

Video Production

When creating new videos for Hiveclass, our production team has to take many things into consideration - including representation and diversity. Hiveclass is on a mission to democratize youth sports training and make it accessible for kids everywhere, and as we work towards this goal we also want to ensure that kids will see themselves in our videos as they follow along to prompts and challenges. Our content is led by student athletes instead of celebrities or influencers, and we aim to highlight all the different, beautiful characteristics that make us the same - human.



Combatives

Repetition + practice = progress.



Dance

Notice how the dancers in this video are always smiling? Sports and physical activity bring so much more to an individual apart from health benefits. When kidswatch Hiveclass video content we want them to have fun and enjoy the time they spend practicing and playing.



Fitness

Often there's a big push to work faster and harder to achieve a desired result. Sometimes it's important to slow down, especially when learning a new skill. Our videos break down specific movements to remind kids about proper form and to take their time as their bodies learn and grow.



Basketball

One word - focus. Sometimes it's hard to gather the courage to try something new, and it can be frustrating when a skill doesn't come naturally and takes extra practice. In this video you can see the basketball coach is focused and diligent about practicing a beginner's level skill. It's important to show kids how to build and progress through a skill, which means being focused and persevering will take them a long way, in sport and in life.



Demo

Hiveclass is two years old, and since our inception we've made incredible progress in every aspect of our business. Our production team is growing and the work ethic and creativity is next to none. You can feel the passion of the team in this latest demo video which highlights the quality of our content - you'll never see anything less!