



ONE OF US IS LYING

peacock

Communications Strategy
April 2021

**Five high schoolers
walk into detention.**





**...Only four
walk out alive.**

"Even if we were all set up, it doesn't mean that **one of us** couldn't have taken the chance to kill Simon."

Cooper, Ep. 2

"I could literally kill whoever is posting on About That... I think it's **Bronwyn**. I know you have a thing for her but—"

Addy, Ep. 3

"Did you see you have your own hashtag? **#BayviewFour, #PromQueenKiller?**"

Vanessa, Ep. 2

"Don't worry, **Cooperstown**. We all know it wasn't you. What would your secret be?"

TJ, Ep. 2

"My sources tell me that they're focusing on a **Bayview High senior** with a history of drug-related arrests."

Reporter, Ep. 4

"Everyone knows it was **Nate**. Someone ODing on drugs he sold them is so much more motive than any of the other posts."

Keely, Ep. 4

"Do you want me to point the finger at people here? I could. I could especially point at the **mysterious guy** who's only been here for a year..."

Bronwyn, Ep. 3

"I still think **Janae** is the only one who would know his passwords."

Bronwyn, Ep. 4

"**Addy**, relax. You're clearly not some secret mastermind killer."

Vanessa, Ep. 2

"I've been tagged a lot saying **all four of us** conspired together."

Addy, Ep. 4

**Everyone has a motive...
And everyone's talking about who did it.**



One of them is lying...but *who?*



A promotional image for the TV show 'One of Us Is Lying'. It features four main characters standing in a library. On the left, a blonde woman in a maroon top and denim skirt stands with her arms crossed. Next to her, a Black man in a yellow Nike jacket has his hand on her shoulder. On the right, a woman in brown overalls and a man in a tan jacket stand with serious expressions. The background shows bookshelves and a window with autumn foliage.

ONE OF US IS LYING

Series Overview

Based on Karen M. McManus's best-selling YA Thriller, **ONE OF US IS LYING** is an addictive high school murder mystery with all the components of an archetypal coming-of-age drama. Set in sun-drenched Southern California, the series follows what happens after five high schoolers walk into detention and only four walk out alive.

On the first day of school Yale-set Bronwyn, baseball all-star Cooper, cheerleader Addy, drug-dealing Nate, and gossip-blogger Simon all land themselves in detention. By the end, Simon's dead...And it just so happens he had been planning to reveal life-changing secrets about each of his four detention-mates in his gossip app, About That.

Everyone is a suspect, and everyone has something big to hide.

Premieres October 7, 2021 | 8 Episodes



At-A-Glance

- Based on the global best-selling YA Thriller by Karen M. McManus, **ONE OF US IS LYING** is the story about what happens when five high schoolers walk into detention and only four walk out alive.
- Series adaptation stays true to the book, with heightened plotlines, character dynamics, and a surprising new ending.
- A coming-of-age murder mystery, the self-aware series nods to classic YA stories for a supremely watchable show that's excitingly unpredictable and comfortingly familiar.
- Oozing SoCal vibes, the series peels back the masks we wear as it shines a light on the lies that lurk beneath the surface.
- Familiar archetypes are both a hook and a red herring; viewers will fall in love with the relatable ensemble as they start to own who they are and find strength in each other.
- Brought to the screen by EP/Showrunner Dario Madrona (*Elite*, *Vive Cantando*), and EPs Erica Saleh (*Evil*), John Sacchi (*Killers*) and Matt Groesch of 5 Minutes More Productions.
- The pilot was directed by actress-turned-director Jennifer Morrison (*Dr. Death*) and written by EP Erica Saleh (*Evil*).



A young man and woman are looking at a laptop in a hallway. The man is pointing at the screen while the woman looks on. The woman is holding a blue folder. The background shows other people in a hallway.

**SERIES
CONTEXT**

Based On The YA Thriller That Has Taken The World By Storm

Published in 2017, *One of Us Is Lying* is credited with reinvigorating the YA thriller genre and remains a record-breaking best-seller today. In its debut year, the book sold over 200,000 copies. Now, the novel has been translated to over 40 languages, and has spent over 167 weeks on The New York Times Bestseller List.

Framed as ‘*The Breakfast Club* with murder’, the book has struck a chord with readers all over the world who can’t stop turning the page. Readers gush that they finished the book in one sitting and desperately seek out other fans to discuss the surprise ending with.

The sequel to *One of Us Is Lying*, *One of Us Is Next*, was published in January 2020 and the third and final Bayview book will be released in the summer of 2023.

“ONE OF US IS LYING is the first [recent] YA thriller that did so well—no one’s been able to follow up since. It’s big. It’s out there. It’s the top.”

Katie Shea Boutillier, YA Literary Agent, Donald Maass Literary Agency

Read more: [Bookseller](#)

HOME > BOOKS

The Breakfast Club meets murder mystery in *One of Us Is Lying*: EW review



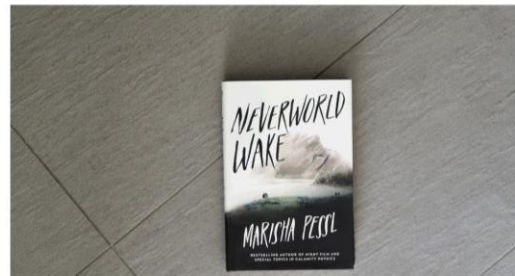
Underlined

Ten YA Thrillers You Need to Read If You Loved *One of Us Is Lying* by Karen M. McManus

With its mind-bending twist and authentic characters, *One of Us Is Lying* by Karen M. McManus is THE book everyone’s been dying for. Get it?

It’s basically what would happen if *The Breakfast Club* and *Pretty Little Liars* had a baby. If you’ve read it, there’s no doubt you loved it and are looking for more twisty, weird, or creepy novels to read.

Here are more amazing young adult thrillers and mysteries to add to your TBR, including *Two Can Keep a Secret*, and *The Cousins* by Karen M. McManus!



Karen M. McManus @writerkmc · Apr 16, 2020

Never thought I would get to cross “See my book on Jeopardy” off my bucket list but HERE WE ARE



COSMOPOLITAN

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The 30 YA Books Every Adult Should Read



11

One of Us Is Lying, by Karen M. McManus

amazon.com
\$17.99
\$13.00 (28% off)

SHOP NOW

This is great for fans of suspense. This is a murder mystery about all our fave high school archetypes (the jock, the outcast, the prom queen, etc.), and they all become suspects in a murder that occurs during detention. This book is basically *Gossip Girl*, *The Breakfast Club*, and *Murder on the Orient Express* all mixed into one super-gripping, witty package.

From The Mind Of The ‘Queen Of Teen Crime’, Karen M. McManus

Nicknamed the ‘Queen of teen crime’ (a play on Agatha Christie’s moniker), Karen M. McManus is one of YA’s biggest names. She is the #1 New York Times & International bestselling author of the *One of Us Is Lying* series, *Two Can Keep a Secret* and *The Cousins*, with a fifth novel coming out in November 2021.

McManus’s writing is inspired by Agatha Christie but grounded in contemporary coming-of-age stories. If *One of Us Is Lying* is ‘*The Breakfast Club* with murder’, her upcoming novel, *You’ll Be The Death Of Me*, is being framed as ‘*Ferris Bueller’s Day Off* with murder’.

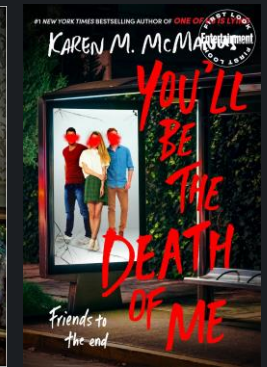
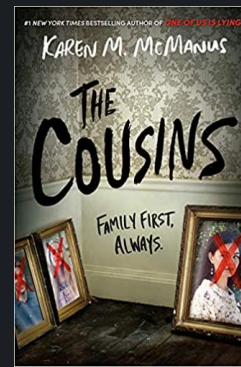
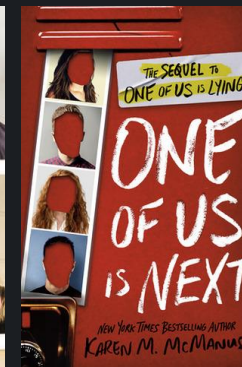
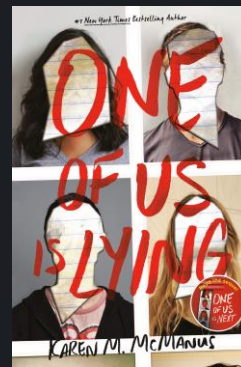
Her stories bring teen protagonists face-to-face with confusing and frightening events, allowing readers to safely experience the thrill of danger. They balance dark and suspenseful scenarios with hope, humor and nuanced, likeable characters.

