

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.

98% of pet owners underestimated the lifetime cost of owning their pet.

1 in 4 do no research at all before acquiring a pet and many find their pets harder work than expected.

see more at PDSA.org.uk



What does this mean for content & stories?

The dream is often far from the reality, in all aspects of life. Stories often provide escape from difficult truths, but can also appeal when they reflect them back, especially in a comical way. Know where you want your content to sit on the idealistic dream vs harsh reality spectrum...

[FAMILY LIFE]

For brainstorm discussion....

- What extremes do people go to, to re-home their pets if they can't cope with them? Who helps them with this?
- Do our pets need therapy, with all this neglect & regret? What would we do for humans in their situation?
- What other things do we go into without our eyes open and then tend to regret? Write a list & discuss which is most common, and why.

Already in this space:



Peggy & Me by Miranda Hart

TASK

Ask people you know who are pet owners : what are their greatest joys & regrets? Turn these into headlines for a Chat-type magazine article. Eg ['Runt' of the Great Dane litter grows to 7ft 4in tall](#) What is the story?

#23 Hidden worlds revealed.

A typology of stories



narratives that delight & endure

We love stories to open up new worlds to us, especially any right under our noses. Whether to laugh at or be fascinated by, exploring sub-cultures and non-mainstream lifestyles helps us assess our own context and choices, and highlights what unites as humans.

extreme examples

[New photos emerge of uncontacted tribe in the Amazon](#)

[Mainland Britain's most remote pub](#)

[MGTOW \(men going their own way\), who believe men are always victims in relationships](#)

Looking for these stories? Think:

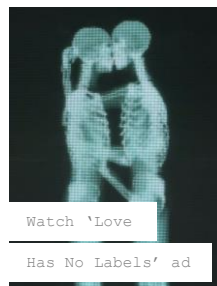
- global (undiscovered tribes etc)
- super-local (how do our housemates or our neighbours actually live?)
- historical (when people occupied the same places and spaces, but in totally different ways)
- fictional meets real (how alternative, imagined worlds merge or clash with the day-to-day)

[IDENTITY & DIVERSITY]

Sexuality is accepted to be on a spectrum, not binary.

52% of 18-33-year-olds say most people's sexual orientation falls somewhere between straight or gay.

see more at Ypulse.com.



What does this mean for content & stories?

Think about portraying the nuances of people's sexual orientation and other identity aspects, rather than sensationalizing them. Are there enough authentic stories about bisexuality or other complex identities out there?

For brainstorm discussion....

- How can we know where on the spectrum we fit? How would it help to know?
- What do the older generation think? What about the older LGBTQ community?
- What other aspects of identity are fluid? What are the consequences of that for people?

Already in this space:



Pansexual Confessions

TASK

Go on to an LGBTQ online forum and find a story or post that really moves you. Come up with a topline idea based on that person's experiences.



1 generate ideas

Gather some stimulus related to the topic you want to explore. Use it to prompt questions which start with the phrase "What if...?" To begin with, nobody can say anything that starts with any other words. When you get to something you feel has potential, write it down... And carry on.

For example... Young people are more likely to hold pessimistic views on human nature

What if...?

...they spent time with older, more optimistic people?

...older people could tell their younger selves not be so negative?

... they had to live in a world where their worst fears came true?

need stimulus?
use this list of [major life events](#)

2 filter ideas

Based on our recent blog about [how to judge creativity](#), rank your ideas based on how they score against these questions:

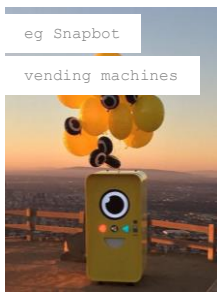
1. Does it solve a problem or open up an opportunity?
2. Does it make sense?
3. Does it raise questions and make you wonder?
4. Does it immediately get you excited about ways you could go about making it happen?
5. Does it feel new or different?



Stores are out, shopping experiences are in.

In 2017, brands that are standing out for consumers are pulling out the stops to turn shopping into a rich and immersive experience.

see more at [Forbes.com](#)



Think of your idea as being two-way. What do you want your audience to think, feel or do – before, during and after experiencing it? How can you immerse and involve them, sharing the idea with them rather than giving it to them?

What does this mean for content & stories?

For brainstorm discussion....

- Where is the least likely place someone might end up buying something? Use this as a setting for an idea
- What do you think shopping will be like in 2037? What does this say about how we feel about shopping now?
- If you saw a magazine article about The World's Most Extreme Shoppers, who do you imagine it might feature?

Already in this space:

Rich Kids Go Shopping

TASK

Find an extreme shopping experience, and research the person who dreamt it up. What drove or inspired them? If this motivation were the core premise of an idea or story, what would it be?

This digest is brought to you throughout 2017 by Ideally Consulting Ltd.

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

At Ideally we deliver content, communication and corporate 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.

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strategy for creativity

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