

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.

Eye size reveals intelligence

Research proves people with larger pupils have higher intelligence and the difference is visible to the naked eye. Larger pupil size reflects both higher fluid intelligence & greater working memory capacity.

see more at Psychblog.com



The faster our brains,

the wider our pupils

What does this mean for content & stories?

Sometimes, we can judge on appearances and gut instincts are proven right. In a post-modern society, we tend to favour rationality and the explainable. But our stories need to allow space for human intuition and ways of relating to others and understanding the world that come naturally.

For brainstorm discussion....

- In what other situations do we go by gut reaction, without even realising it? Can science prove we're right?
- Where else might research give evidence for what we instinctively believe? What if it proves us wrong?
- What if we could interpret body language like we speak English? What benefits and downsides would it have?

Already in this space:

The Lie Detective



TASK

Build one list of positive traits and a second of physical actions & reactions. Create super heroes who have the ability to detect (or use) one via the other. What would their stories be?

#5 Long lost love.

A typology of stories



narratives that delight & endure

Whether a romance, a family member, a place, or a passion, this is the age-old story of something deeply precious, lost. Our hero experiences the ache and longing, although not always acknowledging it. Then comes the revelation of the need for the search. This is the main action - the trials & tribulations and the need for resilience. Then often - but not always - the heart-wrenching reunion with the lost love, and a sense of peace.

extreme examples

[Lost & Found Lovers: The Facts & Fantasies Of Rekindled Romances](#)

[9 Lost Pets Who Miraculously Found a Way Home](#)

[Returning Home : the importance of childhood & place](#)

Looking for these stories?

Think:

- what is most precious to us as humans, but can be lost
- famous journeys and places people make pilgrimages to
- different expressions or ideas of what 'home might mean
- the people, places and experiences that give us a sense of peace and of belonging

Starbucks jumps on the tiny house trend

The coffee chain is launching experimental mini cafes, modular coffee shops often made out of recycled shipping containers and other reclaimed materials, meaning they're portable and eco-friendly.

see more at Today.com



They can now go

or be anywhere

What does this mean for content & stories?

This isn't just about square footage. It speaks to a wider social trend towards valuing flexibility. Starbucks is being agile, testing the water in different locations before committing. This is how companies and people alike tend to make decisions in this time of uncertainty.

For brainstorm discussion....

- In which areas of life are we staying flexible and avoiding commitment? Is that always the full story?
- What about when commitment might be a mistake? Who do we know who shows too much loyalty?
- What if everything literally moved around all the time? How important is a sense of place and space to us?

Already in this space:

Happy City: Transforming Our Lives Through Urban Design



TASK

Draw a map of the ideal village, town or city. What buildings are there, and where are they in relation to each other? Choose 3 buildings & come up with a story based only in those locations.

5 min brainstorm



1 generate ideas

Top Tens

Search for multiple lists of top tens – of a) specific products, b) particular types of people, and c) places or spaces. Now combine one of each of those groups until you find potential for a story that feels funny, a story that feels intriguing, and a story that feels comfortably familiar....

For example:

- FUNNY**
- INTRIGUING**
- FAMILIAR**

Tribute band Sack Blabbath in a 1961 Jaguar E type, driving along the Great Wall of China

An air traffic controller with a Samsonite suitcase hiding in a fisherman's hut

A persistent person with an avocado slicer & pitter in Santorini Greece

need stimulus?

Toptenz.com

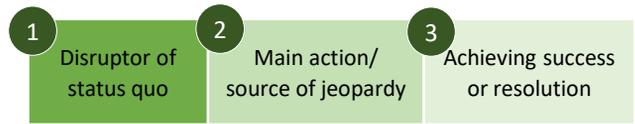
2 develop ideas

Clarify or change the motivation

List the key characters in your story or format. What is the main action or activity in the narrative? And what motivates them to do that action? It might be an emotion, an instinct or a need. Be single-minded about it.

Can their actions or activities be changed to make their motivation clearer to the audience? What if their motivation were more benevolent? Or more malevolent? How would that change their actions?

Remember the classic three act story structure:



18th century saw a huge & bizarre betting crisis

The inner gambling areas in chocolate houses & coffee shops were called "the hell", where entire fortunes were placed on ridiculous bets - about cats, raindrops and even whether a man brought in from the street was dead or not.

see more at [Making History](#)



What does this mean for content & stories?

The more things change, the more things stay the same. It's easy to think society is in decline from an apparent golden era. Or that we are making huge strides in progress and standards. But the truth is much more that humans are humans, whatever their context. Look at what is enduring.

[off the wall]

For brainstorm discussion....

- Why do we tend to believe life is either getting better or worse? Why don't we accept a consistent status quo?
- What does social history tell us about how far we've come? And how we're basically still the same?
- Which areas of life do we crave progress in? Are there things we can learn or remember from the past, which we might have too easily discarded?

Already in this space:

The Long View

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TASK

Which sins and virtues are an issue today as they were hundreds of years ago? Find people who were pioneers in those areas, back in the day. What can we learn from them, to advise, inspire or warn a modern audience how to deal with them?

This digest is brought to you throughout 2018 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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strategy for creativity

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