



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.

28% of BMEs are not registered to vote in UK

This is compared to 6% of white people, but among Black Africans the figure is closer to 50%. Hence the campaign blacksdontvote.com

see more at creativepool.com



What does this mean for content & stories?

The idea behind the [blacksdontvote](http://blacksdontvote.com) campaign is to inspire and empower by a careful balance of facts (eg the BAME vote could decide over 70 seats) and vision ("we can shape the future of our country"). There's much to learn from this approach if we want stories that tangibly influence others.

[politics]

For brainstorm discussion....

- Why are BAME people less likely to be engaged in politics? Where and who are the exception to that?
- Are we really genuinely politically apathetic these days? Have recent events actually re-engaged us politically?
- In what other areas of life are certain groups disengaged? Which groups, and why?

Already in this space:

encouraging young people to engage with politics



TASK

Look into political heroes of the past, especially those of diverse backgrounds. What qualities did they have that you can build stories or characters around?

#07 Fallen hero

A typology of stories



narratives that delight & endure

This is the opposite of the underdog story; here, someone loved and respected, in an elevated position is brought down – not by external forces but through their own choices or internal flaws. The drama of the story in the revelation of the deceit and hypocrisy, and is often accompanied by an underdog or unlikely hero who takes responsibility for uncovering the betrayal of making the truth known.

extreme examples

[10 fallen sports heroes, led by Lance Armstrong](#)

[Rachel Dolezal: 'I wasn't identifying as black to upset people. I was being me'](#)

[Iraq lawyer Phil Shiner struck off over misconduct](#)

Looking for these stories? Think:

- today's heroes are tomorrow's fallen heroes – who are they and what might be their downfall?
- psychological conditions that mean a person is inconsistent or duplicitous
- whistle blowers have an often-secret adversary. What is their story?
- human weaknesses and flaws which make our behaviour unusual and ultimately change our character

[identity & diversity]

Millennials are suspending their adulthood for longer

But not always through choice; financial, career and social pressures often mean that buying houses, having children and building up savings just aren't an option for this generation.

see more at intergenerationalfoundation.org



What does this mean for content & stories?

Combine this with the other trends like kids growing up faster and older people getting a new lease of life, and we see a genuine erosion of traditional lifestages and age-based 'norms'. Our stories need to reflect that age is really just a number, not a predictor of lifestyle or attitude.

For brainstorm discussion....

- Why are Millennials under so much pressure? It is real, or sometimes imagined?
- Which is the best age or lifestage to be at? Are we always nostalgic for past eras in our lives?
- Does this mean the generations are going to get on better now? What does it mean for the family unit?

Already in this space:

Radio 4 sitcom: All These Women



TASK

Look at Shakespeare's [Seven Ages of Man](#). Imagine a person displaying the characteristics of one Age, but in another. Why might this be, and what would be the consequences?

5 min brainstorm



1 generate ideas

When strangers meet...

In small groups, come up with a total of 6-8 examples of the following, each section written separately on the back of a post-it note so that when they're stuck down, you can't see what's on them. Then randomly select one of each category to form a sentence and discuss what ideas for stories or formats are sparked by the sentence you create.

A a pair of strangers who cross paths in day to day life
eg, a GP & a new patient

B a day to day activity you'd expect those two people to do
eg, have a consultation

C the higher-level, big vision purpose for why they are doing it
eg, to cure an illness

For example:
A traffic warden & a driver go shopping to cure an illness

2 develop ideas

Once more, with emotion

Take your topline idea and stretch or change it so that it strongly evokes one of the [6 basic emotions](#):

In other words, how could it be funnier, sadder, more frightening, more provocative, more surprising or more disgusting?

<i>happiness</i>	<i>sadness</i>
<i>fear</i>	<i>anger</i>
<i>surprise</i>	<i>disgust</i>

Women are attracted to men who look like their brothers

Faces that subtly resemble family members could offer useful clues to a partner with optimal levels of genetic similarity - not too much, not to little.

see more at evolution & human behaviour



What does this mean for content & stories?

There are two core narratives about relationships; either that there's a scientific, psychological basis for attraction which can be rationally explained, or that it's down to a mysterious, magical chance, the luck of Cupid's bow. Are there other ways of understanding love and telling those stories?

[science & tech]

For brainstorm discussion....

- What are the both healthy and unhealthy reasons for why people fancy others? How conscious is it?
- What are the most unlikely romances that you have heard of? Did or will they last?
- What other unpleasant truths has science revealed? Which taboos might there be rational explanation for?

Already in this space:
Comedy Central's Your Face or Mine

TASK

Take some romance fairy tales & re-tell them as love stories with rational explanations. How does the narrative change and what are the key turning points which might have taken the story down a different path? What alternative versions of the story does that result in?

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Please get in touch at :

hello@ideallyconsulting.com
@Ally_Ideally
#creativebest