McManus’s personal story is inspiring. Until she became an international success, McManus was essentially working two full-time jobs—as a marketing professional and a writer—and all the while, raising her young son after her husband’s passing.

Read more: [BookPage](#); [The Guardian](#); [Entertainment Weekly](#); [Kirkus Reviews](#); [BookSeries](#)

“While McManus’s stories certainly do fall in the darker side of the YA thriller category, they are mixed with lighter elements, humor, and strong relationships and friendships... Therein lies McManus’s goal as a creator of stories for teen readers, to share this truth: ‘The unthinkable can happen to anybody, but it doesn’t have to be insurmountable.’”

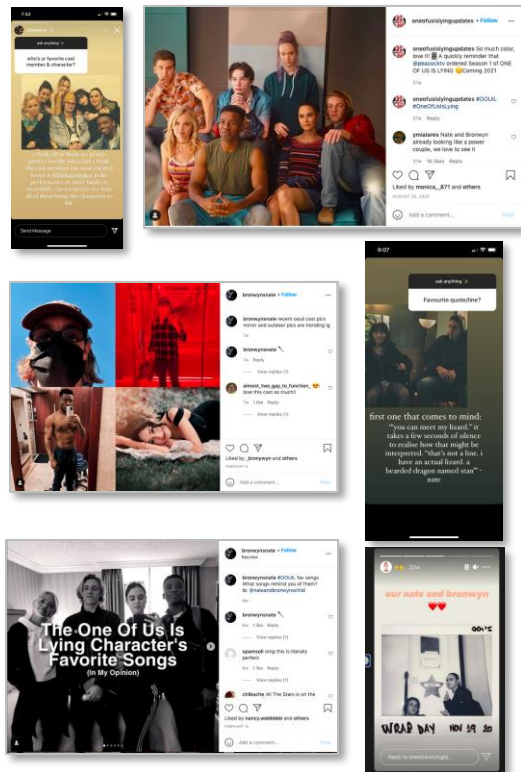
[BookPage Interview](#) (2019)



A Galvanized Fanbase

As they eagerly await the series adaptation, impassioned fans of the book are already putting their own fingerprints on the story. Beyond fan mail, they're creating their own content through Instagram fan accounts, YouTube film trailers, and more.

FAN ACCOUNTS



UGC TRAILERS

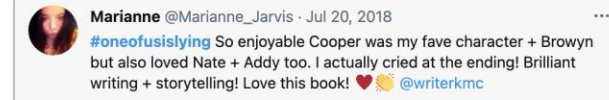
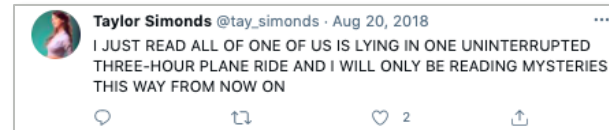


Watch [here](#).



Watch [here](#).

SOCIAL CONVERSATION



BOOK CLUBS & FAN ART



Check out: [@oneofusislying_series](#) (1,242 followers)
[@oneofusislyingupdates](#) (1,173 followers)
[@bayview.4](#) | [@bronwynsnate](#)

Peacock's Adaptation Will Build On The Book's Success... And Give Viewers Even More To 'Fan Out' About



More Twists

...including a surprise ending fans won't see coming that sets up the imperative for a second season.

Fans can expect...

More reason to suspect... *everyone*, plus more red herrings as new links to Simon are revealed.



More Drama

New tensions, secrets, and juicy gossip to build on the show's suspense and binge-ability.

Fans can expect...

Darker secrets, a deeper look at character dynamics, and new layers of co-conspirators.



More Heart

Even more focus on friendship and romance with an emphasis on the power of working together.

Fans can expect...

To see more of the Bayview Four together, plus surprising new romances that *aren't* in the book.



More Iconic Moments

Fan-favorite moments will be reflected on screen, with more on-set chemistry and exciting new scenes for fans to make their own.

Fans can expect...

Nate's (pet!) lizard, flip phone convos, and Addy's buzzcut. But that's just the start!

A romantic couple is shown from the chest up, floating in a swimming pool. The man is on the left, looking towards the woman on the right. They are both smiling and appear to be in a close embrace. The water is a deep blue, and the background is a soft, hazy sunset with warm orange and yellow light. The overall mood is intimate and serene.

**GENRE
APPEAL**

The Young Adult Genre Is Massive And Growing Each Day

The YA genre has been massively popular since the beginning of time. That said, it's fair to say that teens are having *even more* of a moment today. Since 2016 (when Netflix launched five new teen series and ABC Family became Freeform), there has been an exponential increase in the sheer number of teen shows that hit the air year-over-year.

In 2020 alone, the major streamers (Netflix, Hulu, HBO Max, and Disney Plus) released 29 brand new teen series.

“As with everything else in the TV space, the story of teen television in the 2010s was simply one of MORE. More adaptations [but] also more originals, more remakes and more imports on more networks and more platforms featuring more diversity, more creativity, more envelope-pushing, and more out-of-the-box narratorial choices than ever.”

Alexis Gunderson, [‘Teen TV Had A Groundbreaking Decade’, Paste \(2019\)](#)

Read more: [Refinery29](#); [ScreenRant](#); [Glamour](#); [Paste](#); [IndieWire](#); [GO](#)

IndieWire News+ Film+ TV+ Awards+ Video+

Teenagers Are About to Conquer the World, and Netflix Saw It Coming

The streaming giant has put a new emphasis on young adult programming, just as Americans start looking to passionate young adults as a new source of hope.



Sections PastE


From *The Vampire Diaries* to *HSMTMTS*, Teen TV Had a Groundbreaking Decade

Teens have been at the vanguard of television's artistic growth since A dropped the first existential threat into the LiArs' pre-smartphone laps.



REFINERY29 DISCOVER WATCH SHOP +MORE United States


Here's How Teens Completely Conquered TV & Netflix



Sections GQ Style Grooming Recommends Culture Wellness More Newsletter Subscribe

How *Genera+ion* Fits Into the HBO Teen Universe

Younger, lighter, and more social-media focused than *Euphoria* and *We Are Who We Are*, *Genera+ion* might be the most authentically Gen Z series HBO has yet produced.



These Stories Endure Because ‘Growing Up’ Never Gets Old

It turns out everyone really loves high school...at least when it comes to TV. In 2018, *CW's Riverdale* had a jaw-dropping 37.2 median age. More recently, shows like *Euphoria*, *Sex Education* and *Elite* have had a supersized impact on culture, driving conversation and fueling fandom. Why are these shows so deeply loved by so many, across generations?

InStyle

This Is Why Adults Are Obsessed with Teen TV Dramas, According to Psychology



Everyone's Had To Grow Up

"Coming-of-age stories are classic tales that resonate outside of the target group. It's something that everyone goes through, and it's interesting to watch young people develop their own identity. Milestones in our own lives are reflected in the show, and we watch with the wisdom we have now."

Sherri Williams, American University

POPSUGAR.

These High School Series on Netflix Are So Dramatic, You'll Feel Like a Teen Again



All The Feels

"High school is the perfect drama stew. You've got hundreds of kids from a wide range of backgrounds jumbled together in an environment where they don't have a lot of control. They are pushed into unexpected pairings...and are forced to confront their differences at a time when they are still figuring out who they are in the first place."

Emily Shornick, InStyle

SCREENRANT

10 Teen Drama Tropes That All Fans Know



Timeless DNA

The more things change, the more they stay the same. In coming-of-age tales across the ages, the same themes emerge: cliques and social hierarchies, gossip and backstabbing, 'forever' friendships and big falling outs. There's plenty of love—unrequited, forbidden, obsessive—and problems at home to sort out. Underneath it all, we keep watching as teens try to figure out who they are and where they belong in the world.

But They're Also Changing To Reflect The Modern Teen Experience

YA stories have evolved to reflect teen life as it is today. This includes increased representation and marginalized narratives, as well as more realistic plots that shed light on the harsh reality of young adulthood and its modern woes.

