



## Compass Alliance Pathways: Establishing a Team Image

Marketing your team throughout the season is an important part of developing credibility in the FIRST Community and getting your team's name out there! This pathway will help you #FindYourWayFIRST to choosing the perfect reveal video song, generating team memes, taking the perfect team selfie and how to start your journey to over 10k views on your team's reveal video!

### The Do's and Don'ts of Selecting Music:

Curated by Karthik Kanagasabapathy of FRC 1114

1. Start off by defining your goals. Do you want to make a video that's going to be popular or you just want a video that your team enjoys? Let's assume you want to make a video that's popular and gets a lot of recognition both in the FRC community and beyond.
2. Always remember that your own personal music taste may not be reflective of music tastes at large.
3. Draw upon inspiration. Movie trailers and soundtracks are great source for memorable songs that make sense for a robot reveal. Awesome examples:  
<https://www.youtube.com/watch?v=Ymw5uvViqPU>  
<https://www.youtube.com/watch?v=8wNgphPi5VM>
4. Search "hype videos" or "pump up videos" on YouTube. Sports fans make the dopest hype videos and they follow the same sort of format of robot reveal videos. So many awesome music ideas that are easy to process since they're already set to action. e.g.  
<https://www.youtube.com/watch?v=Uh15EOELsCw>  
<https://www.youtube.com/watch?v=lrtdo1-nvyg>  
<https://www.youtube.com/watch?v=tVkJxtHhzYQ>  
<https://www.youtube.com/watch?v=tY1Ht2bJUPQ>
5. Another useful YouTube search: "Epic Film Scores". Some of my favourites:  
<https://www.youtube.com/watch?v=u5H0sCdvZ14>  
[https://www.youtube.com/watch?v=-09ayPX\\_KVs](https://www.youtube.com/watch?v=-09ayPX_KVs)  
<https://www.youtube.com/watch?v=27mB8verLK8> (Actually don't use this one, it's a bit overdone, but it's a great example )
6. Nostalgia is super powerful and memorable. Don't be afraid go with something older, that was super popular when it was current. This especially works this year with the 8-bit theme.
7. Remember the goal here is to be memorable. Don't use a song that's going to fade into the background.



8. Here are three of my favourite reveals videos where the music really made a huge impact:

<https://www.youtube.com/watch?v=5MgdGtwQQlo>

<https://www.youtube.com/watch?v=x6CtdZ91qzl&>

<https://www.youtube.com/watch?v=x6CtdZ91qzl&>

## **Capturing the Spirit and Emotion of Team Victory:**

From Professional Selfie Taker, Mike Corsetto - FRC 1678

1. Taking the Perfect Team Selfie
  - a. Take all expected team pictures per normal
  - b. As group photos are winding down, run out from the group towards those taking pictures
  - c. Pull out selfie camera
  - d. Place selfie camera in dominant hand
  - e. Outstretch selfie hand as far as possible
  - f. Place your own face in bottom corner of dominant-hand-side of picture
  - g. Attempt to fit entire team in the remaining picture frame
  - h. Take copious amounts of selfies
  - i. Post to social media with relevant hashtags
    - i. #omgrobots
    - ii. #PowerUp
    - iii. #CorsettoTeamSelfie

## **Coming Next Week:**

### **Hyping Viewers and Developing Team Credibility:**

Developing a great Reveal Video by world renowned FRC Cinematographer, Justin Ridley of FRC 118

### **Work Hard, Meme Harder:**

Developing and Marketing Team Character as told by Brandon Holley of FRC 125