



the creatives assembly

A Call for Ideas



Chef Specials

What defines success?

The Secret Ingredients



Breaking New Ground

THE SPIRIT OF “NEVER DONE BEFORE”



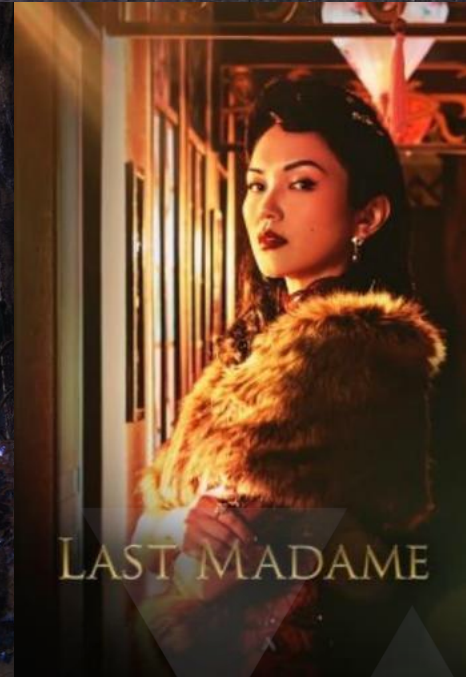
ANIMATRONICS



MULTI-LINGUAL



NEW GENRES



M18

Stories with Strong Appeal

GRIPPING STORIES | HIGH PRODUCTION VALUES

High Viewership



Recognized by Industry Experts



Scale

EXPANDING THE IP UNIVERSE



Scale

LANGUAGING | REVERSIONING FOR NEW AUDIENCES



- Filmed in English, dubbed in Mandarin
- Released on meWATCH, YouTube, Ch5, & Ch8



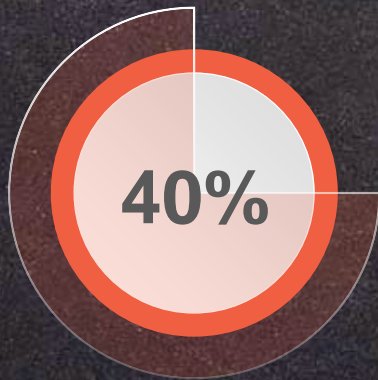
- Filmed in English & Malay
- Released on meWATCH, YouTube, Ch5 & Suria



What's The Appetite?

What are we looking for?

Broad Evaluation Criteria



CREATIVITY

How unique and innovative is your concept and treatment?

Are the characters distinct?



ENGAGEMENT

What about your concept will keep the audience glued to their screens?

Will it appeal to your primary target audience?

Do you have twists and cliff hangers that will leave the audience wanting more?



BUDGET

Do the demands of the concept execution justify the proposed budget?



KEY CREATIVES

Who are the key creatives/personnel who will be central to delivering the desired outcome?

Will the cast resonate with the audience?



**Create Your
Own Story**

CREATE YOUR OWN STORY

Scripted

We want
BOLD | *Inventive* | Limitless

No returning
seasons of past
content

So... think big..
think new..

YOU PROPOSE

BUDGETS
FORMAT*
CONTENT CLASSIFICATION RATING*
PLATFORM*
LANGUAGE*
TARGET AUDIENCE

**reversions may be required*



Create Your Own Story

01

Choose Your Base

TARGET AUDIENCE:

MASS | YOUTH: STUDENTS [13-24] | MILLENNIALS: YOUNG WORKING ADULTS [25-39] | MATURE: GEN X [40-55]

02

Pick Your Toppings

GENRES:

ACTION | ADVENTURE | COMEDY | DAY-IN-THE-LIFE | THRILLER | MEDICAL | MUSICAL | SCI-FI | FANTASY | SURPRISE US

03

Select Your Sauce

CRAZY | CONTROVERSIAL | WHIMSICAL | NON-CONFORMING | ROFL | PROVOKING | STARTLING | INCONCEIVABLE | EDGY | UNEXPECTED | SURPRISE US

04

Set Meal? (optional)

COLLABORATION WITH OTHER CREATIVE SECTORS | CROSS-MEDIUM POTENTIAL | CONTENT EXTENSIONS | CO-PRO OPPORTUNITIES | COMMERCE EXTENSIONS

Unscripted Content

Can you tell your story in more than one language?