Mic

New Pew data on Gen Z confirms they're the most diverse, most progressive generation



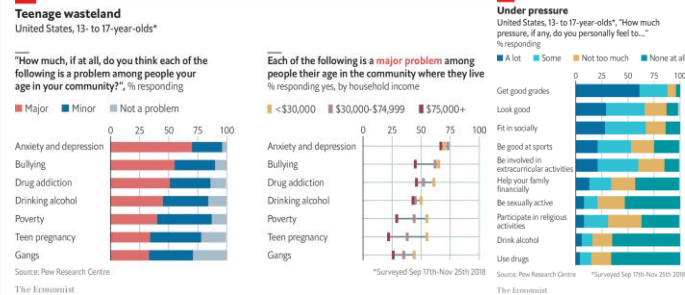
Wokeness Rules

Gen Z is more racially and ethnically diverse than previous generations. Members of Gen Z are more likely to identify as not heterosexual, not cis-gender, and not rigidly masculine or feminine, finding labels too limiting. Political engagement, whether it is about climate change, racial justice or gender equality, is paramount.

In media, 'progressive' is table stakes, and problematic content is quick to be 'canceled'.

The Economist

Generation Z is stressed, depressed and exam-obsessed



A More Intense World

In a recent Pew survey, anxiety and depression were the biggest concerns for US teens, with 70% of respondents considering both "major problems." Teens are feeling "a lot" of pressure to get good grades (61%), and they're more stressed than adults about the state of the world they're growing up in. **Appropriately, mental health has become a major theme in teen shows.**

VSCO Press

Social Media Helps Gen Z Embrace Identity In A Way Parents/Grandparents Just Don't Understand



Social Media Is...Everything

Today's teens are online almost constantly. According to Jill Walsh, PhD, "[Social media] is changing how we grow up and figure out who we are. Teens are always having to manage the highlight reels of their lives. That's really hard because they're trying to think about audiences they don't even know." **Phones are now vital props in any teen story, both as a source of connection and self-expression, but also anxiety and cyber-bullying.**

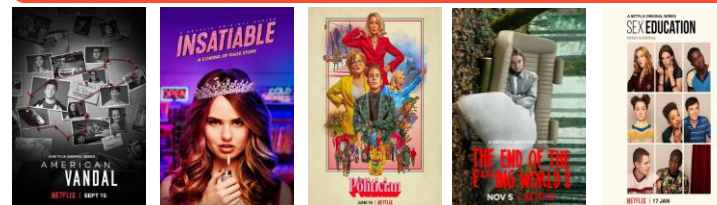
Today's Teen Stories Are Told In Endless Ways

The genre leaves room for all kinds of stories, whether they're dark or light, fantastical or way too real, wildly personal...or just wild. With a myriad of subgenres, characters, and situations to draw from, there's always room for a fresh take.

IDENTITY DRAMA / DRAMEDY



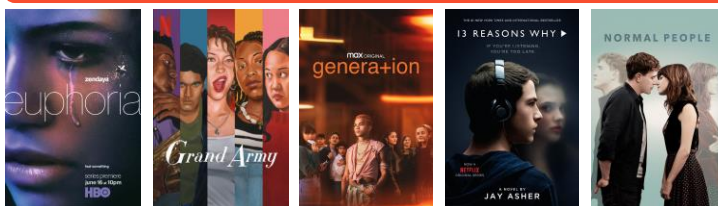
DARK COMEDY



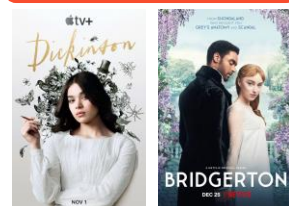
COMEDY



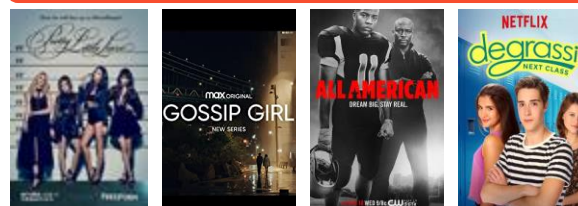
GRITTY, REAL WORLD DRAMA



PERIOD DRAMA



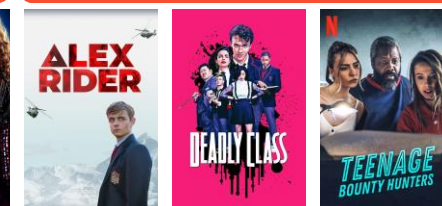
JUICY SOAP



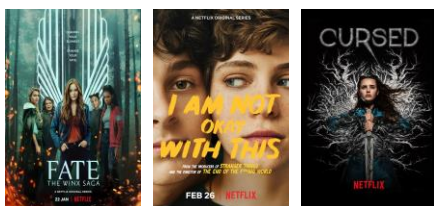
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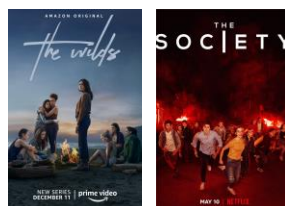
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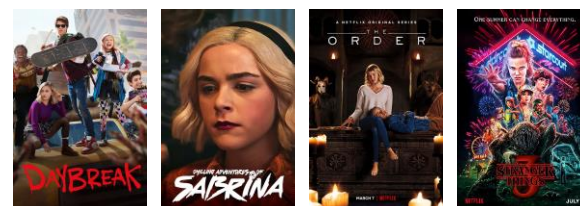
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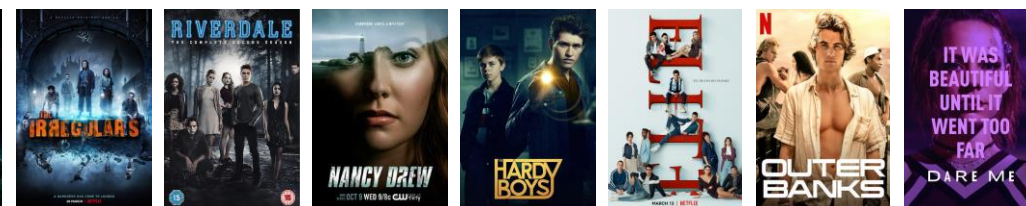
DYSTOPIAN SCI-FI



