

## **Executive Summary**

I choose to work with Proximity Media because I love the work of the co-founder, Ryan Coogler. I also admire the fact that there are plenty of people of color that work at that company. They did a phenomenal job with their recent personal film project "Sinners." I enjoyed the thorough research dedicated to respectful representation and honoring of every ethnic group involved. An issue I've recognized is that they have not expanded their storytelling to other marginalized communities. This will draw further attention to any future projects of the company. The service I am promoting is to open up the doors for collaboration with diverse storytellers, beginning with the Filipino community. I call on the Filipino community, and my approach is to really emphasize that this is a Filipino led project. A few of my tactics are to go to seafood city, go to Filipino gatherings, work with marvel studios & their media team, and collaborate with Filipino owned companies to get the word out. I will be mainly using social media, mainly TikTok, YouTube, and Instagram. We will also be utilizing the company's podcast.

## Strategic Message Planner

Client: Proximity media studios is a multimedia production company known for culturally grounded, prestige driven storytelling across film, TV, and experiential media. Proximity is positioned to expand the Marvel Universe with a character that reflects modern heroism, representation, and emotional depth.

Product: Wave is the water manipulating superhero whose powers stems from with scientific innovation and mythological origins. Hydro kinesis, tidal force projection, adaptive armor synthesized from ocean minerals, aquatic communication, and regenerative healing are her powers. This narrative functions to bridge natural world mythology with modern science; Positioned as Marvel's new environmental defender. It will be epic, grounded, and socially conscious. A synthesis of action, global adventure, and personal identity.

Target Audience: We are targeting all age groups, but specifically the Gen. Z and millennial generations. The younger audience will be pulled through social media and targeting the MCU fandom.

Benefits: Introducing this hero reflects A contemporary cultural values and environmental urgency. This will add a new elemental dimension in geopolitical setting to the Marvel Universe. This will also support sequels, team-ups, Disney plus spinoffs, gaming adaptations, and merch.

Competitors: Some competition is the DC universes Aquaman or new generation heroes offering mythological and elemental powers. As well as independent superheroes properties such as amazons the boys, invincible, sonny's Marvel Universe, competing for the next breakout hero. Wave must differentiate through tone, cultural specificity, and thematic relevance.

Brand Image: Powerful, culturally rich, globally resonant marvel hero. A protector of both people and planet. A modern icon of resilience, identity, and responsibility. A hero shaped by community and ancestral wisdom, not just power. Grounded in humanity.

The Promise: This character promised thrilling action, real world relevance and emotional storytelling that resonates across generations.

The Proof sections: Proximity media has proven themselves to be crafters of globally celebrated, culturally authentic storytelling. Marvel Studios is known worldwide. The story of wave combines science environmental themes and original mythology to create a fresh hero narrative. Authentic world building ensures resonance with global audiences.

## Social Media Audit

Proximity uses social media to promote upcoming films, new podcast episodes, and news releases. Their Presence online is mainly corporate, production company oriented, rather than consumer service driven. There is minimal visible direct engagement with comments or customer questions. Their social media is clearly used to build and maintain their brand within the entertainment industry. Through Instagram they promote their major projects such as *sinner*, *ironheart*, and their *in proximity* podcasts. On LinkedIn, their company page also shares company news, internship openings, and behind the scenes insights, appealing to talent collaborators, and potential creative partners. The company is very clear on highlighting partnerships. They promote their *in proximity* podcast, spotlighting guest creators and show themes. Over the past several weeks, proximities content has focused on announcing episodes of their *in proximity* podcast and spotlighting hosts slash guests, behind the scenes content from their *sinner* production, including iconic moments and set photos, company news like internship openings on LinkedIn, thank you notes to their community for support, posted on X. They also use YouTube for more in depth content, such as inside proximity videos that give a peek into working at proximity media.

Some ideas for them to improve or to increase engagement on social media, such as replying to fans within the first hour of a new post, or asking questions to spark conversation. They can launch more interactive campaigns, such as polls, behind the scenes Instagram stories, or tik toks revealing day of shoot rituals or creative process.



