



The Odd Ones

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Brief

- The Odd Ones is a brand-new series which aims to unlock the imaginations with the series of interviews with the character of fairytales. After being an important part of our childhood, now they came back to talk to us about their lives. We are hosting the “bad guys” as they are the ones who made it all exciting.

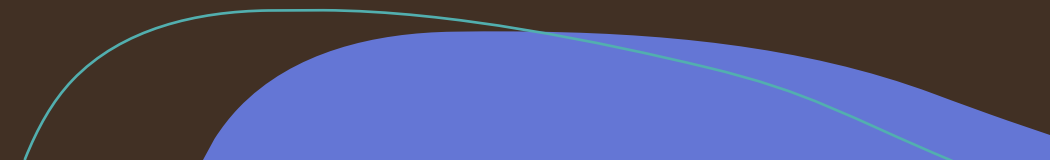
Format

- Genre: thriller/dark comedy
- Each episode: 20 minutes
- Platform: YouTube
- 5 Episodes
- Adults



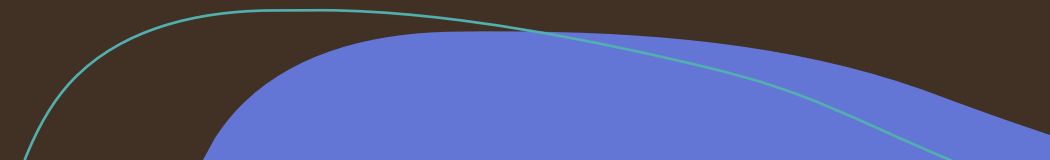


Target Demographic

- The target audience would be adults as this show is the spin-off of the stories they heard when they were kids.
 - I am trying to build a bridge to our childhood. The characters we've grown up with, talking about the concerns that are common for us as an adult, so we can relate with them.
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Episode 1

- Having an interview with the character Wolf in Little Red Riding Hood.
 - Asking him to introduce himself, what he does and his intentions.
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Intro

- Hi everyone, Welcome to the first episode of our podcast “The Odd Ones”. In each episode we have a guest that came out of a fairytale we all know, to have a chat with us! Our today’s guest is...(looking at the guest)...I’m sorry... The Big Bad Wolf..(sound of clearing the throat by the wolf)... Welcome to our podcast!

Character

We are trying to give him a character outside of the Little Red Riding Hood.



- He is formal, using formal English
- On Time
- A great chess player
- Having bright teeth



Wolf's Voice

- His voice as expected is cracking, almost bass and a bit aggressive.

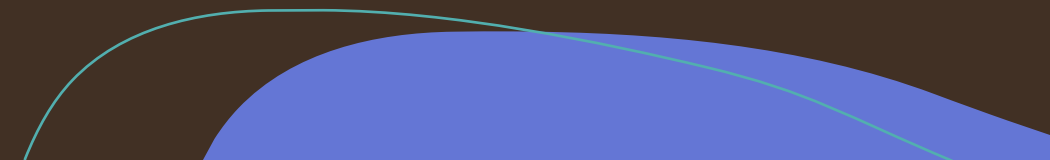
Wolf's Expression

- He is quite shy and has a gentle gestures.
- He doesn't like eye contact.





Listening to his story

- He starts the conversation with what he has been up to.
 - He answers to the questions about the Little Red Riding Hood.
 - He is going through the story of that night when he wanted to murder the Little Red Riding Hood.
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Thrilling

Flash back to what he did at that time.

In a theatre, rebuilding the story from his perspective.



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- I am trying to combine different puppet technics.
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- Some parts like the murder scene can be shown as a shadow puppet.



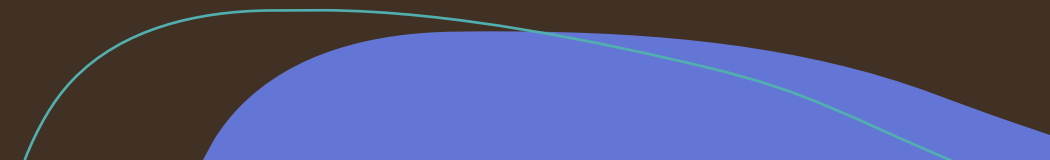


- Using a CU shot will make it more dramatic.





The form of puppets I use, will be different depending on how the Wolf is describing it (his feelings) and sometimes the nature of his stories.

