

ZB FLIPS

ZAC BRANNEN



NAVARRE, FLORIDA



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Zac Brannen, otherwise known as ZB Flips, is a content creator residing in Navarre, FL. With his videography and photography skills, he has been traveling the country for 3 years documenting a sport called Tricking.

WHAT IS TRICKING?

Tricking is a sport combining incredible flips, difficult kicks and other physical feats, creating a new and visually-stunning sport. Events called 'tricking gatherings' are held throughout the year, where athletes come together for a weekend to train and party together.

50K+

instagram
followers

1.4K+

youtube
subscribers

100K+

youtube
views

1M+

youtube
impressions

EVENT COVERAGE

16

different events

30+

videos

10+

different states

3+

years

CONTACT

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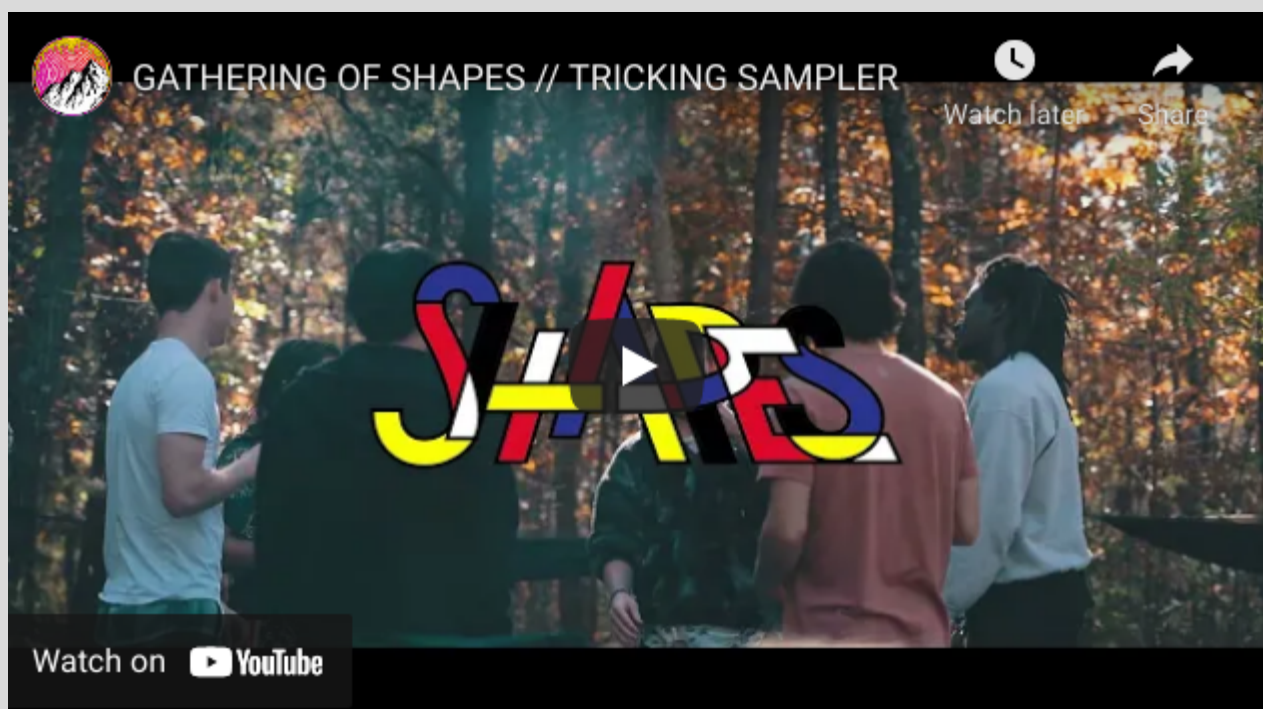
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ABOUT THESE VIDEOS

In the culture of tricking, there are a lot of comparison to skateboarding. The community of people is a similar market as far as branding goes, where you can offer products or experiences that benefit the athlete. These videos reach a target audience geared towards fitness-related products or services. Currently, there is not a lot of branding or active business partnerships in tricking. The sport is still in it's 'toddler' phase, and is gaining most of it's exposure through social media. As stated before, this is an untapped market for business potential.



SO WHAT NOW?



The future of tricking is certainly full of growth and opportunity, and my goal is to capture and create as much content as possible at various events (and more). I firmly believe the next step in building a professional foundation for the sport is brand/business involvement, and I see nothing but opportunity ahead. If you're interested in being a part of what I'm doing, please contact me via email. I look forward to hearing from my next potential business partner!