

The HEROES™



Original concept artwork

THE IDEA

A military-community variety format where people create, enter challenges through Competition AOS, and the first-place winner becomes a protagonist of the programme.

Original format · Licensing & adaptation

Medium

A traveling variety format set in military communities, combining musical performance, shared meals, documentary storytelling and audience participation.

Audience

Service members, veterans, military families and viewers drawn to stories of reunion, gratitude and connection across generations.

Potential partners

Broadcasters, streaming platforms and production partners interested in a variety format centred on military communities, personal stories and reunions.

Collaboration

Discuss format licensing, local adaptation, the creative package and production responsibilities for the territory, language and platform you propose.

Signature moments

01

Three generations, one family

An audience-created film connects the military experiences and memories of grandparents, parents and children, exploring the bonds that remain across generations.

02

Military Song Reboot Stage

Guest performers and military musicians bring a contemporary interpretation to familiar military songs, sharing an expression of memory and belonging with the community.

03

The Wish Hero

A soldier's story leads to a surprise reunion with a parent, teacher, comrade or another person who changed their life.

Start a conversation.

Tell us about your intended audience, territory, language and viewing platform, and the creative or production role you would like to explore.

Discuss this work

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