

Molly O'Brien

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PITCHING DOCUMENT

Working Title Stardom

Genre(s)

Drama

Length / Format

The first season will have 20 episodes that are 30 minutes each.

Target Audience

I am targeting a teen to young adult audience. I appeal to a viewer who watches dramas and has an interest in the music industry. Having this knowledge could make some plot points more immersive and interesting to the target audience.

Log Line

Four Young girls have just debuted. How will they cope when their company cares more about money than their groups own wellbeing?

Tag Line

Become a star, at your own risk.

Moral / Message

The thematic core of my story is dreams vs reality and how people can use other people's dreams to manipulate them.

Series Synopsis

Emerald have debuted under Black Swan Entertainment. Over the course of 20 episodes the mistreatment of Emerald and the corruption of the company is slowly revealed as the members slowly realize what is going on and begin to try and escape the company.

Episode One Overview

Emerald has just won a competition and are signed to Black Swan Entertainment. The episode is focused on Lucy as she goes on a diet and is forced to perform and practice under these restrictions. By the end of the episode, she ends up fainting due to exhaustion and the diet.

Visual Realisation / Important Images

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I would like the show to have a brightened colour scheme at the beginning to represent the hopes of the girls in the company. The colours within the series slowly become more muted to represent the reality of what is happening to the girls but also how they feel being under the company.

Statement of Intent

My intention to this story is to bring light to the darker sides of the music industry. Even though this is more inspired by how the K-pop industry works I still hope to take notes from other darker practices that happen outside of the K-pop industry. Even though it focuses on the darker sides I still want to show that there is hope for groups like this by the end of the series.

I will do that by each episode focusing on each member and how the actions of the company and being a singer impacts them. Each episode will take part in slowly escalating the drama and the deeper the episodes go the more aware Emerald and the audience become to finding out more about Black Swan Entertainment. The way the show would show the message is through the characters and through their experiences (or lack of experience) which not only influences their interactions with the other members, but it also shows how they deal with Black Swan Entertainment's bad actions.

Audience Appeal

My audience would want to view this because them having a slight interest in the music industry could help bring that audience in however the drama and how it involves the characters is how I want to hook the audience into the story.

The music part of the show may be a good chance to bring in people who like musical shows since the show is a perfect set up for adding songs that can bring in this type of audience. I want to bring in audiences who love watching drama's especially dramas that involve a big ensemble.

If this show was to get picked up, I feel like it would be at home on a streaming platform since the excitement of the drama can be built up from the audience instead of dying out with the audience having to wait for the next

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episode. If the episodes come out in one batch, then it can more appeal to a young adult and adult audience since bingeing culture tends to be the more preferred way to watch shows compared to the episode-by-episode way.

Character Bios

Name (00)

Lucy -

Lucy is very new to the music industry. She is both naive and has big hopes for her and Emerald even in her toughest times.

Annika -

Annika is the leader of Emerald since she is both mature and knows the industry well since she had previously debuted in a group that quickly disbanded.

Mary -

Mary is the mom of the group. She likes to see the perspectives of others and care for the other members of Emerald.

Minji -

Minji nearly felt disillusioned by being a singer however she still tries to grip to hope. She's the most cynical out of the four of them.