

November 23 2020

L Word Generation Q

Creative Pathways Presentation



Today

- Discuss themes/concepts for strategic fit, and relevance

Objective

Increase viewership this season and focus on how we can authentically reflect the complexities of our queer characters, relationships, and communities with the joy and ease reflective of TLWGQ.

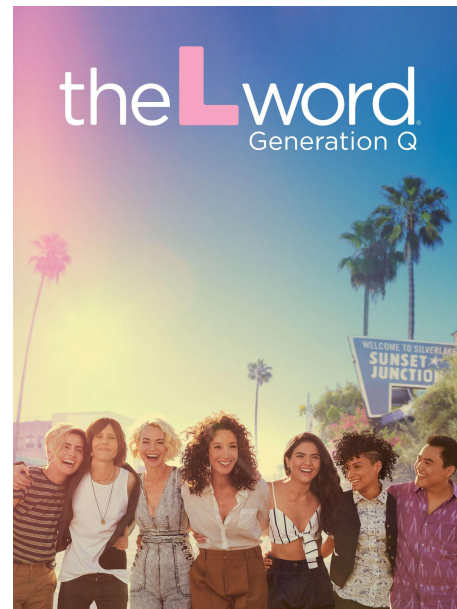
Season 1 Snapshot

Top Performing Trailers on Social:

[TRAILER](#)
[LOVE IS LIFE 30](#)

Top performing posts on Social:

[INSTAGRAM](#)
[TWITTER](#)
[FACEBOOK](#)



From – To

Gendered, overly feminine in tone and style

Consistency in messaging tended towards over-simplification of the themes and content of the show.

Campaign felt more authentic when the actors and show spoke for itself vs our contextualization of them and it.

LA setting was less of a draw than previously thought.

OG cast was still the biggest draw but Dani and Finley are the most appealing of the new cast.



Larger LGBTQIA+ audience focus

Capture the true complexities of queerness and queer relationships – in tone, color, style, and story.

Keep the joy of S1, but diversify our representation of stories to be a fuller experience. Our drama is equally fun.

Let's up our authenticity and reflect our audience as they are.

We should be aspirational not magical.

We started with hello again.

Last season we welcomed viewers back gently, friendly, warmly into sunny LA and a new generation. We were so damn happy to be back we could not stop smiling. We introduced ourselves but didn't tell you WHO WE WERE.



Now we get deep.

This season, it's time to get real with our new friends. We're still gonna have a good time, but our relationship is deeper now. We know each other better so we laugh harder but reveal more. We'll show you our scars, and confess our fears, but love you as hard as we ever did. We're easy - we welcome any friends you bring to the party, but deep down we know: its you and me babe.



D1/ Living Honestly

This year we have shifted our priorities and have stripped away a lot of pretense in all our lives. This is our chance to show these characters with the utmost authenticity. Stripped down and simple – their glamour and beauty comes from within, we get out of the way and let it shine.



D2/ Chosen Family

What began as a term to acknowledge acceptance within the queer community, has become a broader symbol of acceptance. Relatable to all, but more meaningful to this community with its intensity of connection. Let's take it back and show what family really means to these women.

D3/ Entangled

As all humans are connected to an unseeable thread, so are these ladies truly knotted by work, life....and bed sheets. These women are inextricably woven into each other's lives as roommates, lovers, friends, co-workers, and bosses. It makes for some tight bonds and tense situations and we love every minute.

D4/ Self Power

The L Word has always been an inspiration to its fans. It continues to be one. The characters embrace who they are even as they are still actively defining themselves. Owning who you are is something we all strive for, and to do so while queer is a feat to be celebrated.

D5/ Subversive Nostalgia

Nostalgia gives us the warm fuzzies even when the truth of history has been less than kind. We can revel in that “warm” “familiar” feeling while acknowledging progress for this unique community is made on the shoulders of those that came before.

D6/Generations

This is a group of unique personalities with a wide range of life experiences that complement each other even when they clash. From the newbies to the OGs we highlight their individuality in a common location that allows them to be unapologetically themselves. It's not the story of where they are, but the story of who they are no matter the location and stage of life.

D7/ Radical Acceptance

Often queerness is acceptable only when it conforms to the mainstream. Well, we don't want to limit our appeal to the broadest and most mainstream definition of Queer. This show may not be "fringe," but we can offer that love and recognition by finding and embracing a design and tone that "deviates from the expected." What's the bold edge we can put forward while staying true to the L word brand?

D8/ Overtly Sexy

Turn the leering male gaze on its head. There are so many ways to capture sexiness and beauty that are not the standard cis male definitions of those words. How do we own sex for The L Word audience? Poking fun to the point of parody? Or redefining it altogether, either way, let's get provocative.

D9/ Positive Disruption

15 + years after the original series first aired there is still little else like it on a mainstream entertainment platform. Though not as boundary pushing today as it once was, it's still disrupting the norm by focusing on the queer experience in a positive, aspirational and relatable way. We celebrate this small push of the boundaries and the youthful energy behind it. They've changed the world without the world knowing, and we'll never look back.