## Social Media Strategy

### Social Media Services:

TikTok: The algorithm is lucrative, the short form cinematic storytelling is very powerful, VFX teases, and quick world building. This is one of the platforms that the target audience spends their time on. Fans can do what stitch, their content, which will amp up the audience. Audios from the film can trend as well.

Instagram: Proximity has more presence on this app. This is another platform that the target audience spends their time on. It is ideal for cinematic posters, character look reveals, costume details, and cast portraits. IG is where entertainment brands maintain their premium look and release official assets.

### Social Media Messaging, Print, Broadcast & News Release

#### *TikTok Post #1* –“Power Reveal Micro-Teaser”

Eight second VFX mini scene of wave forming a water blade, synced to a trending cinematic sound.

Caption: 🌊 A new force rises.

Meet Wave, the newest Marvel superhero. Her power is fueled by the ocean, driven by purpose.

#Wave #Marvel #ProximityMedia #NewHero #MCUniverse

Publish Timing: day of broadcast teaser drop. This supports a 30-second TV spot, which will drive immediate hype and discovery.

#### *TikTok Post #2*—“Behind the Shot: Wave’s Tidal Stunt”

This is a BTS clip showing actors and their stunt team rehearsing a water rig sequence.

Caption: How we brought the tide to life. 🌊🔥

Go deeper in our official new release—link in bio.

Publish Timing: 48 Hours after pressure release, when curiosity peaks. This supports the news release and print BTS stills.

#### *Instagram Post #1*—Official Character Poster (Carousel)

Slide 1: Hero poster of Wave

Slide 2: Tagline: Dive into action.

Caption: Introducing Wave – Marvel’s newest hero.

From Proximity Media Studios, a story shaped by power, purpose, and legacy. Read the full announcement in our official press release. Link in bio.

Publish Timing: Morning of print ad launch, 9AM. This supports a print campaign and website new release.

*Instagram Post #2*—Director and Cast Video Message (Reel)

Director and lead actor explaining who Eave is and what she represents.

Caption: “You’ve never seen a hero like this before.”

The cast & creators of Wave share why this story matters.

Publish Timing: End of week 1. This supports broadcast interviews, press junket cycle, and long-form coverage.

WHERE	WHEN		WHAT	
	Date	Time	Category	Content
<b>Week 1</b>				
Instagram	1-Apr-27	9:00 AM	Post	Main Character Poster + T
TikTok	1-Apr-27	5:00 PM	7-sec VFX clip	Power Reveal teaser with v
Print	1-Apr-27	9:00 AM	Story	Hero Key art
<b>WEEK 2</b>				
Instagram	8-Apr-27	12:00 PM	Stories	Q&A with producers
TikTok	10-Apr-27	6:00 PM	15	BTS Stunt Clip
<b>WEEK 3</b>				
Instagram	14-Apr-27	11:00 AM	Feature	Reel of Filipino consultan Cebu inspirations.
TikTok	18-Apr-27	7:00 PM	12-second	Filipino myths that inspire
<b>WEEK 4</b>				
Disney+	25-Apr-27	9:00 AM	Carousel	Supporting Cast Carouse
TikTok	27-Apr-27	5:00 PM	Challenge	Use this audio to show yo
<i>Month 2</i>				
<b>WEEK 1</b>				
Instagram	5-May-27	10:00 AM	Reel	Who is Pearl Pangan?
TikTok	3-May-27	4:00 PM	15-second	Origin of how Pearl got he
<b>WEEK 2</b>				
Instagram	10-May-27	2:00 PM	Interview	Director Ryan Coogler dis environmental themes.
	12-May-27	7:30 PM	30-second	"How we built Wave's hyc
<b>WEEK 3</b>				
Instagram	18-May-27	9:00 AM	Carousel	Cebu City shooting locati
TikTok	18-May-27	6:00 PM	15-second	Drone footage montage fr
<b>WEEK 4</b>				
Entertainment Media Outlets	26-May-27	12:00 PM	Post	One month till Wave com
Instagram	27-May-27	8:00 PM	Trending Audio + Montage	Emotional soundtrack + V
<i>Month 3</i>				
<b>WEEK 1</b>				
IG + YouTube	1-Jun-27	9:00 AM	Trailer Release	Full trailer + ticket info
TikTok	1-Jun-27	1:00 PM	Trailer Release	Trailer clipped into 12-sec moment
<b>WEEK 2</b>				
Instagram	8-Jun-27	3:00 PM	Reels	Cast discussing Filipino re
TikTok	9-Jun-27	8:00 PM	Live	Q+A with lead actress
<b>WEEK 3</b>				
Instagram	15-Jun-27	10:00 AM	Story	Story series w/ countdown
TikTok	15-Jun-27	5:00 PM	Clip	"Why you NEED to see W
<b>WEEK 4</b>				