SUPERNATURAL



MURDER, MYSTERY & THRILLER

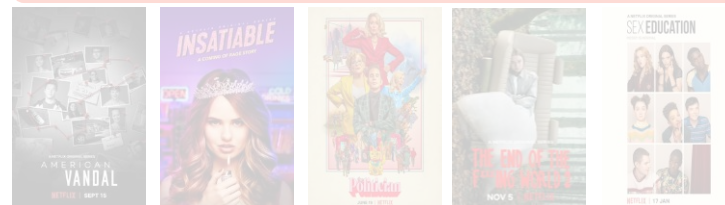


ONE OF US IS LYING Sits At The Intersection Of Three Subgenres

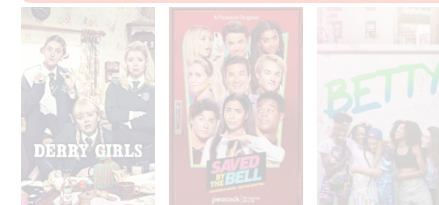
IDENTITY DRAMA / DRAMEDY



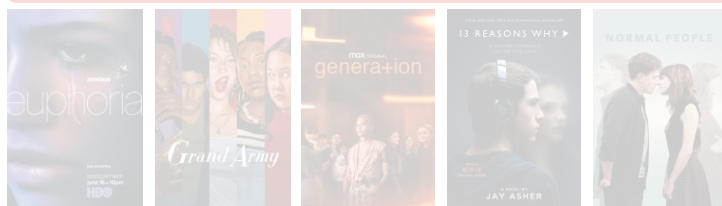
DARK COMEDY



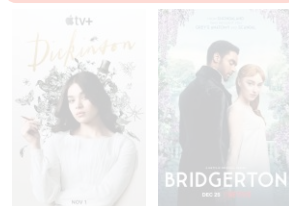
COMEDY



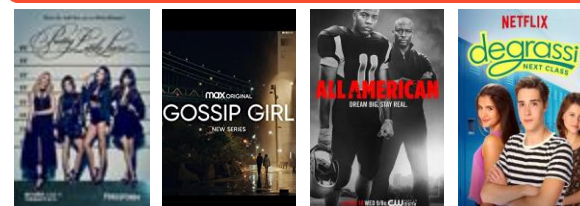
GRITTY, REAL WORLD DRAMA



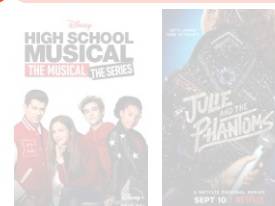
PERIOD DRAMA



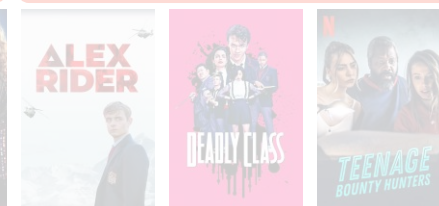
JUICY SOAP



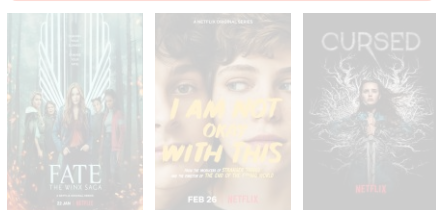
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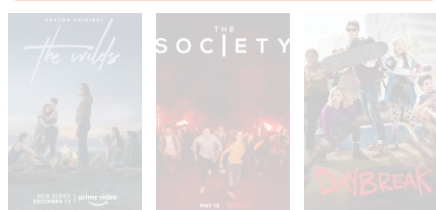
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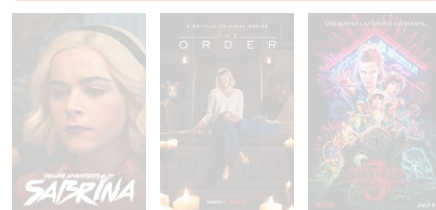
FANTASY



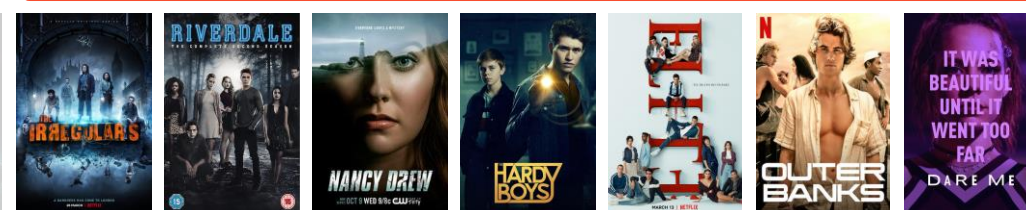
DYSTOPIAN SCI-FI



SUPERNATURAL

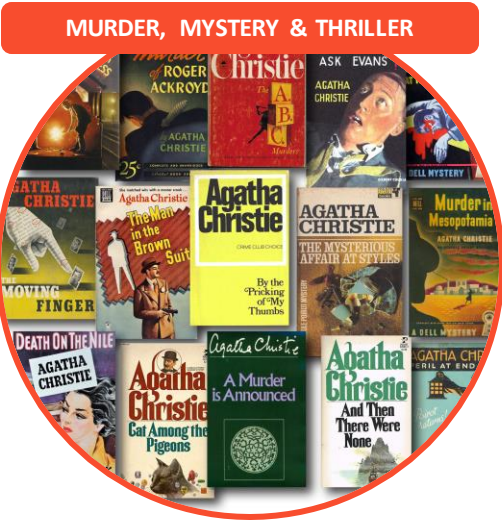


MURDER, MYSTERY & THRILLER



It's A Mash-Up Of Proven Formulas With Fresh Twists And A Modern-Day Sensibility

ONE OF US IS LYING is equal parts excitingly unpredictable and comfortingly familiar. It's a fresh mashup grounded in tried-and-true playbooks (in a notably self-aware way!).



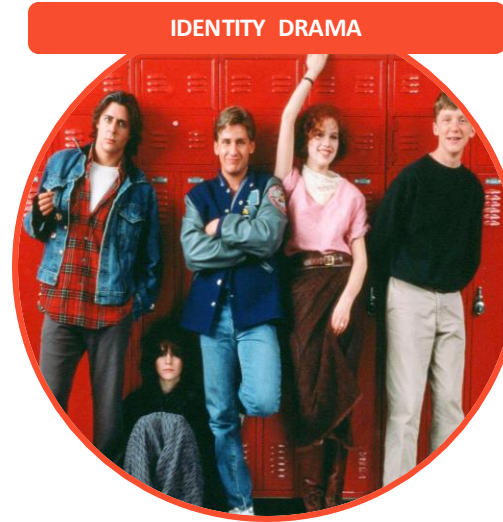
MURDER, MYSTERY & THRILLER

AGATHA CHRISTIE'S PLOTLINE

Everyone's got a motive.
"Lots of people hated Simon..."
"Yeah, but: who also hates us?"

Cooper & Bronwyn, Ep. 2

+



IDENTITY DRAMA

THE BREAKFAST CLUB'S ARCHETYPES

Five strangers enter detention...
"This place is such a cliché. It's like everyone's here to audition for the reboot of a John Hughes movie..."

Simon, Pilot

+



JUICY SOAP

GOSSIP GIRL'S DRAMA

Duplicitous teen gossip, romance, and friend-drama.
"You little copycat, Gossip-Girl-wannabe asshole."

Cooper, Ep. 6

+



THE OC'S CALI VIBES

THE OC'S CALI VIBES

Motorcycle rides, beach hookups, and pool parties.
"That night on the beach... Do you know how long I'd wanted that?"

TJ, Ep. 3



**WELCOME TO
MURDER CLUB**

Or As Bronwyn Calls It, 'Mutual Exoneration Club'

Meet The Cast Of Characters

These 'picture-perfect' high school archetypes are not who they seem. Viewers will quickly realize they're each harboring dark secrets and unexpected layers.

THE VICTIM

SIMON KELLEHER
'THE OUTCAST'



Creator of About That gossip app who ruthlessly reveals his classmates' biggest secrets.

BIG SECRET

His vindictive exposés of Bayview's 'hypocrites' stem from a deep desire to belong.

Who hated him enough to kill him?

THE 'BAYVIEW FOUR' SUSPECTS (ALSO KNOWN AS 'MURDER CLUB')

BRONWYN ROJAS
'THE BRAIN'



Overachiever and debate team captain who is set on Yale and winning class valedictorian... seemingly perfect in every way.

BIG SECRET

Stole AP Chemistry exams (because she was stuck at a B).

Will she learn to embrace her imperfection?

NATE MACAULEY
'THE BAD-ASS'



Motorcycle-riding bad boy who deals drugs to pay the bills and was voted "most likely to end up behind bars" in elementary school.

BIG SECRET

While on probation, sold drugs to a classmate who OD'd.

Will he learn how to let people in?

ADDY PRENTISS
'THE BLONDE'



Popular cheerleader known for her looks and defined by her codependent relationship with her boyfriend, Jake.

BIG SECRET

Cheated on Jake with TJ, his best friend.

Will she break free and find her own voice?

COOPER CLAY
'THE BRAWN'



Baseball all-star chasing a dream of going pro while his family lives above their means.

BIG SECRET

Rumor is that he's juicing, but really Cooper's hiding a much more personal secret: he's gay.

Will he finally show the world who he really is?

A Slow Reveal Of Puzzle Pieces Will Compel Viewers To Try To Solve The Mystery



DETENTION ROOM

The closed-room scene of the crime. Was supervised by Ms. Avery, until she had to step out over rival high school streakers.



FLIP PHONES

The suspicious way Bronwyn lands in detention, after one is planted in her bag and goes off during class. Also, how Nate and Bronwyn communicate through the night to avoid raising suspicion.



PEANUT OIL

The poison that kills Simon, who is deathly allergic, after a capsule of peanut oil is dropped in his cup during detention.



EPIPENS

The only way to save Simon's life. Missing from Simon's bag and the nurse's office at the time of death. Later planted to frame members of the Bayview Four.



ABOUT THAT

Bayview High's notorious gossip app, where Simon reveals his classmates' secrets in vicious public takedowns—and posts are never wrong. Before his death, Simon had been planning to post secrets of the other four in detention...how convenient.



SIMON'S LAPTOP

Missing after detention, getting one's hands on the laptop doesn't stop About That posts from being published, but it does reveal secrets about the Bayview Four to each other...and the police.



