

The Ideallyly digest



REAL WORLD INSPIRATION FOR CONTENT-MAKERS & STORYTELLERS

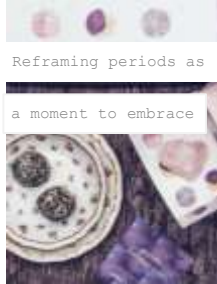
Every edition we bring you news & insight from outside the world of TV & the mainstream media, delivered in the same easy-to-digest package to inspire the conversations that lead to great ideas and maximise your creative output. And for that bit extra, we also explore a typical & enduring narrative type, and include some off-the-shelf 5 minute brainstorm techniques.

[health & wellbeing]

Redefining women's periods

New subscription service [Moon Cycle Bakery](#) is making periods a more pleasant & relaxing time with a monthly delivery of uplifting sweet treats. You are sent baked goods in line with your personal cycle and specific needs during your periods.

see more at [WGSN Insider](#)



What does this mean for content & stories?

Our ideas of what is good or pleasurable and what is bad or difficult are deeply culturally ingrained. Yet, at a time when fluidity & flexibility of attitude are highly prized, there is opportunity to re-examine our assumptions and see the good in the bad – or even the bad in the good....

For brainstorm discussion....

- What are other examples of when "sometimes it's hard to be a woman"? How can these be turned around?
- Where are the other taboos in society that are hidden rather than celebrated? Why is that, for each one? What fears do they speak to?
- What if we saw the good in everything? What sort of a society would that create?

Already in this space:



Everything Bad is Good for You by Steven Johnson



Create a list of universally accepted bad things, esp for each of the sexes. Where is the good in them, and what would a story look like that celebrated them?

#11 Crisis of confidence.

A typology of stories



narratives that delight & endure

In these stories, our hero begins self assured, but seeds of doubt about their own competence or character are sown, and then confirmed. Then comes a chance to test themselves. Invariably their confidence is restored, often with the support of others who always believed in them. They end up more developed and sure of themselves than when they began, often to the benefit of others as well as them.

extreme examples

[These Artists, Authors and Leaders Battled Self-Doubt Before They Made History](#)

[Gaslighters and the erosion of self](#)

[Generation Y personal finances: a crisis of confidence and capability](#)

Looking for these stories? Think:

- hyper-confident people who have far to fall and then return back to
- roles & responsibilities where a lack of confidence could have huge impact
- situations where doubt can be a positive trait, in the end
- everyday activities & choices that some might find impossible to believe they can face, and why that might be.

[culture & society]

The mood of the nation in 2018 is truly gloomy

The year ahead in UK is characterised by uncertainty, anxiety and division. Brexit continues to be a worry, while concerns about the NHS and housing are on the rise.

see more at [Britain Talks](#)



What does this mean for content & stories?

We're at an emotional low as a nation. Which means our stories need to take two routes: either give us escape into fantasy or aspiration, or weave even darker narratives that can put our current mood and situation in perspective, leaving a 'maybe it's not all bad after all' feel.

For brainstorm discussion....

- Could it get much worse? What scenarios can you think of that would make today seem like the good old days?
- What about personal level disasters? What are our worst individual nightmares for our lives?
- What if the opposite of our woes and their causes were true? What social & personal outcomes do we crave?

Already in this space:



Kiri Channel 4



Paint a nightmare scenario. Next person makes it even worse, and so on, until you get to the darkest possible story. Repeat, but positively. NB: be sensitive to others' experiences...

5 min brainstorm

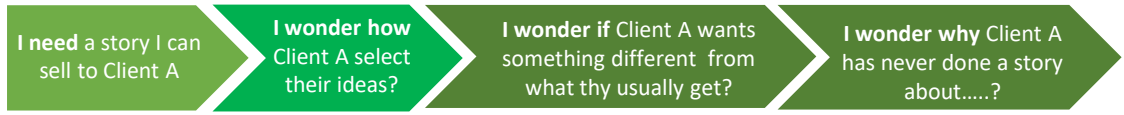


1 generate ideas

Questioning the need

Write down one thing you need ideas for. Now turn your idea need into a question, starting with one of these phrases: *I wonder how...? I wonder why...? I wonder if...?* And finally, turn your first question into another one, ideally both. Which of those excite and inspire you most, as a way to get to new ideas?

For example:



need stimulus? [A list of the 1000 most asked questions on Google](#)

2 develop ideas

Working back from the ending

How does your story end? How do you know there's been resolution, or what success means? Once you've articulated the end, think about what might be

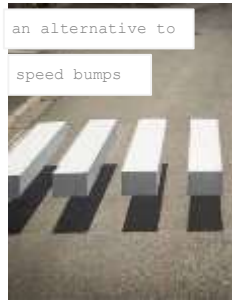
- the total opposite ending
- the same ending, but better
- an open ending, leaving more questions than answers

How might your story have to change, in order to get to those endings? Which of those changes do you like?

3D zebra crossing has drivers on high alert

In the town of Ísafjörður in Iceland, the idea of this new traffic calming initiative is to promote art and make drivers pay more attention when approach the crossing.

see more at Anorak.co.uk



an alternative to speed bumps

What does this mean for content & stories?

It might be a cliché, but... it's all about perspective. What looks three dimensional can be flat. What looks like art can be functional. What looks harmful can be preventing harm. Familiar stories told from different angles can feel fresh and serve new purposes. Let's keep open.

[off the wall]

For brainstorm discussion....

- Why do we humans look for new ways to achieve familiar outcomes – ie slowing traffic? What kinds of things motivate us as to come up with fresh ideas?
- What if everything was not as it seemed at first? Which elements of life are most prone to illusion?
- How else can people be easily deceived? Is it always for good, or can it be for ill?

Already in this space:

Michael Murphy & Perceptual Art movement

TASK

Look up some classic riddles and plays on words. What kind of character might legitimately use them, and in what context?

This digest is brought to you throughout 2018 by Ideally Consulting Ltd.

It's just a taster of some of the things we do.

At *Ideally* we deliver content, brand and communication strategies for clients in broadcast, digital and beyond.

Whether you're looking for a creative opportunity or meeting a business challenge, we help you have and develop the right ideas for you and your audience.

Our clients include BBC, Sony Pictures Television, Channel 4, ITV Studios, Digital-i and A&E Networks. *Ideally* is run by Ally Castle.

ideally
strategy for creativity

Please get in touch at :

hello@ideallyconsulting.com

@Ally_Ideally

#creativebest