## Media Pitch Memo

Subject: Production Content Creation for Upcoming Marvel Pearl Pangan Film in Spring of 2026 in New York

Hi Reece,

I hope this email finds you well! I am informing you of an upcoming project that Ryan Coogler, our Director and CEO, is announcing that the company will be starting productions on a new Marvel movie on the Filipina superhero, Pearl Pangan. Production is set for Spring of 2026 in New York.

My name is Camille Valencia; I am an intern at Proximity Media. I've been following the fantastic work you've been doing on your social media pages from the behind-the-scenes videos you've done for the *Marvelous Ms. Maisel*, to red carpet interviews for *Oppenheimer*. You have a genuine and vibrant energy, and I would love to have the opportunity to work with you.

You would be on set and taking BTS content and using that content, however you see fit, to best promote the film and build the anticipation amongst Marvel fans and Film fanatics. Our main cast are also interested in working on any content creation ideas you have in mind as well.

Once again, thank you for taking the time to read through this email, we hope you will consider joining us on set. All the best, and I look forward to hearing from you!

## News Release

Proximity Media dives into the new Marvel Superhero, Pearl Pangan from the Philippines

Proximity Media introduces *Wave*, the newest offering in the MCU, featuring comics' first Filipina superhero *Pearl Pangan*.

The movie will give audiences the inside looks on this Filipina superhero's origin story. This film will be the second Asian, and first southeast Asian, led project in the Marvel Cinematic Universe.

Pearl Pangan grew up with an affinity for water from living by the beaches in Cebu, Philippines. She swims before she walks, according to her lolo, "grandfather" in Tagalog, a trait that is also inspired by her childhood spent diving in tide pools, racing waves, and idolizing local *sirena* folklore. Her talent grows into a disciplined passion. Eventually leading her to become a professional swimmer, where her talents are recognized by a big tech company who runs experiments on her.

Her life changes when a global tech corporation scouts her for an elite training program that later reveals darker intentions. During a catastrophic incident involving illegal experiments, Pearl is submerged in chemically altered seawater she gains the power to manipulate water, generate tidal force, form hydro kinesis-based armor, and communicate through aquatic resonance. donning the mantle a of *Wave*.

After the success of *Sinners*, the company is confident in staying true to the Filipino experience. On the *Sinners* project, Coogler previously worked with an extensive list different types of consultants, such as Choctaw consultants, musical cultural consultants, a Chinese cultural consultant, a Mississippi Delta historical consultant, and more.

"We are working with different cultural consultants to make sure that the culture is represented thoroughly," Ryan Coogler said.

Production is expected to begin spring of 2026 and with principal photography in New York and additional scenes filmed in Cebu City, Philippines. The film is set to make waves in the Summer of 2027.

