

The Ideally digest



REAL WORLD INSPIRATION FOR CONTENT-MAKERS & STORYTELLERS

2 : February 2017

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.

[MEDIA & CELEBRITY]

We vastly overestimate our ability to pick out fake news.

Half of Brits are confident they can tell the difference between fake news & real news, but only 4% can identify them correctly from the headline.

see more at digiday.com



What does this mean for content & stories?

If our audiences, particularly younger ones, are applying less scrutiny to our content, does that mean the responsibility lies more with us as storytellers to be truth-tellers? Should we be teaching media literacy, or using shock or satire to expose the increasing lack of it?

For brainstorm discussion....

- What if well-known myths and fairy tales were turned into modern day fake news stories? Who would believe them?
- Is this a matter of life and death? When does false information have life-changing consequences?
- What if we only were exposed to verified truths? In which real-world contexts is there only one version of the truth?

SNN

Already in this space:

Southend News Network

TASK

Share a fake news story on your own social network. What responses do you get? Collate & theme them. What would happen if these reactions & emotions were taken to the extreme?

#17 Fish out of water.

A typology of stories



narratives that delight & endure

There's nothing like seeing people out of their comfort zones - not only in terms how they react, but also as a way of exploring that new context or world. If it's new to us, we explore it with the protagonist. If it's familiar to us, we see it with a fresh perspective. And always asking ourselves : what would I do if this was me?

extreme examples

[10 Astounding Fish-Out-Of-Water Stories From History](#)

[I wasn't prepared for the culture shock of being an international student](#)

[The Comfort of Things: behind the doors of 30 homes in an ordinary London street](#)

Looking for these stories? Think:

- Extreme situations you and most of your audience would hate to be in.
- Things that are normal and mundane to you but that would be odd to others – and who those others might be.
- Memories of the first time you did something new that is now familiar, and how it made you behave and feel.
- Travel not just geographically, but in other dimensions - like time.

[SCIENCE & TECH]

Lens, a Shazam-like visual search tool on Pinterest

Lens detects objects in the real world and then suggests related items or shows that object in context

see more on the [Pinterest blog](#)



What does this mean for content & stories?

It's becoming the norm for content consumption to work on more than just one level – to provide connections and promises discover. How can our stories deliver multiple levels and allow audiences to 'choose their own adventure'?

For brainstorm discussion....

- Where are the play possibility in Lens? What is Lens: the gameshow?
- What if you only lived your life by Lens? And what if Lens went rogue?
- What other areas of our lives do we outsource? List the big choices you'd rather that tech made for you.

RTÉ 2

Already in this space:

new gameshow: Search

TASK

Submit a (suitable) selection of recent photos on your phones, without explanation. For each one, all write an instruction to the photo-taker, then fit them together to come up with a story for that person.

1 generate ideas

Find a set of pictures, around a topic of interest or just selected randomly. Each should have several things going on and preferably something unusual. The first person describes what is happening in the photo. The next person explains why that is happening, the third person explains why the second person's description is happening. And so on, until you build a whole narrative. Once the story comes to its conclusion, note anything interesting which you might be able to build on for a story.

5 min brainstorm

For example:



This man is celebrating Christmas with his dog and doll

He's celebrating with his dog and doll because his wife left him this year

His wife left him this year because he was obsessed with knitting

need stimulus?

use this set of [funny photos](#)

2 develop ideas

Take the topline of your latest story or content idea, and play with it:

- What is it, but bigger?
- What is it, but simpler?
- What is it, turned on its head?
- What is it, but with an extra twist?
- What is it, but on a different topic?
- What is it, but in a different setting?



Tea consumption is on the decline in the UK.

This is probably due to the emergence of a coffee culture as well as the rise of speciality and flavoured teas.

see more at [Euromonitor](#)



What does this mean for content & stories?

It can be helpful to reflect a sense of unity in our stories, by rooting them in something we share, like a national identity. But who do you mean by "we"? Audiences are hugely diverse: one person's "us" might well be another person's "them"....

[Identity & diversity]

For brainstorm discussion....

- You are what you eat, but how do we reflect our identity in our food? What is British food anyway?
- Are we really reflecting current culture in the ideas on our slate? What else is no longer consistently British?
- What traditions do we absolutely not want to lose? List them & come up with campaign slogans to keep them.

Already in this space:

The English Breakfast by Kaori O'Connor



TASK

List typically British habits and activities and then do some research about whether they are still as popular as ever. Contact experts and industry bodies. If not, what has replaced them? If so, why?

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, communication and corporate 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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