

# The Ideallyly digest



REAL WORLD INSPIRATION FOR CONTENT-MAKERS & STORYTELLERS

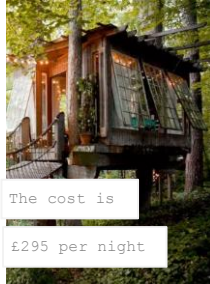
Every edition we bring you news & insight from outside the world of TV & the mainstream media, delivered in the same easy-to-digest package to inspire the conversations that lead to great ideas and maximise your creative output. And for that bit extra, we also explore a typical & enduring narrative type,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

[ Leisure ]

## A tree house in Atlanta takes the Airbnb top spot

More than 300,000 people visit the listing for The Secluded Intown Treehouse each month and it's booked over a year ahead.

see more at [refinery29.uk](http://refinery29.uk)



What does this mean for content & stories?

What is the storytelling equivalent of a suite of three different tree houses designed to sooth the body, mind and spirit? Sometimes audiences want to get back to basics, with simplicity, tranquillity and a slice of something different.

For brainstorm discussion....

- Why is the treehouse more popular than other types of accommodation? What are the downsides to it?
- What other forms of escape from modern life are popular? What types of people are drawn to them?
- Who lives a simple, tranquil life? Could there be a hidden, unexplored side to their apparently idyllic lives?

Already in this space:



My Life : Our Desert Island Home

**TASK**

List some recent popular formats in your particular genre, both in the UK and globally; discuss what a 'back to basics' approach to each of them might look and feel like.

## #12 The quest.

### A typology of stories



narratives that delight & endure

In these tales, the hero learns of a great something that he or she desperately wants or needs to find, some priceless treasure worth any effort to achieve, and duly sets out to find it - often with companions s/he picks up along the way. It might be the search for an object, a location or some information that requires our hero to leave their (usually) mundane, everyday life to find.

extreme examples

[A hunt for penguin eggs became 'the worst journey in the world'](#)

[Fenn's Treasure : £1m hidden in Rockies that people are dying for](#)

[The 5 Most Insane Twist Endings Of Real Missing Person Cases](#)

Looking for these stories? Think:

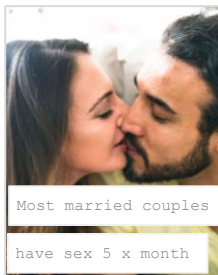
- people types who tend to be unhappy with their lot, seeking more
- desperate situations that demand resolutions, one way or another; where the status quo is not an option
- unmet needs and deep-seated "I've always wondered...." questions
- physical places and spaces that change people's lives forever

[ family life ]

## 84% of women have sex to get husbands to do chores

Possibly because the same survey showed that sharing housework is the third highest factor in good marriages.

see more at [goodhousekeeping.com](http://goodhousekeeping.com)



What does this mean for content & stories?

As progressive as we like to think we are, old habits die hard. Whether it's conditioned, unconscious gender roles influencing our decisions, or conscious, firmly-held beliefs in traditional behaviours, our stories need to reflect that lived experience is often different from utopian ideals.

For brainstorm discussion....

- What difference does it make to be married rather than live together? How do we slip into stereotypical roles?
- In what ways are men and women intrinsically different? Which areas of life are truly gender neutral?
- In which other areas are we not as progressive as we'd like to think we are? What if we acknowledged that?

Already in this space:

The Equality Illusion: The Truth about Women and Men Today



**TASK**

Each finish the sentence "I'd like to live in a world where..." Now list all the reasons or examples where the world isn't like that. What would the story be, to get to the ideal from the real?



1 generate ideas

### The things people do and the places they do them

Quickly list 3 places each, anywhere in the world, which you consider: the most boring, the most remote, the most glamorous. Now list 3 activities or behaviours each, of any kind, which you consider: the most taboo, the most aspirational, the most high risk. Now mix and match, and google to see if any of these things are real world and what stories they inspire...

For example:

[Infanticide in Bognor Regis.](#)

[The Nigerian financial services entrepreneur](#)

[HIV 'bug chasing' in San Francisco](#)

need stimulus?  
Look at this list of the [10 Most Destructive Human Behaviors](#)

2 develop ideas

### Playing with role and character

What characters or roles do you need for your story or format to play out? And what type of person would you expect to fulfil each one? Now discuss how it would change the story if you :

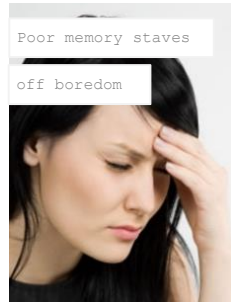
- dropped a character
- swapped two people into different roles
- added a character
- challenged the expectations & stereotypes around one role?

What's the best, most original version of your idea that this exercise leaves you with?

### Poor memory has benefits: it prolongs pleasure

People with worse memories can enjoy the same experiences more often, whereas those with good memories get quickly tired of them, psychologists have discovered.

see more at [psyblog.com](http://psyblog.com)



What does this mean for content & stories?

*Every risk has a benefit; it's easy to tell thought-provoking stories exposing the woes of disadvantaging circumstances. But daring to show the balance and complexity in any given situation makes for a richer, more rewarding and more challenging narrative in the end.*

[ health & wellbeing ]

For brainstorm discussion....

- What assumptions do we come to various negative situations with? What might be the benefits of them?
- How does memory impact on our day to day choices? When does it do so positively?
- What other functions and skills might pleasure be related to? How can we dial it up, and down?

**Already in this space:**  
Maltesers 'Look on the Light Side' ad campaign

**TASK**

List recent news stories that are generally accepted to be negative. What might the positives be? List them as 'a story about....', then come up with topline ideas on other subjects that still have the positive story at their heart.

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

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

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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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