

POPULAR SCIENCE | EXPERIMENTALS

FORMAT

- For each theme 4 videos will be produced: 1 full version, which runs 8-15 minutes, and 3 smaller videos, each running 3-5 minutes.
- The series is ongoing, so there is unlimited potential for themes and sponsorships.

CONCEPT

- Each episode of EXPERIMENTALS features three science and technology stories on an always curiously interpreted theme, like moles or nautiluses or waves or blood or colds or bridges.
- The EXPERIMENTALS team explains everything practically—finding science and tech at play in every corner of the universe. It's science as you see it in your everyday life. It's the science that blows your mind.
- The series is a hybrid of the best kinds of YouTube videos—it's equal parts how stuff works, DIY projects, and explainers. Our emphasis here is on experiential learning—like you're on a tour of Willy Wonka's Chocolate Factory, but everything is about how science and technology work in the real world.
- Future videos will be hosted and include animated sequences, as well as have on location shoots and interviews with experts.

MEDIA

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PRINT: \$XX,000

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SOCIAL: \$XX,000

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DIGITAL: \$XX,000

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