Underneath The Surface, A Messy Web Of Lies

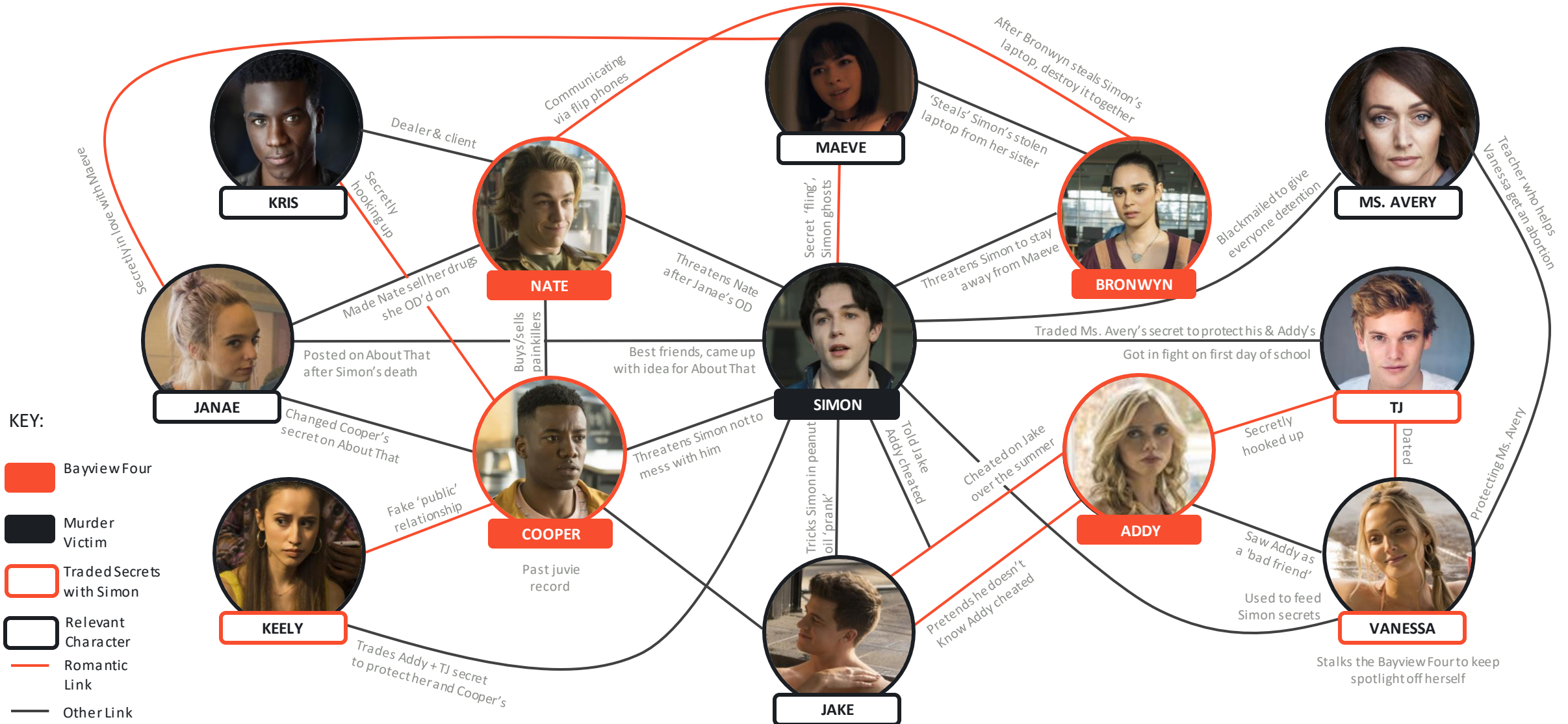
WARNING: HIGHLY CONFIDENTIAL SPOILERS AHEAD

KEY:

- Bayview Four
- Murder Victim
- Traded Secrets with Simon
- Relevant Character
- Romantic Link
- Other Link



Underneath The Surface, A Messy Web Of Lies



A couple is riding a motorcycle on a coastal road during sunset. The driver is wearing a brown jacket and a black helmet with a purple lightning bolt. The passenger is wearing a black top and a black helmet. They are riding on a paved road with a metal guardrail. In the background, there is a beach, the ocean, and a cliffside with some buildings. The sky is a warm orange color.

**SERIES
INSIGHTS**

01

A Tantalizing Mystery That Keeps You On Your Toes

ONE OF US IS LYING is a fast-paced, deliciously addictive murder mystery that's salacious and satisfying. Seemingly straightforward motives are never one-note. Full of twists and turns, tension mounts with every reveal to make a mystery viewers *won't* want to press pause on.

Who do we, as viewers, trust? And can the characters trust each other? Just when you think you've worked it out, it surprises you—again.

“There is no secret that time does not reveal.... I read that on a mug.” Vanessa, Ep. 3



02

All The Feels, All The Sun, All The Fun

Let's be real, we all love a good story with real emotion, juicy drama, and swoon-worthy 'ships' we can gush over. **ONE OF US IS LYING** brings all the feels, fun, and comfort of the best YA melodramas—with a modern spin that fits right into 2021.

There are secret romances...and just plain-old secrets. Love triangles. Motorcycle-rides along the Pacific Coast. Cliques, vicious gossip, and backstabbing. Boozy ragers. Tricky family dynamics. Heartwarming friendships and big falling outs. Plus, plenty of witty banter and exciting teen sleuthing. If that weren't enough, it all takes place against the gorgeous, wish-you-were-there backdrop of sunny Southern California.

“Nathaniel Macauley, are you asking me to dance with you?”

Bronwyn

“Well, Miss Rojas, whaddya say?”

Nate

“Fuck it.”

Bronwyn, Ep. 6



03

Familiar ‘Types’ We Think We Know...But We Don’t

ONE OF US IS LYING serves up an archetypal ensemble of characters defined by stereotypes viewers will recognize from any teen story ever told.

But as the series unfolds, viewers are brought on four coming-of-age rides. The Bayview Four are forced to open up and confront who they *really* are beyond their labels. They learn that they are each complex and multi-dimensional, with interests and tastes they hadn’t even known they had. In doing so, the series interrogates the assumptions we make about each other.

The archetypes are a hook, but they’re also a red herring that makes the characters’ stories even more compelling, relatable...and gripping.

“First time this app has ever featured good-girl Bronwyn Rojas. She’s top of her class, but about to take a mighty fall: She didn’t get that A in Chemistry through plain old hard work, unless that’s how you define stealing exams from Mr. B’s laptop.”

About That, Ep. 3



04

Fear Of Being Seen With #NoFilter

Bayview may look beautiful, but beneath the surface, something uglier lurks. In this town, everybody's got secrets they don't want to be brought into the light. It's not long before we figure out...*everyone* is lying.

Behind this façade is the universal desire to live up to a false ideal: To make their parents proud, to impress whoever they're dating, to get into a 'dream' college, to be what the world expects them to be. The characters are chasing dreams that aren't theirs, succumbing to social pressures, and trying to flaunt their best lives on Insta.

...What's even scarier than getting accused of murder?
Having your *real* self exposed to the world before you're ready.

"[Simon] was real. He wasn't trying to be anyone but who he was. Which isn't easy in this town... That's what About That was supposed to be about. It was supposed to be liberating. Expose the hypocrites. Encourage people to be more real."

Janae, Ep. 4



05

There's No 'I' In Murder Club

ONE OF US IS LYING is driven by a central tension: characters who have nothing in common and barely know each other are brought together...by murder. They'll need to come together in order to solve the crime and clear their names...but this is, of course, easier said than done.

Can this unlikely crew work together to crack the mystery of Simon's death? Or will their differences get in the way?

The only thing we know is we want *in* on murder club, too!

“We obviously didn't work together to kill Simon, but what if we need to work together now? What if it's the only way to get out of this?”

