

WE CAN BE HEROES  
CREATIVE CONTENT PROPOSAL

**CONTENT PIECES**

*These longer pieces take a deep dive into the BTS and film – exploring fun-filled moments in the production of We Can Be Heroes! We have a TON of footage to support all of these ideas.*

**1) GUPPY CHARACTER PIECE**

Vivien Lyra Blair (“Guppy”) has a ton of fun moments in her BTS content. She’s the smallest member of the kid hero crew, but she has such a HUGE stage presence. We can envision a “big things come in small packages” type of a piece, as we delve into footage that highlights her stunt work and charisma!

**2) WHEELS CHARACTER PIECE**

TONS of BTS footage of Andy Walken (“Wheels”) reciting complicated/smart dialogue. It’s really impressive coming from a kid! He’s incredibly eloquent in his interviews as well. A character piece showing off his smarts would be really fun.

**3) THE TROUBLEMAKER STUDIOS FAMILY**

A common mention throughout the cast and crew EPK interviews is how Robert Rodriguez has a magical ability to create family wherever he goes. Troublemaker Studios (Robert’s company) is a home away from home where people feel like they can create anything. Smiles all around! Using cast and crew soundbites, and BTS of Troublemaker Studios, we’ll create a heartwarming piece about how the cast and crew became a family in their Troublemaker home.

**4) MOMENT OF THE DAY**

There’s so much amazing BTS for We Can Be Heroes – we can put together a series of pieces that highlight a behind the scenes “moment of the day”. From quirky banter, to big stunts, to heartwarming moments – we have it all! Cast and crew can post across their social media platforms up to the movie’s release date – getting fans super excited!

WE CAN BE HEROES  
CREATIVE CONTENT PROPOSAL

## **5) THE KIDS CAN DO IT ALL**

In the adult and kid actors' EPK interviews, all speak to how kids are more capable than most people expect! Robert Rodriguez himself even comments on how the kids in the cast are extraordinary, and how they're basically doing a James Bond, action-packed movie for kids. We can put together an inspirational piece (using film clips, BTS, and soundbites) that tells kids everywhere to never underestimate themselves. They can do anything they put their mind to!

## **6) TEAMWORK**

In this piece, we're putting a spotlight on a significant theme in the film – TEAMWORK! We have countless bites from cast and crew that talk about the importance of teamwork. And in the BTS, Robert Rodriguez has an incredibly sweet moment with the kids on their wrap day. He tells them that they all were great actors individually, but it was really awesome to see how they elevated each other's acting capabilities as a team.

## **7) I DO ALL MY OWN STUNTS**

In this piece, we'll do an incredible compilation of all the wire work, back flips, karate kicks, and stunt work that these amazing kids do in the movie. We have a TON of footage of the kids doing their own stunts, and sound bites from the cast and crew about the stunt work on the film – including an awesome sound bite from Robert Rodriguez describing how these incredible kids don't need stunt doubles!

WE CAN BE HEROES  
CREATIVE CONTENT PROPOSAL

## **8) THE NEXT GENERATION**

A heartwarming life lesson in *We Can Be Heroes* is how the older generation needs to “pass the torch” onto the next generation. We have a lot of soundbites and BTS that capture the importance of this theme, and that provide encouraging words for kids everywhere who will eventually be the adults running things! Adriana Barraza (“Grandma Moreno”) says it best – the next generation will be “more powerful and evolved than [the one] before”.

## **9) THE ORIGINAL LAVA GIRL**

In this movie, Taylor Dooley (the original “Lava Girl”) comes back as the superhero we know and love – and she’s also Guppy’s Mom! In this piece, we’ll talk all about Taylor in her journey as Lava Girl, and what coming back to the role means to her. We have some really heartwarming BTS of Taylor to include. While on set, Robert Rodriguez introduces Taylor (dressed as Lava Girl) to the kids in the cast. One-by-one, with big awestruck smiles, they come up and hug one of their heroes who started it all!

## **10) HERO TRAINING VIDEO**

Kids at home can train along with the cast of *We Can Be Heroes* in a tutorial featurette. We have a ton of great content of the kids training at Grandma Moreno’s studio, where the kid superhero cast show off their signature moves! They tumble, do backhand springs, karate, punch, kick – it’s truly incredible. We even have some potential intro. sound bites from Grandma Morena! She says, “Let’s boogie!” and “Welcome to my studio!”

## **SOCIAL PIECES**

WE CAN BE HEROES  
CREATIVE CONTENT PROPOSAL

*These are shorter pieces utilizing feature, BTS and fun graphics to be used on the filmmakers and cast social media or other social platforms. Again exploring fun-filled moments in the production of We Can Be Heroes!*

### **11) WHAT’S YOUR FAVORITE SUPERPOWER?**

All across the cast interviews, the adults and kids tell us what their superpower of choice would be. They either mention which fellow cast member has their favorite, or they name what their favorite would be (invisibility, flight, etc.). We can create quick :15 social pieces for each member of the cast, where they tell us what their favorite superpower is and why!

### **12) KIDS REACTIONS**

Using quick title cards, BTS, and/or film clips, we can create quick social pieces of the kids in the cast “reacting” to everyday, kid-friendly scenarios.

For example, the card could read: “When my Mom makes me finish my vegetables”. Cut to BTS/film clip of Nathan Blair (“Wildcard”) SCREAMING while in the alien ship! There are TONS of fun moments we can play around with here.

