



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.

The majority (56%) of families in the UK receive some kind of state support

But only 3% (1 million) receive more than £20,000 a year; 44% receive no state support, an increase of 2 percentage points since 2013/14 .

see more at gov.uk



What does this mean for content & stories?

This is about how we frame people or events as standard/typical, or otherwise. It's easy (often justifiable) to make things seem more usual or rare than they are, for dramatic purposes. But is there also intrigue and drama in complexity and balance rather than overly simplified extremes?

[family life]

For brainstorm discussion....

- On which topics do we rarely hear about people in the 'messy middle' as opposed to the extremes? Who are they?
- What other negative cycles might people be caught up in? What is recommended intervention to break that cycle?
- What other myths and misconceptions do we have about groups of people we're not familiar with? As well as 'people like us'. Where do they come from?

Already in this space:

Poverty & Social Exclusion research project



TASK

Research examples of other accepted truths about different groups of people. What surprising facts can you find? And where are there case studies of people or communities who buck the trends and stereotypes?

#16 Rags to riches.

A typology of stories



narratives that delight & endure

This is all about the contrast of going from an impoverished beginning to a complete, Happily Ever After ending. The hero emerges from a lowly, hopeless state to a position of power and/or love. In the process, he or she slowly blossom into a mature figure who ultimately gets riches, a kingdom and the perfect mate. Think: Cinderella or, more recently, Pretty Woman

extreme examples

[19 of the most inspiring rags-to-riches stories in business](#)

[Former enslaved African who became a writer and abolition campaigner](#)

[Princess Lilian of Sweden: Model who waited 30 years to marry the love of her life](#)

Looking for these stories? Think:

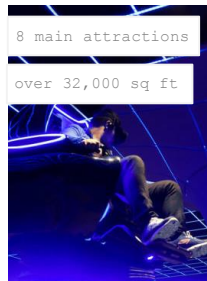
- places and situations which seem the most dire – physically, materially and emotionally. It's no coincidence that many heroes of these stories start off as abandoned orphans...
- successes and victories in the mainstream media – where did the people involved start off?
- ambassadors of charities & campaigns, chosen for their current influence but often with a very contrasting back story

[leisure]

China builds the world's first virtual reality theme park.

In doing so, the creators have focused on moving VR from a solitary to a shared experience; most of the experiences can be done together with your friends rather than solo.

see more at The Verge



What does this mean for content & stories?

We humans are, ultimately, social creatures rooted in the physical world. However fantastical our characters & the worlds we create for them to inhabit, our stories need to be grounded in real experiences & emotions, allowing for connections and reflections on lived human experience.

For brainstorm discussion....

- What have we started to do alone that would be better if shared again? How can that happen?
- Where else is the digital world meeting the physical world? When is the physical world best?
- Who are the least likely people to go to this VR theme park? What would their experience be?

Already in this space:

Virtual sports stadiums



TASK

Make a list of traditional childhood games. What virtual environments would you create to make playing them the most entertaining experience? In each case, describe the players' experience and their story arc through the game.



1 generate ideas

Dig down and come back up again

Choose a classic or current story that works really well and get to the heart of it, articulating the truth or theme at its core which means it really resonates with audiences. Then explore how else you could express that same truth – for example, in what other setting or with what other people?

For example:

Thirteen Reasons Why is all about revenge. How else could someone exact painful revenge on others?

Beauty & The Beast is all about misjudgement. What kinds of people might easily be initially misjudged?

One Born Every Minute is all about devotion. In what other contexts do people show devotion?

need stimulus? use this list of classic fairy tales

2 develop ideas

Only questions allowed

Take your topline idea and as a team have a questions-only conversation about it for a full 5 minutes. If you want to make suggestions, you can always start with "What if...?" If the conversation goes quiet, someone can ask "Yes, what else?". The word "no" is banned, even in a question.

At the end, see which questions you remember and discuss how you might answer them.

LGBT rainbow flag creator has been commemorated with his own typeface
Gilbert Baker, who died in March, refused to trademark the flag, so the colourful typeface has been made in this spirit and is free to download.
see more at creativepool.com



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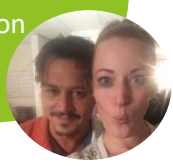
We love a story of legacy, of someone who made a difference and whose approach inspires others, even after death; it's the ultimate happy ending. Stories of loss can also be stories of celebration, where both those who die and those who commemorate them become the heroes.

[Identity & diversity]

For brainstorm discussion....

- Are we better about facing and dealing with death than we used to be? Has death become more about those who remain than those who are gone?
What would be a fitting tribute to some modern day heroes? Are they planning their own legacies?
What other examples are there of finding positives out of negatives? Can we always find happy endings?

Already in this space: Make A Film Foundation



TASK

Research some of the modern, perhaps unusual, ways in which people remember their loved ones. For each one, supersize it and imagine it in a bigger scale. What would it take for that to actually happen? How can that be an optimistic story of celebration and legacy?

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, 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.

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