D10/ Living while Queer

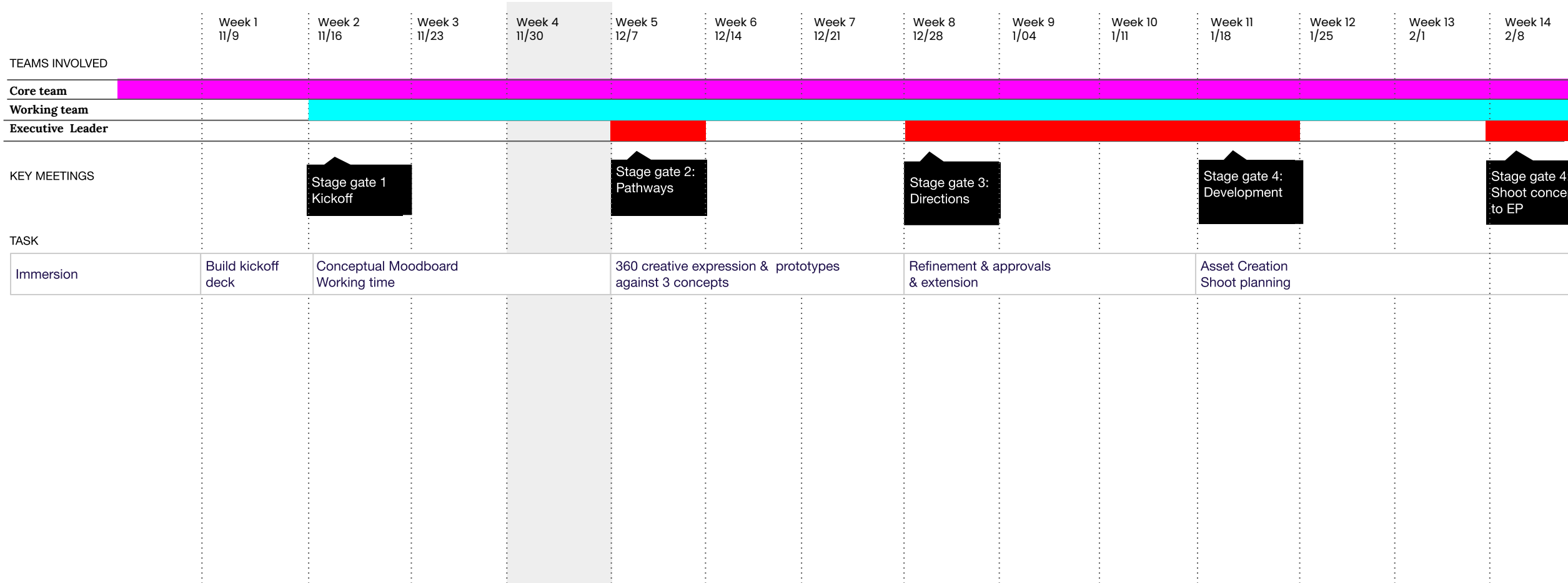
Being part of the queer community defines a part of who these men and women are, but it does not define all of who they are. Though their lens is different, their human experience is the same. Love, Friendship, Family, Work, Heartbreak, Loneliness, these are part of everyone's life. We're the same, even though we're not. It may be queer life, but its also just LIFE.

D11/ Drama Queen

TLWGQ is the person you always want to talk to at a party – smart, sexy, and ready with the best story you'll hear all night. The show is unafraid to bring up tough topics, though they don't get mired in the controversy. Lean into the heightened drama and contemporary soapiness which makes this show so fun and easy to watch.

Next Steps

Where we are at





Where we are at.

PHASE	1 THINKING & PLANNING		2 IDEAS & SKETCHES		3 PLANNING & EXECUTION	
	Pre-Brief Immersion Core team synthesize needs and learnings, and transform them into a kick off document. Strategy Data Creative History Show pitch deck or Show producer chat Themes Need to knows	Kick Off Get started Align and kick off working team. Set up review schedule, work session cadance, and process. Source of truth living document.	Buckets Ideas/Mood Generates conceptual ideas that express strategy at a high level. Insight > Idea > Moodboards (High level sketch) Territories presentation Define focus areas to inform the creation of 3 directions. Red dot exercise	Concepts 3 Directions Working against 3 territories. Show how each could come to life across key touchpoints Treatments Promo styleframes Keyart concept Social concept (medium fidelity) Concepts presentation Down select 2	Development Asset creation Extend ideas across all necessary applications And begin creating all needed asset and tools Shoots Animations Deliverable gathering Dev presentation	Execution Implementation Refine and craft all assets, artwork, guidelines, and toolkits for delivery and apply to media buys. Final art, assets, toolkits
IMPORTANT MEETINGS	Inputs Marketing Strat Show producers	Working sessions Brainstorms Mood boards Refinement review Presentation prep	Working Sessions Brainstorm Daily design and copy sprints Bi Weekly full team crits Presentation prep	Working Sessions Brainstorm Daily design and copy sprints Bi Weekly full team crits	Working Sessions Daily sprints Brief vendors and production teams	Working Sessions Daily sprints Bi Weekly full team review
			Leadership 1 Share 10 high level ways in Narrow pathways to 3 Red dot? Garrett Wagner Show producers ?	Leadership 2 Share 3 directions Discuss hurdles and ways to push work. Narrow to 1 Garrett Wagner Puja Vohra?	Leadership 3 Shoot plans Toolkits etc. Garrett Wagner	Share Out Present campaign guideline to internal and external creative platform teams AV Print Digital
RESPONSIBLE TEAMS	CORE POD LEADERS	POD + Extended	POD + Extended	POD + Extended	POD + Extended	POD AV/PRINT/DIGITAL
IDEAL TIMING 8 - 16 weeks	0 - 2 WEEKS	1 - 2 WEEKS	1-2 WEEKS	2-4 WEEKS	4-6 WEEKS	
MKG PHASE	Phase 2				Phase 3	