Bronwyn, Episode 102

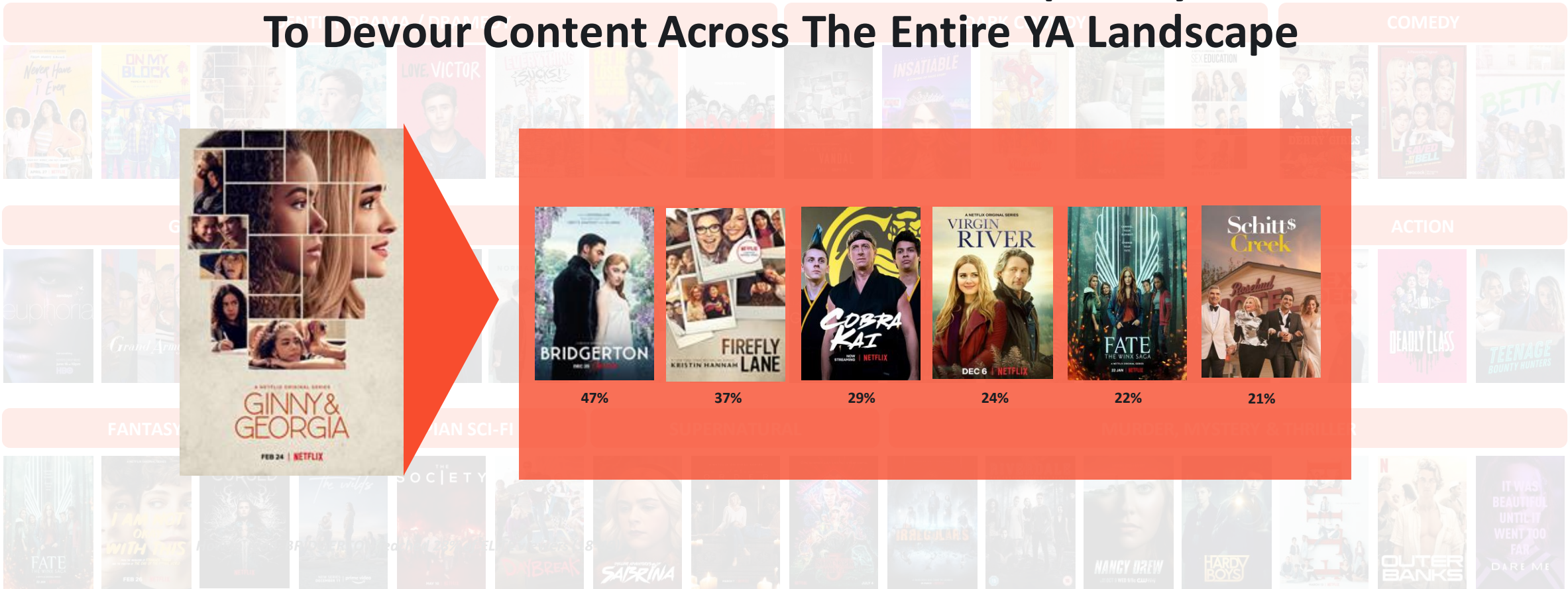


A woman and a man are shown in profile, facing each other in a gym setting. The woman is on the left, wearing a dark, textured top and large hoop earrings. The man is on the right, wearing a light blue tank top. They are positioned in front of a piece of gym equipment, possibly a squat rack, with a barbell visible. The lighting is warm and focused on the subjects.

**TARGET
AUDIENCE**

As A Genre Mashup ONE OF US IS LYING Will Have Broad Appeal Across A Wide Range Of Young Adult Content Fans...

...Who Have Demonstrated A Propensity To Devour Content Across The Entire YA Landscape



Two Key Sub-Segments However Offer The Biggest Opportunity

Along with the strong existing fan base from the book, **ONE OF US IS LYING** will resonate most with fans of teen murder mysteries as well as viewers who enjoy quintessential coming-of-age stories.

FANS OF SEXY TEEN MURDERS & MYSTERIES

WHO THEY ARE

Fans of shows that put teens at the center of mysteries and murders, driving intrigue as they take on the roles of investigators, victims, and suspects.

LIKE-MINDED CONTENT



- The 'whodunnit' mystery that keeps their adrenaline up and will have them on the edge of their seats
- The dark mystery juxtaposed against the sexy sundrenched California backdrop
- Agatha Christie-style storytelling

WHAT THEY'LL LIKE ABOUT ONE OF US IS LYING

FANS OF YOUNG ADULT HALLMARKS

Fans of shows that amplify the drama that inevitably happens while coming of age—from riddled romances to fierce friendships, flawed families, evolving identities, and everything in between.



- The teens' struggles with identity
- How the different personalities of Murder Club come together and form unlikely friendships
- An insider look at the juicy secrets and lies no one wants exposed
- The modern day take on everlasting teen archetypes

BOOK FANS

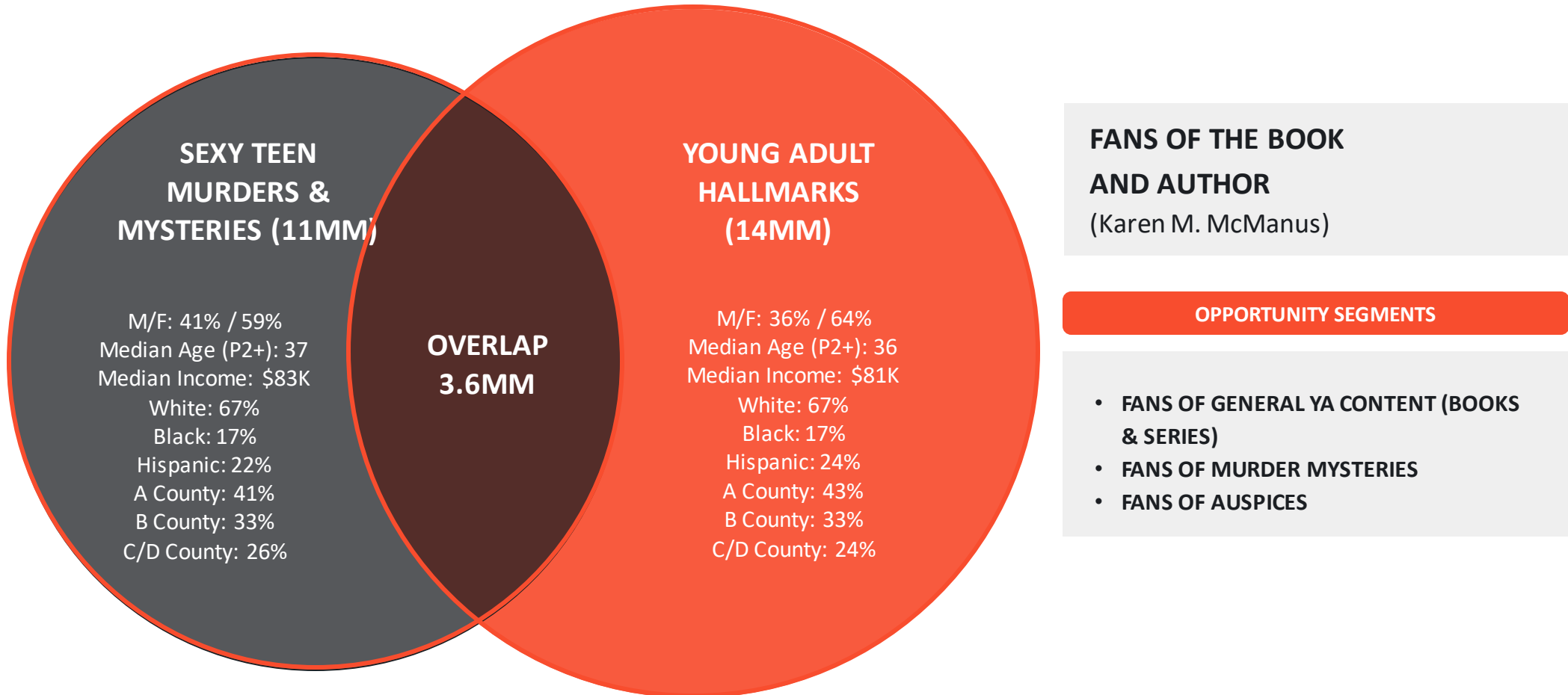
Fans of Karen M. McManus's *One of Us Is Lying* novel



- The chance to watch beloved moments and characters in action
- A largely true-to-the-book adaptation with fresh twists that still feel like a puzzle

With A Median Age In The Mid-30s, Young Adults Won't Be The Only Ones Watching ONE OF US IS LYING

Both audiences are female-skewing, young (but not so young!), and diverse—much like the cast of characters typically featured in the YA shows they're drawn to.