How the 'Sinners' Movie Delivered on Authenticity

Pearl Pangan

Pearl Pangan WAVE

Press Release

*Avatar the Last Airbender* Franchise releasing a new series on Chicago-based Soka Entertainment streaming platform

The beloved Cartoon Children's show, *Avatar the Last Airbender*, will have a new series on a new avatar. Following the previous avatar, Korra. In a world where the physical and spiritual world are split the new avatar, Pavi, of the earth kingdom discovers a long-lost sibling while on the run. The franchise will be airing the series on Soka Entertainment, which already has two million subscribers and costs \$4.99/month.

The show will release on the Soka Entertainment network as well as the original platform from previous seasons. "We are excited to bring the show back to its fans and are looking forward to reaching a new audience," Gordon Carlson, one of the show's producers, said.

"The fanbase that *Avatar* brings is exactly who we want to serve," Soka Entertainment CEO Thomas Banacek said.

## Branded Content Feature

### **Pearl Pangan, the new Marvel Superhero, gives an in-depth representation of the Philippine culture and the diverse features of a Filipino into popular culture**

The pool of representation in Hollywood has increased with Marvel's newest hero, **Pearl Pangan**. She will be stepping on a global stage, with the entire diaspora beside her. *Wave* is an aquatic warrior who is a convergence of histories, island mythologies, and the many faces of what it means to be Filipino.

The Filipino diaspora is one of the world's largest, with 15 million living abroad, as of 2019. Because of this, the desire to connect with their culture is even if there's a constant struggle to define what it means to be Filipino.

Coogler's production company, Proximity media, helms Pearl's lived experience in the MCU cinematic universe. Ryan Coogler drew strength from the Filipino community in the United States, casting residents of Los Angeles in background and supporting roles. Principal photography also took place on Cebu, one of the Philippines main islands.

For many of the cast members, the story went beyond from being a job, it reflected their own experiences.

Erica Cayabyab, one of the Filipino cultural consultants, said that she grew up on the mainland and moved here to the U.S. when she was ten years old, and grew up in Henderson, Nevada. "I know Pearl because I was Pearl. I've lived through similar experiences. Minus being an aquatic superhero, of course." Cayabyab said. Similar to Pearl, Erica knows what it means to navigate cultural duality, to reconcile pride with uncertainty, and to grow up piecing together identity through memory and community.

Proximity media has done an amazing job, with Ryan Coogler working with multiple cultural consultants to carefully ensure that all cultures involved in the storytelling, were represented intentionally and thoughtfully. Coogler mentioned his previous list of consultants he had for *Sinners*. He had twin consultants, Choctaw consultants, musical cultural consultants, a Chinese cultural consultant, a Mississippi Delta historical consultant, and more. Because of this, the team looks to not only bringing up cultural phenomenon within the Philippine diaspora but hope to create conversations for healing and inclusivity of the diverse ways each member can show up for the community. "For me, a key part of the film is to ensure that there is no one right way or look to being a Filipino. That there is pride from being a part of this group of people." Cayabyab said.

Production is expected to take place in Cebu, Philippines for the first half. The latter half will be taking place in New York. Filming is expected to begin Spring of 2026 and Marvel Fans can look for the aquatic superhero, *Wave*, in Theaters, beginning Summer of 2027.

