



ONE OF US IS LYING

peacock

Creative Strategy v2
May 2021



**SERIES
OVERVIEW**

A YA THRILLER...TO THRILL ALL AGES

Hailing from the 'Queen of Teen Crime' Karen M. McManus's bestselling novel, *ONE OF US IS LYING* is the epitome of addicting, escapist teen drama – a bestselling page-turner turned streaming binge-fest that will leave you wanting more, more, MORE.

Set against the dazzling, too-cool-for-school backdrop of Southern California, the town of Bayview is an insta-worthy, filtered world, shrouding a darker underbelly of secrets, lies, and murder. Everyone has a skeleton in their beachfront closet, but it's still #vacationgoals.

It's an obsession-worthy blend of thrilling suspense and alluring, soapy fun that appeals to the teen in all of us. *The Breakfast Club* meets *Knives Out* with the captivating splendor of *The O.C.*, *Gossip Girl*, and *Big Little Lies*. Come for the edge-of-your-seat plot twists and stay for the pool-side drama.





CREATIVE
TERRITORIES

01

Why You So Obsessed With Me?

ONE OF US IS LYING is the kind of blissful escape you just can't not watch...tweet, share, and binge in one nail-biting, will-they-won't-they, must know what's gonna happen - sitting. One part teen drama, one part suspense murder mystery – it's the perfection concoction that will have audiences OBSESSED. All pleasure, zero guilt.

We invite our audience to delight in their obsession! One of Us Is Lying is a combination of "aahhhs!!" and "awwws!" that will have everyone utterly HOOKED. We will dive headfirst into the mystery to keep audiences on the edge of their arm-chair detective seats, so they'll be demanding to know: "Who killed Simon?!" At the same time, we will grab them with the fun, soapy, messy yet heartwarming stories of teenage love - "Will Nate and Bronwyn get together?!" We STAN.

We will thrill our audience with the ebb and flow of danger and romance, ping-ponging between stomach-dropping tension and sweet release.

Much like *Riverdale*, *Pretty Little Liars*, or an Agatha Christie page-turner, we should leave viewers questioning everything, hungry for answers...and insatiable in their hunger for the next episode.



02

You're One of Us

A bad boy with a heart of gold. The good girl who falls for him. The blonde who is more than just a pretty face. The jock who has more on his mind than sports.

OOUIL starts off with familiar archetypes. We know their pecking order in the cafeteria. But as secrets spill out, we'll hook viewers with these great layered characters, teasing at what lies beneath the surface. Get ready for the ultimate high school deep dive.

We're offering up younger viewers an amplified view of their world today. *You might have Tik Tok but have you heard of ABOUTTHAT?* We'll serve them a familiar yet extraordinary world to sink their teeth into. And for those whose high school days are a distant memory... well, there's a reason why songs about heartbreak never go out of style. We have drama for them with real, fatal stakes.

These are stories and characters we can all relate to, set in the modern digital age. Let's give viewers a taste of the emotional depth and addictive drama that *OOUIL* has to offer.



03

One for the Books, the Screen, and the Fans

Thanks to Karen M. McManus's record-breaking YA novel, ONE OF US IS LYING is already a world-wide phenomenon. Selling over 200,000 copies in its debut year, the book has since spent 167 weeks on the New York Times Bestseller List and been translated to over 40 different languages. There's a built-in, galvanized fan base itching for more content, ready and willing to bolster our marketing through social conversation.

Capitalizing on this robust following, we'll speak directly to devotees, promising their favorite characters brought to life for the first time...plus, even more of what they crave with more twists, more drama, more heart, and more iconic moments to dive into.

With actress-turned-director Jennifer Morrison (directed for *Euphoria*), and EP/Showrunner Dario Madrona at the helm, there's so much star power to highlight. The best of fiction meets the best of television.

Whether viewers come for their favorite author, or the show's esteemed and recognizable creators, we'll present an impeccable pedigree of well-respected players on and off-screen to entice fans old and new.





KEY ART



Key Art

ONE OF US IS LYING is *The Breakfast Club* meets murder, so our art should showcase the four leads in a way that hits on **both** key elements: juicy teen soap and intriguing thriller.



Show photography to reference:

<https://sachastejko.pixieset.com/ouilartdeptstills/>

<https://www.youtube.com/watch?v=S-J8qaQm4MY>

Director's look book:

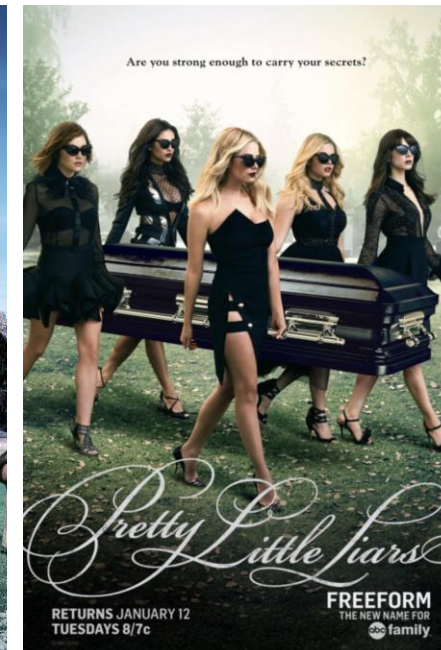
<https://spark.adobe.com/page/5Sgo7hYcgFZRM/>



Key Art

CONSIDERATIONS:

- We have a stunning cast in a beautiful SoCal landscape. Leading with these elements should make our audience want to escape for the fantasy but stay for the drama.
- We should hint at the the thrilling murder mystery component while still feeling accessible and fun to our audience.
- Fans of the novel are eagerly waiting to see how this cast is depicted. We should deliver on their expectations while still appealing to an older audience.



