces of content will be engaging enough for audiences to want to learn more about characters they can either relate to or simply become interested in, thereby helping them delve into the world of DC. Which in turn will help them find the story that resonates with them.





**LETS CREATE
TOGETHER!**

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