## **Campaign Event**

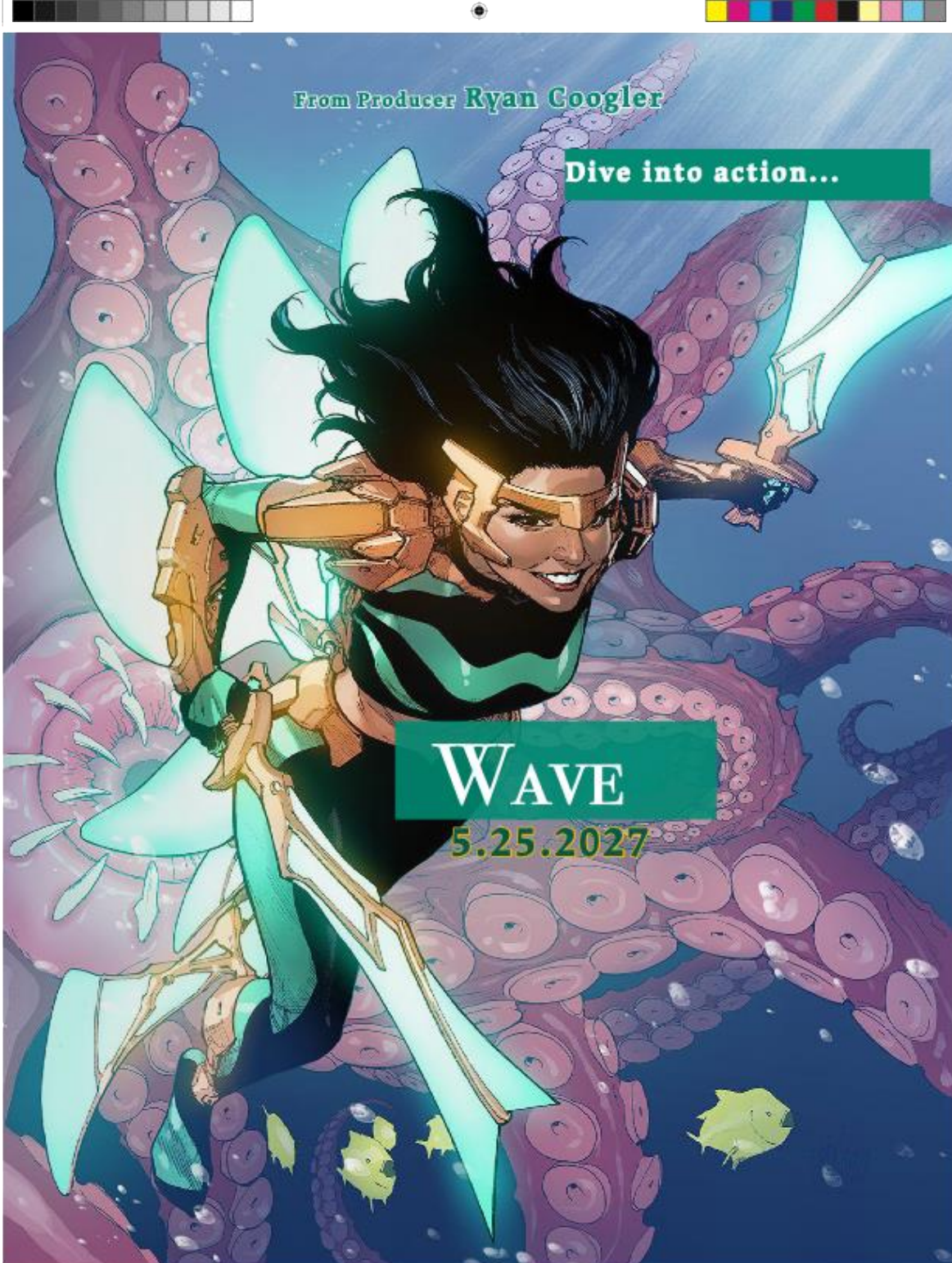
### **Proximity Media Film Festival**

Proximity Media will be hosting a film festival for aspiring film artists can submit a 15–40-minute short film to be screened at the TCL Chinese Theatre. Submissions are open from January 8, to till January 31. On March 14, 2026, those selected will have the chance to have their films seen by top industry execs. The Grand prize winner will receive \$7,000 with a one-year contract with Proximity Media, and be on set for three days during production. The second runner up will receive \$5,000 and the 3<sup>rd</sup> runner up will receive \$3,000. All three winners will have the chance to sit down with Director and Producer, Ryan Coogler.

### **Influencer/Interviewer Gift**

Signed headshot and autograph from Ryan Coogler and Micheal B. Jordan, a replica of the guitar from Sinners, little mini keychain gloves that resemble the ones from Creed, and some DVDs of Proximity Medias best notable films (Sinners, The Creed Series, Black Messiah, and the Black Panther series). Two Tickets to *Black Panther 3*.