POSITIONING

Bringing It All Together

**A SUN-KISSED TEEN MURDER MYSTERY
WHERE THE KILLER IS NOT THE ONLY ONE WHO'S GOT SOMETHING TO HIDE.**

01

A Tantalizing
Mystery That Keeps
You On Your Toes

02

All The Feels,
All The Sun, All The Fun

03

Familiar 'Types'
We Think We Know...
But We Don't

04

Fear of Being Seen With
#NoFilter

05

There's No 'I'
In Murder Club

Plus a whole lot more to make the series irresistible:

- Clever, self-aware nods to classic YA films/series
- Unexpected surprises and amplifications from the beloved book
- Examining quintessential coming-of-age themes with a modern-day sensibility
- A heart beneath it all that speaks to the power of coming together while embracing your true self

Positioning Statement

**A SUN-KISSED TEEN MURDER MYSTERY
WHERE THE KILLER IS NOT THE ONLY ONE WHO'S GOT SOMETHING TO HIDE.**

FOR... fans of Sexy Teen Murders & Mysteries and Young Adult Hallmarks.

ONE OF US IS LYING IS... the new Peacock Original based on Karen M. McManus's global best-selling YA Thriller. A coming-of-age story meets exciting murder mystery, the series starts when five high schoolers walk into detention...and only four walk out alive. Everyone's a suspect and everyone has something to hide.

UNLIKE OTHER TEEN MURDER MYSTERIES... **ONE OF US IS LYING** is a clever mashup that's both comfortingly familiar and decidedly fresh. Filled with unexpected twists and turns, each episode will keep viewers on the edge of their seats, questioning the things they thought they knew. As the story unfolds, viewers will fall in love with the highly relatable characters, their unexpected camaraderie, and their moments of personal growth.

DESCRIPTORS

ADDICTIVE

THRILLING

ARDENT

SURPRISING

ESCAPIST

SUNDRENCHED

Communications Framework

Marketing Objective

What measurable thing has to happen to make our campaign a 'success'?

Drive acquisition and retention for Peacock by generating mass anticipation for **ONE OF US IS LYING** –the next big hit Teen Murder Mystery coming to Peacock in Fall 2021.

Cultural Connection

What aspects of the current cultural landscape will make our communications more relevant?

Supercharged by social media, today's teens are facing even greater pressure to live up to a false ideal. Like the best YA dramas, **ONE OF US IS LYING** speaks to their modern day coming-of-age challenges, but does so while providing hits of escapism, wish-fulfilment and mystery...all without sacrificing the poignant journeys of self-discovery that audiences love about coming-of-age stories.

Role of Communications

What has to happen in the hearts and minds of viewers in order to meet our marketing objective?

Make viewers see themselves in the highly relatable characters who feel the only way to live up to people's expectations is to hide the truth. Provoke them to question everything and everyone as they try to solve the mystery, all while falling in love with the members of 'Murder Club'.

Communications Platform

The strategic 'glue' for all communications touchpoints.

Five Walk In. Only Four Walk Out Alive.

IT'S HARD TO SPOT THE LIAR WHEN EVERYONE HAS SECRETS TO KILL FOR.

Marketing Approach

How do we ensure the success and resonance of our messaging strategy?

Use our marketing vehicles to hook viewers with the whodunnit puzzle, driving intrigue and conversation around the archetypal ensemble. As viewers dive deeper, get them invested in the characters and relationships, showcasing iconic moments they'll want to re-watch again and again.

Why It Works

Five Walk In. Only Four Walk Out Alive.

IT'S HARD TO SPOT THE LIAR WHEN EVERYONE HAS SECRETS TO KILL FOR.

- Grounds in the fact that all of the Bayview Four are trying to live up to false ideals – meaning there's no shortage of secrets. No shortage of motives. And the killer blends right in.
- Sets up a game of whodunnit, provoking the audience to lean in and solve the puzzle.
- Conveys a sense of danger, foreboding, and mystery, while simultaneously cueing the juicy nature of the show.
- Elevates to a bigger takeaway from the show: Deep down we all have secrets. The question is how far would we go to protect them?





● MARKETING
● APPROACH

Marketing Hooks

POSITIONING

**A SUN-KISSED TEEN MURDER MYSTERY
WHERE THE KILLER IS NOT THE ONLY WHO'S GOT SOMETHING TO HIDE**

COMMS
PLATFORM

**Five Walk In. Only Four Walk Out Alive.
IT'S HARD TO SPOT THE LIAR WHEN EVERYONE HAS SECRETS TO KILL FOR.**

SERIES
INSIGHTS

A Tantalizing Mystery
That Keeps You On Your
Toes

All The Feels, All
The Sun, All The Fun

Familiar 'Types'
We Think We Know...
But We Don't

Fear of Being Seen With
#NoFilter

There's No 'I' In Murder
Club

MARKETING
HOOKS

The next everyone's-got-a-
motive murder mystery that
will keep you guessing

"The Breakfast Club of
Murder" that exposes the
facades of teen characters we
think we know...but we don't

A 'will they or won't they'
melodrama full of unlikely
friendships, secret alliances,
and juicy romances

Finally, this book-turned-series
gives OOUIL superfans even
more to
fan out about

AUDIENCE

FANS OF SEXY TEEN MURDERS
& MYSTERIES

FANS OF YOUNG
ADULT HALLMARKS



Marketing Principles

DO

MAKE PEOPLE WONDER...WHICH 'ONE OF US'?

Make it clear our characters may not be who they seem, leaning into looks and glances between them to draw suspicion and fuel discussion after each episode.

EMBRACE THE 'ARCHETYPAL' ENSEMBLE

Nod to the nostalgic love for *The Breakfast Club* and the unlikely pairing of characters to offer viewers a taste of the show's true magic.

MAKE FANS ADVOCATES...EARLY!

Leverage the influence of rabid fans of the book and likeminded teen shows to make this a must-see...before it's even launched.

FUEL THE CHEMISTRY, 'SHIPS' AND TENSIONS

Lean into the tropes teen fans secretly love to love, like Nate and Bronwyn's romance, so they take on a life of their own. Let fans preview some of the iconic moments from the book they're most excited about.

BECOME BFFs WITH SOCIAL

Meet our audience where they're at (like, all over TikTok) and always embody a social-first mindset. Get meta and let viewers follow the Bayview feeds and About That app. Mirror platforms' strengths and weaknesses as they relate to the show by nodding to 'fake' filters and pristine façades on Instagram, while getting real on TikTok.

LEVERAGE SUNDRENCHED VIBES

Embrace the show's unique look and feel to separate it from the gritty, dark sea of sameness – and *Gossip Girl* / *Pretty Little Liars* reboots.

DO NOT

REVEAL RED HERRINGS OR (BOOK) PLOT TWISTS

Avoid revealing critical information on trailers and previews, maximizing the suspense without ruining the twisty surprises.

TAKE MURDER TOO SERIOUSLY...IT'S FUN!

Balance the darker, thrilling tension with the heart of the show: unlikely character dynamics and witty banter.

FOCUS ON SOME CHARACTERS OVER OTHERS

The Bayview Four should have equal limelight, while supporting characters should be featured strategically.

MAKE IT SEEM FAR-FETCHED OR SURREAL

Ensure the world of OOUIL feels grounded, relatable and easy to connect with...while still being aspirational and totally indulgent.

PRETEND IT IS EUPHORIA OR 13 REASONS WHY

Let's be mindful of the issues the show raises and how we participate in relevant mental health or LGBTQ conversations.

FAIL THE GEN Z 'VIBE CHECK'

Speak to fans in their language. Crack the code of how they natively communicate in each platform...without seeming try-hard. One way to do it: adopt a Gen Zer!

