



SIDEKICK SOCIAL

from **SMALLREDCAPE**

VERTICAL VICTORIES
FOR BRANDS



Let's face it: **social media deliverables** are usually an "add-on" when a brand invests in a new broadcast TV campaign. All too often, these commercials – written by an ad agency and filmed with cinematic cameras in a traditional landscape aspect ratio – are hastily re-edited for Instagram and TikTok. Trust us, we know: **we make TV commercials too!**

So we're constantly preaching **the importance of giving "sidekick" social content... the heroic spotlight it deserves**. Do you really want your brilliantly clever, funny, well-shot creative to be hacked apart, reformatted, and repurposed online? Holy Social Frankenstein! Heck, that's not even the kind of content that engages our **swipey, Gen-Z attention spans**.



So what if we reversed this model? What if vertical, social content was the **primary focus**? This semi-ephemeral, lo-fi, easy-to-digest creative – specifically designed for phone consumption – has long played the secondary “sidekick” to hero television spots. No longer.

Welcome to **Sidekick Social**: a vertical content factory helmed by actor/director **Ben Giroux** and producer/brand consultant **Tiffany Caprice**.

As a subdivision of Giroux's **Small Red Cape** production banner, Sidekick Social brings a modern approach to phone-based content – with the foundation and expertise of more traditional television production. **Small screen content... made by big screen professionals.**



THE TEAM



Ben Giroux - With an audience of 5 million fans on social media, actor/director Ben Giroux has created some of the internet's most viral sensations – including his ***"Back to the 90s"*** music video which amassed 100 million views, charted on Billboard, and landed him in Las Vegas with The Backstreet Boys. After starring on Nickelodeon's Emmy-nominated Big Nate and Henry Danger television series, Giroux's on-camera pedigree has led to a loyal fan-base online. And as a director and producer, Giroux has created inventive, comedic spots for some of the world's biggest brands – including DC Comics, Regal Cinemas, Discover Card, Match, Paramount, and more.

THE TEAM



Tiffany Caprice - Known for her creative problem-solving skills and extensive brand network, Tiffany is a dynamic connector with over 15 years of experience in advertising and entertainment – spanning production, marketing, social media management, casting, and strategic partnerships. Her past clients include Netflix, Disney, Amazon, Procter & Gamble, New York Yankees, Duracell, Taco Bell, Wall Street Journal, and more.



WHY US?

These days, when a brand decides it wants to “go viral,” it will typically enlist the help of Gen-Z influencers – to write, produce, film, and promote their products or services. But that’s a TON of responsibility for a sixteen-year-old TikTok dancer with a loyal internet fanbase. So let’s **leave the promotion to the influencers** who know their audiences best. But copywriting? Creating a deep understanding of a brand’s nuances and demographics? Producing a shoot? Equipment, crew, locations, film permits, insurance, payroll, union agreements, casting, editorial, visual effects... who’s going to bring your vertical vision to life? **Sidekick Social has you covered.**



BRANDS

WE'VE WORKED WITH



TOYOTA

NETFLIX match[®]

∞
Meta



P&G Paramount

DURACELL



REGAL
CINEMAS



TikTok

UP, UP, AND AWAY

Let's bring your vertical vision to life. From **brainstorming concepts** to **casting talent** to **efficient production** to **final deliverables**, we've got you covered through the entire **content creation process**. Let's talk!



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