Key Art

CONSIDERATIONS:

EVERYBODY HAS A SECRET

How can we show the web of secrets visually.

- Cast interaction/eye contact
- Cast interaction with their phones
- Cast expressions
- Speech bubble SMS (All That)
- Shadows/light

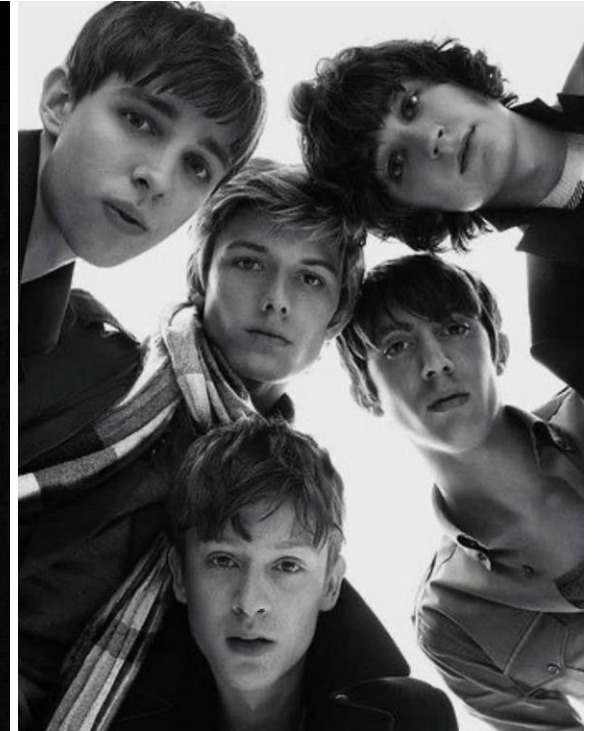


Key Art

CONSIDERATIONS:

SIMON'S DEATH

- Using this unique worms-eye perspective to create mystery and curiosity.
- An iconic scene that could instantly resonate with long time fans of the novel.



Key Art

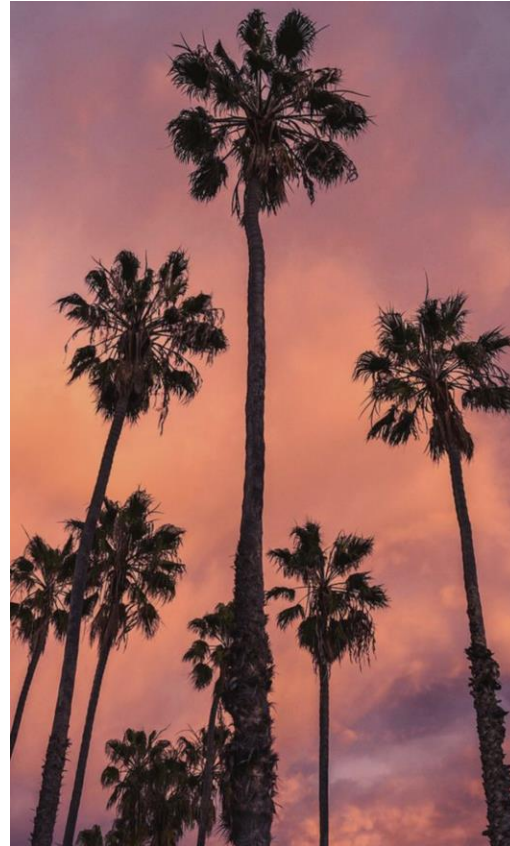
CONSIDERATIONS:

SUNSET/NIGHT

- Sunsets and darker tones can be an interesting way to add a twist to the picturesque SoCal environment.
- Without being too conceptual this pulls us away from feeling too glossy and can foreshadow the darker turns/secrets this story holds.

“At dusk and at night we see our heroes’ truths and more raw emotions.

With the shadows and murkier sides of the truth reflected.”



Key Art

CONSIDERATIONS:

MIRRORS

- This could be an execution for character portraits or motion portraits, each mirror holding details specific to that character's world.
 - School bathroom
 - Locker room
 - Bedroom
 - Reflection on phone

“Mirrors and shadows can be used to imply different sides of self for these kids. The emotions boiling under the surface. The pressure, the self doubt and the longing for truth and identity”.





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●**TRAILER**
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Music Thoughts

Pilot Director's killer [playlist](#)

[The Blame](#) – Bob Moses

[Everyone Wants to be Famous](#) – Superorganism

[Don't You \(Forget About Me\)](#) – Simple Minds

[Mood](#) - Porches

[The Other Song](#) - Spirit

[Youth](#) - Glass Animals

[Heat Waves](#) - Glass Animals

[Beach House](#) - Lazuli

[Say It](#) - Maggie Rogers

[When I'm Small](#) – Phantogram

[Lost In Yesterday](#) – Tame Impala

[Coffee](#) – Sylvan Esso

[Die Young](#) – Sylvan Esso