

# 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.

## Thanks to Millennials, occult businesses are booming

Youth are said to be ditching religion for witchcraft and astrology. The proportion of 18-29s in USA who "never doubt existence of God" is falling, while the psychic services industry is now worth \$2 billion annually.

see more at [MarketWatch](#)



Astrology is filling



the "belief vacuum"

What does this mean for content & stories?

*It's easy to dismiss spirituality along with religion. But the desire to attach to something outside of our own understanding is ubiquitous. Even atheists & rationalists hold passionately to their beliefs. Do our stories reflect people's tendency towards faith, whatever it may be in?*

For brainstorm discussion....

- *What do people believe in these days?* To what extent might they go, to defend and uphold those beliefs?
- *What needs does faith and spirituality meet in people?* Which fears and insecurities do they counter?
- *What if we had no belief in things we couldn't explain?* How would that impact our ambitions, relationships and choices?

Already in this space:

Radio 4's *Living With the Gods*



TASK

Each bring a surprising stat or fact about religious and spiritual practice in the UK today. What would a cast of characters or a plot reflecting all those facts look like?

## #19 Revenge is sweet.

### A typology of stories



narratives that delight & endure

In these narratives, our hero is wronged and justifiably hurt. Crucially, however, they don't turn their emotions in on themselves, but squarely on their assailant. Anger becomes bitterness, and bitterness drives action & retribution. Whether the revenge achieves its goals of the enemy's destruction and the hero's satisfaction can go either way...

extreme examples

[The 10 most brutal acts of revenge in history](#)

[When unhappy customers strike back on the internet](#)

[8 stages of a woman scorned](#)

Looking for these stories? Think:

- *deep-seated betrayals and wrongs that can spark revenge*
- *hopes and achievements that can be dashed or undermined by others*
- *types of people who have nothing to lose by exacting revenge*
- *the weakness and vulnerabilities which can be exploited for revenge*

## eBay tests the world's first 'subconscious shopping'

It merges art & tech to reveal shoppers' subconscious desires by detecting when they were inspired by particular art works & matching them to products.

see more at [Inside Retail](#)



Headsets monitor

brain activity

What does this mean for content & stories?

It seems like everything is a hybrid. The merging of unlikely bedfellows – here: art, technology, psychology & retail – is the new norm. Complex collaborations are everywhere. But are they reflected in our stories, from inception to their content, their form and even their distribution?

For brainstorm discussion....

- *Which other fields thrive from unusual collaborations?* What's the most unlikely partnership you can think of?
- *What if polar opposites had to work together to achieve a shared goal?* What might that goal be?
- *Why do we want to find new ways to do old things?* How do you balance the fresh with the familiar?

Already in this space:

Project Vs : *Vice & Vogue* partnership



TASK

List companies and fields of study, identify unlikely pairings between them and then explore what might bring them together? Start each new idea with "What if....?"



1 generate ideas

**Google\* trail**

\* other search engines are available...

Take a topic you're interested in. Google it and hit 'I feel lucky'. Take a different word or phrase on that page, open a new tab and do the same again. Don't repeat any word or its derivation. Do that five times, then try to connect the first two phrases, ideas, brands or people back to each other in a story or question.

For example:



How does folk singer/songwriter Jess Morgan keep herself happy?

need stimulus?  
Connections are done for you at the [Word Association Network](#)

2 develop ideas

**Recognising the human inclination towards irrationality**

In honour of behavioural economist [Richard Thaler](#) recently winning the Nobel Prize for Economics... to what extent are your characters' decisions driven by:

- how choices are presented to them (choice architecture)
- the inclination to avoid the riskier option (risk aversion)
- flaws in judgement based on pre-conceived assumptions (cognitive bias) ?

Could these be ramped up and made more evident, to make your story more dramatic and yet more authentic?

**95% of JD Weatherspoon pubs have individual names**  
Ray Colvin researches the local history and offers a shortlist of names for each pub. The founder, Tim Martin, values individuality; his company is even named after a former teacher of his.  
see more at [Word of Mouth](#)



What does this mean for content & stories?

*The personal touch has always been important, but even more so in a world of anonymous twitter handles and social fragmentation. Names matter; being named matters. Our stories need to reflect individuality and express personality, not feel like cookie cutter experiences.*

[ Leisure ]

For brainstorm discussion....

- Why have we lost our understanding of the meanings of names? Why and how do people lose their name?
- What if our everyday experiences were more personalised? When might we not want that?
- How can we show we value others' individuality? In what circumstances might that make a huge difference to them?



**TASK**

Make up 3 different character names – first name and surname. What are their profiles, what are their stories? How do or could their stories intersect?

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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