

DECK SAMPLE

(A FULL DECK TYPICALLY CONSISTS OF APPROXIMATELY 35 SLIDES)

FOR FULL CONTENT SAMPLES, PLEASE EMAIL BIGDECKDESIGNS@GMAIL.COM. THANK YOU!



WHAT WE WANT TO DO

WHY JOCK JAMS WORKED IN 1995-1999:



A compilation of current hit songs with Athlete ad-libs/features



Largest stage for amplification at that time: TV and NFL



WHY CHIP JAMS WILL WORK IN 2018/2019:

- Leverage what worked for Jock Jams as inspiration, not a direct recreation
- True artist partnership - artist has to lead final creative execution for end result to be authentic (song remake or original work)
- Relevant Music and Sports talent selection that has organic interest in both, plus snacks! - And can be funny
- Content rooted in social engagement with extensions for crowd sourced input

THE IDEA

PARTNER WITH CURRENT BUZZ-WORTHY, CROSS GENRE ARTISTS WITH COMICAL PERSONALITIES TO CREATE A VISUAL EP (5 SONGS + VIDEOS) ABOUT SNACKS - WITH AD-LIBS OR FEATURES FROM ATHLETES CHOSEN BY THE TOSTITOS SOCIAL FAN COMMUNITY

2 CHAINZ

CHANCE THE RAPPER

MIGOS

SNOOP DOGG

LIL DICKY



ARTISTS WITH BIG PERSONALITIES MAKING HERO SONGS • REMAKES • REMIXES



WHAT TO WATCH OUT FOR



Timing to produce songs and visuals has at least XX weeks lead time



Naming convention "Chip Jams" needs evaluation



NFL boycott may impact talent's willingness to participate



Artists need creative liberty to execute authentic results (lyrics can't be scripted by Ad agency)