

HAIRPIN CO.

Content - Feb/2025

1. Motorsport Voices

Edits of our interviews with drivers and people of motorsports from Asia

SPOC & Workflow

- **Hitesh:** Suggests 2-3 clips relevant for a reel, downloads media and content, sends to Trisha in a drive
- **Trisha:** 1 week deadline

2. TWIM Wrapped

A creative way to promote our newsletter and showcase what has happened over the weekend

SPOC & Workflow

- **Ananya:** Lists all events/drivers to cover
- **Hitesh/Maheeka:** Do research and put up write ups on the group
- **Sanjay:** Into stories ASAP
- **Shrinidhi:** Into Beehiiv on Monday/Tuesday

3. 52 weeks of showing you motorsports is more than F1

A looped video of 5-10s, easy to make, and has the potential to go viral with an exhaustive caption

SPOC & Workflow

- **Ananya:** Downloads, records, writes content

4. Watchlist for this weekend

A single graphic with a driver to highlight with a quick recap of why we need to watch out for them this weekend.

SPOC & Workflow

- **Ananya:** Finds drivers to highlight, images, and writes caption
- **Shrinidhi:** Graphic work

5. Podcast content

Off track or the Post Post Race Debrief

SPOC & Workflow

- **Ananya:** Records and edits reels
- **Sanjay:** Thumbnail for YT, IG

6. Through the lens of

Collaborations with upcoming photographers and established folks to paint a picture of motorsports in India/Southeast Asia

SPOC & Workflow

- **Ananya:** Finds people to collaborate with. Suggestions from others always welcome!

7. Raceweek post

Our twist on putting out a comprehensive motorsports in SEA/India schedule

SPOC & Workflow

- **Hitesh:** Gives content
- **Shrinidhi:** Assembles it graphically

8. People of Motorsport (Asia version)

Spotlighting people of global motorsport from Asia

SPOC & Workflow

- **Hitesh:** Gives content
- **Shrinidhi:** Assembles it graphically

8. People of Motorsport (Asia version)

Spotlighting people of global motorsport from Asia

SPOC & Workflow

- **Ananya/Hitesh/Sanjay:** Curates content
- **Shrinidhi/Sanjay:** Assembles it graphically

9. What are your your pre-race tunes

Asking drivers what their pre-race tunes are and curating a playlist on Spotify and Apple Music accordingly!

SPOC & Workflow

- **Ananya:** Content
- **Sanjay:** Update on platforms
- **Shrinidhi:** Graphic content

10. Motorsport 101

A deep down into all things interesting in motorsport – from series to tech

SPOC & Workflow

- **Ananya:** Recording – in case
- **Sanjay:** Research and content
- **Shrinidhi:** Graphic content

11. Ad-hoc content

Other things we've done in the past

- Photography
- Asians in global karting [RMC GF, ROK, IAME]
- YouTube compilations
- Meme content
- Advertising content
- Media school
- Event coverage

FEBRUARY 2025													
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Raceday tunes		Motorsport Voices Eeshan		TWIM Wrapped		52 weeks of motorsport		Watchlist		Podcast drop		Collab with Akhil	
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Raceday tunes		Motorsport Voices Akshay		TWIM Wrapped		52 weeks of motorsport		Watchlist		Motorsport 101		Collab with Srini	
16		17		18		19		20		21		22	
Raceday tunes		Motorsport Voices Kabir Anurag		TWIM Wrapped		52 weeks of motorsport		Watchlist		People of motorsport		Collab with JD	
23		24		25		26		27		28		1	
Raceday tunes		Motorsport Voices		TWIM Wrapped		52 weeks of motorsport		Watchlist		Podcast drop		Collab with Sarah?	