Key Marketing Levers

Channel	Role of Channel	Example Tactic
Social Media	Create social content and experiences that connect with teen audiences, deploying Instagram and TikTok in ways that feel authentic to both the platforms and the show's social-forward plotline.	Showcase characters 'picture perfect' lives on Instagram, use TikTok to dismantle this facade
Digital	Partner with digital sites and communities that our audiences frequently visit, using their credibility and fandoms to drive viewership and cultural relevance for OOUIL	Partner with Teen Vogue to create a "Which One Are You?" quiz
Symphony	Use the power of Symphony to promote OOUIL with talent that appeals to - and integrations that ring true to - YA fans	An E! segment on all the high school drama in the show
Talent & Influencers	Introduce the world to this next class of teen stars through content, appearances, and influencer collaborations	Hint at the budding romances with sneak peek BTS, for all the 'shippers out there
PR / Activation	Make an earned-media driving activation that bring the iconic scenarios and SOCAL vibe of OOUIL to life, for fans to experience firsthand	A OOUIL-themed Escape the (Detention) Room
CRM / On-Platform	Drive viewership with existing Peacock subscribers with promotional assets on-platform and in CRM	Invite members to a Peacock Book Club that really provides sneak peaks of OOUIL

Preliminary Communications Phases

Timing	SEPTEMBER	OCTOBER	NOVEMBER
Phase	TEASE THE MYSTERY Spark excitement and intrigue about ONE OF US IS LYING	LAUNCH THE SHOW Get everyone streaming ONE OF US IS LYING	DEEPEN THE FANDOM Get fans to dive deeper into the characters of ONE OF US IS LYING
Approach	Drive initial excitement and interest with marketing moments that showcase the juiciness of the ONE OF US IS LYING coming-of-age mystery.	Hook consumers into watching the sun-kissed, addictive teen mystery through different stunts, content, and activations.	Bring fans into the ONE OF US IS LYING murder club with additional content about the characters.
Key Message	Peacock's juicy new Original, drops on October 7, 2021. Can't Not Watch.	Peacock's juicy new Original ONE OF US IS LYING is now available on Peacock. Sign up / Watch now. Can't Not Watch.	Plunge into the world of ONE OF US IS LYING . Sign up / Watch more. Can't Not Watch.
KPIs	Impressions, video views, social engagement	Acquisitions, total viewership, binge rate, social engagement, PR impressions	Acquisitions, total viewership, social engagement
Key Activities	Trailer	Symphony (TBD) Brand Activation Digital Takeovers	Talent & Influencers
Cultural Moments	Back to School Emmys		Halloween Thanksgiving
	Social & Digital (Organic + Paid)		
	Peacock CRM / On Platform Promos		
	Growth Marketing		

* Note: One of Us is Lying may be included in Olympics omnibus spot.



●
●
APPENDIX
●
●

Auspices



DARIO MADRONA
EXECUTIVE PRODUCER
& SHOWRUNNER

*Elite , La Chica De Ayer, Vive Cantando,
The Protected*



ERICA SALEH
EXECUTIVE PRODUCER
& WRITER

*Wisdom of the Crown, Instinct,
Channel Zero*



JOHN SACCHI
EXECUTIVE PRODUCER

Killers, War



MATT GROESCH
EXECUTIVE PRODUCER

Two Can Keep A Secret

The Cast



MARIANLY TEJADA
AS 'BRONWYN ROJAS'

The Purge



COOPER VAN GROOTEL
AS 'NATE MACAULEY'

Mystery Road, Go Karts



ANNALISA COCHRANE
AS 'ADDY PRENTISS'

Cobra Kai, Into the Dark



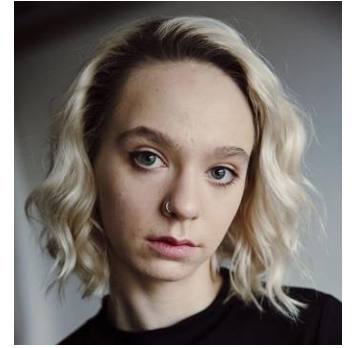
CHIBUIKEM UCHE
AS 'COOPER CLAY'

*The Tomorrow War,
American Housewives*



GEORGE FERRIER
AS 'TJ FORRESTER'

Dirty Laundry



JESSICA MCLEOD
AS 'JANAE MATTHEWS'

Death Note, Scary Movie 4



BARRETT CARNAHAN
AS 'JAKE RIORDAN'

*Cobra Kai, Alexa and Katie,
Grown-ish*



MELISSA COLLAZO
AS 'MAEVE ROJAS'

*Freaky, Swamp Thing, Lena
& Snowball*



MARK MCKENNA
AS 'SIMON KELLEHER'

Sing Street



ZENIA MARSHALL
AS 'KEELY MOORE'

Date My Dad, Supergirl



SARA THOMPSON
AS 'VANESSA'

Night Hunter



KARIM DIANE
AS 'KRIS GREENE'

The X Factor

THE ONE THAT DOESN'T MAKE IT OUT ALIVE

Simon Kelleher “The Outcast”

A self-proclaimed outsider, Simon feels enraged by the hypocrisy of his classmates and creates the About That app in the name of “taking down” Bayview’s privileged assholes. Somehow, Simon manages to find out everybody’s secrets, which he uses for leverage. Simon is deathly allergic to peanuts and, in detention, drops dead after drinking from a cup that was contaminated with peanut oil. It just so happens he’d been planning a juicy reveal.

Though he was friends with “popular” Jake before high school, Simon’s only real – and best – friend is Janae. Simon is the son of Bayview’s Mayor, but he’s anti everything she stands for.

ABOUT THAT

Bayview High’s notorious gossip app and Simon’s personal project. The moment a new notification pops-up, everyone accepts it as truth, and there’s no taking any secrets back.

“We really need some kind of public database for these charlatans. A way to expose the entitled assholes. And show the world what they really are.”

Simon, Ep 106



THE BAYVIEW FOUR

Bronwyn Rojas

‘The Brain’

With her eyes set on Yale, Bronwyn leads Bayview’s debate team and is poised to be class valedictorian. The daughter of successful Latin immigrants, she’s obsessed with being perfect and worries about her sister, Maeve, who has battled leukemia.

BIG SECRET

She stole AP Chemistry exams (because she was stuck at B).

TRANSFORMATION ARC

From seeking perfection in every area of life to embracing her flaws and life beyond of academic achievements.

HER ‘THING’

Academics and Debate Club

“You’re right dad. I push myself too hard. But Chemistry just wasn’t clicking...And I know what an 83 junior year means. I wouldn’t make Valedictorian, I wouldn’t get into Yale. I would fail and that... wasn’t an option.... I messed up. Bad. I didn’t kill Simon, but I’m not the perfect girl you think I am.”

Bronwyn, Ep 103



THE BAYVIEW FOUR

Nate Macauley 'The Bad-Ass'

Jaded by his troubled upbringing, Nate enjoys casual hookups and cruises to Bayview High on his motorcycle – always late, of course. A softie on the inside, Nate deals drugs to keep up with bills at home: his veteran father suffers from PTSD, and his bipolar drug-using mother is “dead.” Despite his feelings for Bronwyn, he fears emotional intimacy and keeps everyone at arm’s length.

BIG SECRET

While on probation, he sold drugs to a classmate who overdosed.

TRANSFORMATION ARC

From being a lone wolf to letting people in.

HIS 'THING'

His motorcycle and Stan, his pet bearded dragon.

“A little business is better than none. And I do know what it feels like to have people relying on you. This was a one-time only special, though. I don’t do painkillers. They fucked up my dad’s life, even worse than my mom.”

Nate, Ep 103



THE BAYVIEW FOUR

Addy Prentiss 'The Blonde'

A popular cheerleader, Addy is known for her looks and defined by her relationship to long-time and semi-controlling boyfriend, Jake. Her dad left when she was young, and her mother taught her that her value comes from having a man at her side. Ending up single and alone like her mom terrifies Addy, and she's afraid she's not good enough for Jake.

BIG SECRET

Cheated on her boyfriend with TJ, his best friend.

TRANSFORMATION ARC

From an extension of her boyfriend to finding her voice.

HER 'THING'

Her hair – which she eventually chops off in a pixie cut.

“Seriously though! I’m not saying I want this to be any worse, but the fact that everyone writes me off is kind of offensive and definitely sexist. I could totally be a killer. And I’d be the most dangerous kind ‘cause no one would see it coming.”

Addy, Ep 105



THE BAYVIEW FOUR

Cooper Clay 'The Brawn'

A total catch, Cooper is a baseball all-star set on going pro. Originally from Mississippi, he moved to Bayview to 'play baseball year-round.' In Bayview, he's 'dating' Keely but secretly hooking up with Kris, who doesn't even know he's in high school. Cooper's family lives above their means to support his dreams, and he feels the pressure – especially from his Dad. He wants to 'make it' but is hyperaware of how his race and sexuality could get in the way.

BIG SECRET

About That publishes a false rumor – that he's juicing. But Cooper's hiding two secrets: that he's gay (only his brother and girlfriend know) and a darker, related scandal from Mississippi.

TRANSFORMATION ARC

From being in the closet to slowly showing himself as he truly is.

HIS 'THING'

Baseball—always and forever.

"Then we got here, and I still couldn't come out. Baseball's still baseball wherever you go. Or maybe I'm just a coward."

Cooper, Ep 104