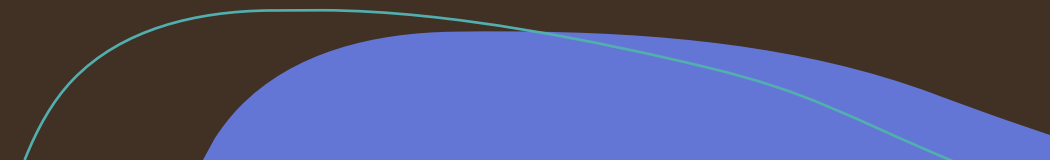


- This is a less scary version but a weirder.





Location

- In a studio.
 - Warm, homely environment.
 - With sofas and cups of tea for the host and the guests.
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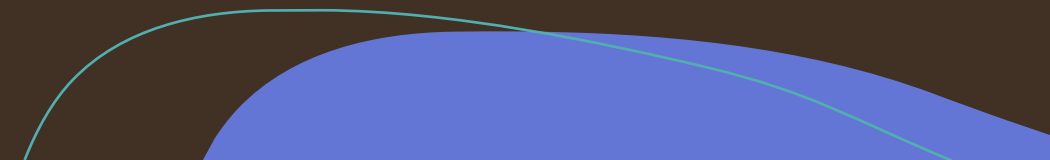
- A vintage vibe with a sunshine coming in.








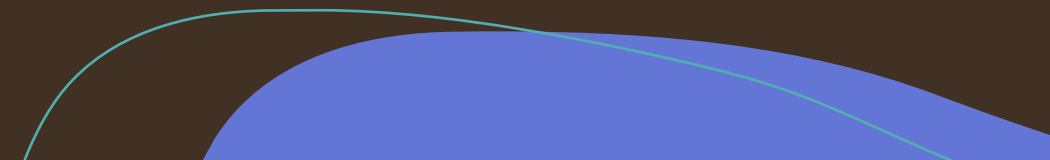
Host

- The interviewer is a woman in her mid to late twenties.
 - Trying to challenge the interviewees.
 - Making witty comments sometimes.
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Episode 2:

- Interview with the Witch in Hansel and Gretel.



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- Asking about her and why she tried to eat children
 - Asking what a more human-friendly alternative could be to eat
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Next Episodes' Guests

- The guest of the 3rd episode will be the Evil Queen in Snow White.
- The guest of the 4th episode will be Lady Tremaine, Cinderella's stepmother.

Camera

- Camera is usually in front of the guests and hosts.
- Single Shot



- Sometimes when the interviewees talk “nonsense”, the interviewer may look at the camera and interact with the audience. Interviewees might do the same. (not as professionally though because they don’t know which camera is which.)



- Sometimes the camera may take both in one shot to make a balance.
- Over Shoulders as well.

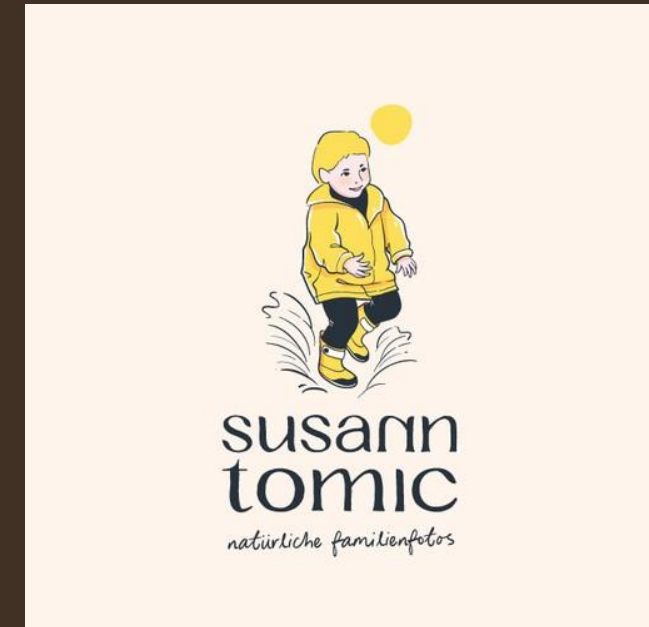


Podcast Logo

- The logo could show one of the characters. (interviewees)
- With a microphone next to them.