### **13) REWIND/WILDCARD MASHUP**

We have a lot of BTS footage of the scene where Nathan Blair (“Wildcard”) tries to run *through* a wall using his superpowers, but ends up bumping into it and falling down! And Nathan is a real trooper – he does a BUNCH of takes of this scene. With some clever editing, we can cut together a quick social piece combining this BTS with Rewind’s power! We can make it look like Rewind is forcing Nathan to run into a wall multiple times. This can be posted across the cast and crew’s social media platforms.

### **14) GUPPY’S BUTT KICKING BREAKDOWN**

WE CAN BE HEROES  
CREATIVE CONTENT PROPOSAL

We have amazing BTS footage of Guppy taking down a full-grown man in a green screen suit (while in Grandma Moreno's training studio). The fight choreography is incredible – as it truly looks like tiny Guppy is throwing an adult man 3x her size on the ground! We'll use fun graphics and text (like colorful arrows, scientific symbols, physics equations, and step-by-step instructions) to show how Guppy takes down the bad guys!

### **15) GREEN SCREEN GUY**

Ah, the green screen guy. The unsung hero in any movie. In this digital piece, we're throwing together a quirky tribute for the guys in green (using BTS, film clips, and some quick shout outs from the cast/crew) that do so much for the movie's stunts and special effects. We see you, somewhat anonymous green screen guy. And we thank you.

### **16) EPICALLY SLOW WITH SLOW MO**

It would be HILARIOUS to throw together a Slow Mo piece where we put an epic song ("The Final Countdown", perhaps?) behind his slow running skills. We can combine awesome BTS footage of Slow Mo hooked up to wires and running at a snail's pace, with film clips where we see the finished product!

### **17) CHARACTER PODS**

We can create quick :15-:30 pieces that highlight each kid superhero, their powers, and fun moments their character goes through in the film. With all the adorable kids interviews and the immense amount of BTS we have, we can easily create character pieces for all of the kids in the movie. We can also utilize both film clips and artwork that inspired the characters.

### **18) WE CAN BE GREEN HEROES**

WE CAN BE HEROES  
CREATIVE CONTENT PROPOSAL

We have some amazing bites from the cast and crew on how production went to great lengths to reduce waste and go green! This can be combined with some heart-warming bites/BTS where cast and crew speak to how the next generation is “more powerful and evolved”, as a tilt of the hat to the kids, the next generation, who truly care about recycling and the environment.

WE CAN BE HEROES  
CREATIVE CONTENT PROPOSAL

**POTENTIAL ZOOM PIECES**

*These require additional shoot days, but with an easy zoom setup in mind!*

**19) GREEN SCREEN PRANK – WATCH THE CAST**

With the immense amount of green screen work, the kids in We Can Be Heroes had to use their imaginations A LOT to bring this film to life. There's tons of BTS footage of the cast on stage, reacting to an empty room painted bright green.

For this prank, we'll tell the kids they'll be watching the finished movie for the first time. But instead of the actual backgrounds in the movie (the alien space ship, etc.) we'll insert really odd backgrounds that make absolutely no sense (like a landfill, the surface of the sun, a retirement home, etc.). We'll capture their hilarious reactions – maybe some of the kids will try to be polite, but some of them will outright laugh!

After the prank, we'll actually watch the movie with the kids. This could be accomplished on a group video chat that's hosted by a fun, celebrity moderator. We can split the screen so one half is the group video chat, and the other plays We Can Be Heroes. The cast can reminisce and exchange fun stories as they watch – giving fans a heightened experience as they join them with a bucket of popcorn in their own homes.

**20) TABLE TALK WITH ROBERT RODRIGUEZ**

Robert Rodriguez adores the kids in the cast, and they admire and adore him right back! In this awesome zoom table talk, Robert Rodriguez will host a Q&A discussion where he and the cast reminisce about the making of We Can Be Heroes. They'll talk about favorite scenes/moments, challenges they overcame, and any quirky or funny memories that they shared together. This could release right before the movie is launched on platform.

WE CAN BE HEROES  
CREATIVE CONTENT PROPOSAL

**LET'S GET SOCIAL!**

*These quick social pieces/ideas are designed to engage an audience across social media platforms.*

**21) HOW LOW CAN YOU GO?**

In honor of Acapella's power, let's start a Tik Tok competition/challenge where we see how LOW people can sing! This can be accomplished with the cast using their own phones and pitching a call to action ("We want to hear how low you can go!") to fans everywhere.

**22) SOCIAL FILTER: GUPPY'S WATER SHARK!**

Kids everywhere can create water sharks out of thin air! For this social media filter, we'll create a water shark that hovers and flips its fins. Kids can magically wave their hands as if they're creating the shark themselves – just like Guppy!

**23) SLOW MO TIK TOK CHALLENGE**

Let's go viral with the Slow Mo Tik Tok challenge! Fans everywhere will do normal, daily activities but at a SUPER slow pace (like they're practically not moving kind of slow). The fun will be in seeing if their friends/family notice!

**24) FAN SUBMISSIONS**

Robert Rodriguez draws inspiration from his family and the REAL kids in his life to tell his epic stories. Across social media platforms, we'll ask kids everywhere to submit their ideas for Robert's next superhero movie! We can compile the best submissions and capture Robert's reactions in a special shoot day. Kids everywhere will feel like they could be writing the story to Robert's next movie!