# Display Advertisement



From Producer **Ryan Coogler**

**Dive into action...**

**WAVE**

**5.25.2027**



**AFIRE Chicago watch party!**  
**June 30, 2027 @ 6:30 PM**



**DIVE INTO ACTION...**

**Wave**

**Meet the new Marvel Superhero! Drinks and snacks will be provided. We hope to see you there!**



## Audio Advertisement

Camille Valencia Audio Advertisement Production Script—Commercial Spot

Client: PROXIMITY MEDIA

Running time: 30 SECONDS

Air dates: May 25, 2027 – July 10, 2027

Placement: “The Comment Section”

Rationale: Podcast – Spotify, YouTube, and anywhere you listen to Podcasts. We’re airing on these dates to let the audience know about the film being out.

TIME IN SECONDS (START AT :00)	Technical Directions	Narration
:00	SFX: (BACKGROUND NOISE)	Epic, uplifting, powerful music. Sword swooshes.
:03	ANNOUNCER:	There’s a new superhero, hailing from the beaches of the Philippines.
:10	SPEAKER 1:	“You knew how to swim before you could walk, Pearl.”
:15	SPEAKER 2:	“I’ve always tried to flow with the Ocean...I guess that’s why it made me its Wave.”
:20	MUSIC DESCRIPTION:	Climax in the music with trumpets/brass instruments blaring.
:25	ANNOUNCER:	From the Producers of Black Panther, Marvel Studios Presents <i>Wave</i> . Now playing in theaters.
:30	MUSIC:	Dive into Action.

## Camille Valencia Audio Advertisement Production Script—Podcast Host Live Read Spot

Client: PROXIMITY MEDIA

Running time: 60 SECONDS

Air dates: March 24, 2027-May 24, 2027

Placement: “Audrey Helps Actors”

Rationale: Podcast – Spotify, YouTube, and anywhere you listen to Podcasts. We’re airing on these dates to start building up anticipation for the upcoming film.

TIME IN SECONDS (START AT :00)	Technical Directions	Narration
:00-01:00	SFX: (BACKGROUND NOISE)	Happy
:00	SPEAKER 1:	One way to stay on top of your acting career is to keep an eye on any up-and-coming directors. One person that’s on my list is Mr. Ryan Coogler, who’s totally tubular, he’s an amazing producer and director! Mr. Coogler’s work includes, <i>Sinners</i> , <i>Black Panther</i> , Marvel Movie series, <i>Creed</i> , and many more.
:30	SPEAKER 2	Diving into theaters this summer, Marvel introduces their new Superhero, <i>Wave</i> . The film centers around this aquatic superhero as she tries to master wielding her hydrokinesis all while battling the Dark Elf Malekith who threatens the livelihood of the Filipino people. So, especially you my fellow Marvel fans, go check it out! Watch

		it, study it, and, if you like it, add him to your list of “ <i>directors to work with.</i> ” Who knows, maybe you could be the next Marvel superhero. The Film hits theaters near you summer 2027.
:55	MUSIC:	So dive on in!

### Audio file

## **Career Ambitions Memo**

I have learned so much and have improved my writing with each week during this quarter. I've made a lot of effort to ensure that my assignments are turned in on time. I've learned new ways to stay informed without having to constantly be bombarded by social media. I strongly desire to work in the entertainment industry with a concentration in film. Though, I am still open to other industries that might pique my interest. I'm looking at the more well-known companies such as Paramount, Warner Brothers, Disney and open to companies that are within film, digital media, theatre, and music fields. This class challenged my interests and gave me a sense of direction in terms of the field of work I'd like to go into. I'm somewhat satisfied with my growth due to the fact that I feel a little guilty because I am aware that I could have put in more effort. However, I realized that I need a break because I've been burnt out for a while. The compassionate side of me understands this. My immediate next step is to get some rest and spend some quiet time to myself.