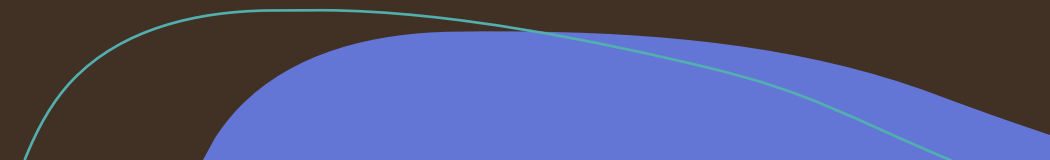



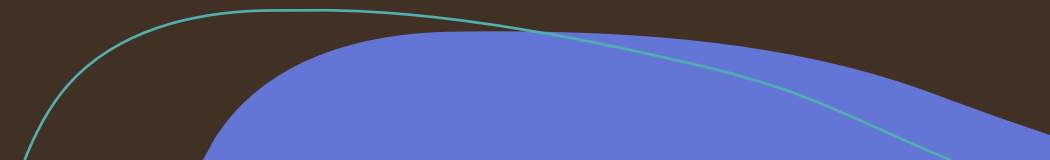
Other Examples:


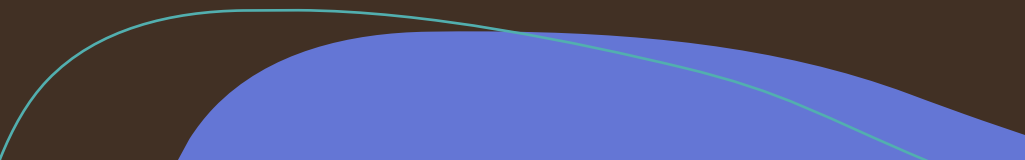


Partners

- Children's Book Publishers:
- Examples: Scholastic, Penguin Random House, HarperCollins
- Publishers that focus on children's literature or fantasy genres would benefit from reaching your audience, especially if they have new releases or classic fairytales to promote.

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- Streaming Services
 - Examples: Disney+, Netflix, Amazon Prime Video
 - Streaming services with fairytale or fantasy content could be interested in sponsoring your podcast to promote their shows or movies related to fairytales.
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- Art and Storytelling Organizations:
 - Examples: The Story Museum, Children's Theatre companies, Local Libraries
 - Organizations that promote storytelling, theatre, or art for children can align well with the fairytale theme and offer sponsorships that support community engagement.
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- Puppet companies, like:
 - The Puppet Centre Trust
 - Puppetry Arts
 - The Little Angel Theatre
 - Green Ginger
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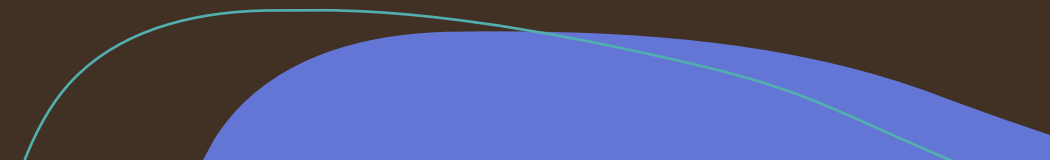
Outputs and Strategy


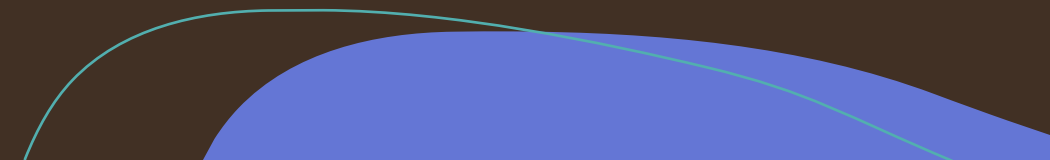
- It would go live every Thursday evening with the main episode on YouTube, as well as a series of shorts on Instagram, TikTok, and YouTube Shorts.



Examples of successful short content podcasts

- "The Daily" by The New York Times Short Content:
- They often release "Daily Briefing" episodes, which are brief updates or highlights from the main episode. These short clips provide a taste of the day's main content and encourage listeners to tune in for the full episode.
- Effectiveness: The briefings are well-crafted summaries that capture listeners' attention and keep them informed, driving traffic to the full-length episodes.

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- "TED Talks Daily" Short Content:
 - They provide concise summaries and highlights from TED Talks, often featuring intriguing soundbites or key takeaways.
 - Effectiveness: These short clips give listeners a quick dose of inspiration and insight, motivating them to listen to the full TED Talks available on the main podcast.
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- "Radiolab Presents: More Perfect" Short Content: They produce short, engaging clips that highlight interesting legal cases or historical moments discussed in their main episodes.
 - Effectiveness: By showcasing compelling snippets, they generate curiosity and drive listeners to the main episodes for a deeper exploration.
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The End