What opportunities can your content create?

You decide the genre & treatment!

Partnerships

Do you have affiliations with companies to create content?

Examples: Media Agencies (MasterChef SG), Brands, Govt Agencies (Amarkala Deepavali), or even locations!

We're open to chat & collaborate!



Contemporary Themes

Stories like Food, Dance, Dating, Health & Wellness & Lifestyle never go out of style!

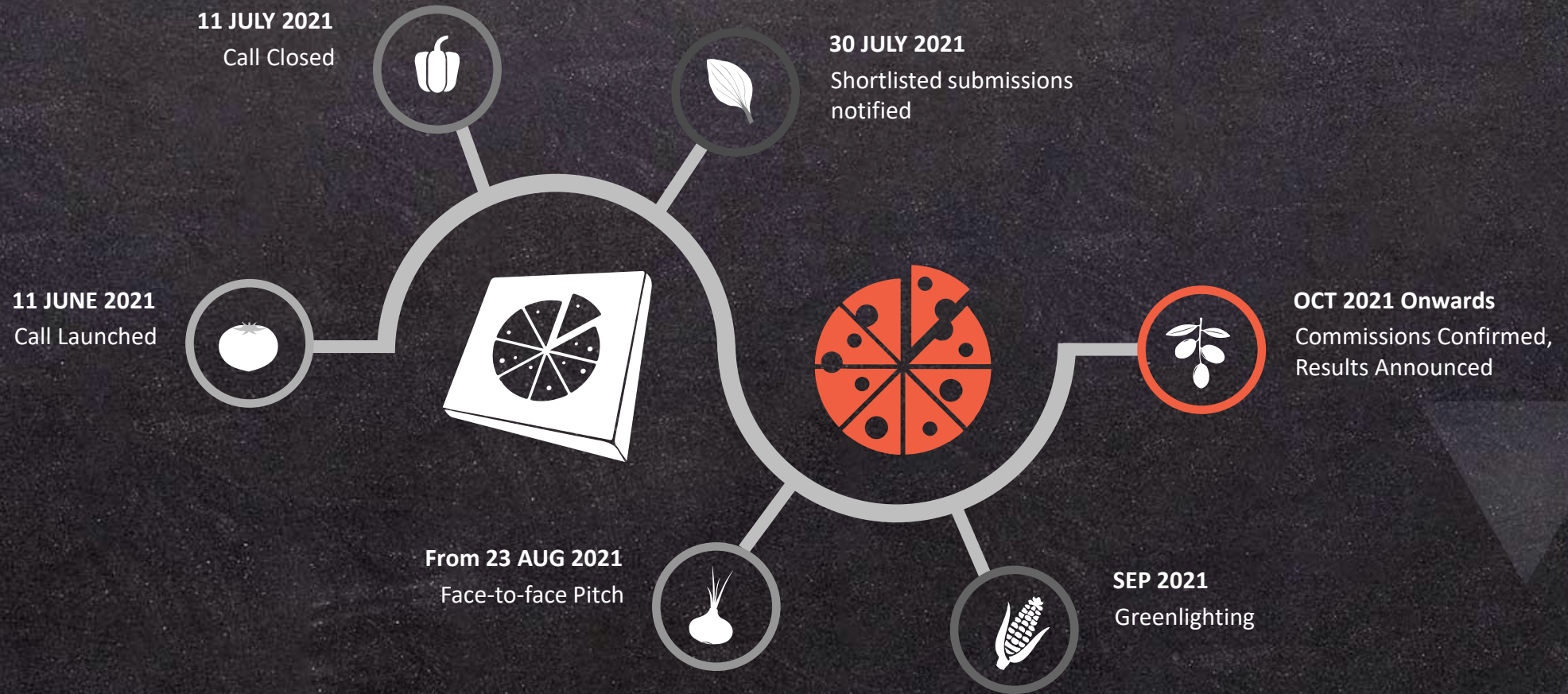


More Languages More Content!!

Volume of content is Key! Could your programme format be produced in different languages?
(Example: Body SOS is an IP created in numerous languages)



Timeline





**Submit your
ideas by
11 JULY 2021**

Please submit your ideas via
www.mediacorp.sg/commissioning

THANK YOU

