



Kidnapped

Written by Molly O'Brien

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PITCHING DOCUMENT**Working Title**

Kidnapped

Genre(s)

Crime Drama

Length / Format

12 episodes that are 1 hour per episode.

Target Audience

The audience is young adults to adults. I hope to have the show mainly appeal women. Even though women are my main target demographic I also hope to appeal to men as well since this helps broaden the message showcased in the show.

Log Line

[Roughly 25 words describing your idea, A.K.A. Short Pitch]
A single mother and older sister go on the hunt for their younger sister and daughter after she goes missing. Will they be able to find her?

Tag Line

Who will care when a woman is taken?

Moral / Message

The thematic message is how women are treated in society and this is emphasised through the experience of Carrie and Denise with their sister/daughter being missing.

Series Synopsis

Heather goes missing as her family decide to open a case into her kidnapping. The case is opened however it isn't taken as seriously by some people as the case goes on longer the Carrie and Denise have expected. It's all solved by the end, but the journey was painful to get there.

Episode One Overview

Episode one involves Heather who has gone recently missing. Her mother Carrie and her sister Denise call the police to find out who took her and where she has ended up. It ends with the police finding a scarf on the pavement where she went missing.

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Visual Realisation / Important Images

I'm thinking that the colour grading of the series would be dark and muted to fit with the darker tone of the story. It could take a less dramatic and more realistic editing style so that the focus isn't taken off the themes and the message. The goal is to make sure the focus is stayed on the story and the message within it.

Statement of Intent

[What is your intention with this story?]

I want to get across how society reacts when women go missing and the experiences women go through when it comes to harassment, going missing and how they are treated by the law and policing system. My inspirations at the time were during the Sarah Everard case and how it took so much uproar for it to be taken more seriously and even then, there are still so many cases of women that have gone missing that haven't even had that much attention brought to them.

The way I am showing this message through my idea is that even though there is a focus on Carrie, and Denise I hope to show how other families are affected by their daughter, sister or parent going missing and how no matter who it is it can affect anyone. The main focus will be on Carrie and Denise with the pain they have to go through. When someone goes missing it can be a sudden loss and the pain that someone can have on wondering whether the missing person was dead or alive. There will be more dramatic moments in the series, but my goal is for that to not overshadow the overall moral and emotional elements of the story.

Audience Appeal

[An extension of the Target Audience, but in more detail. Think about why they might want to view this.]

The audience would be able to highly relate to Heather, her family, and their experience around Heather's disappearance. The show purpose of the show can be to resonate with people who watch it and their experiences. I want to appeal to a type of audience that likes watching true crime since the show is part of the crime drama genre then I feel like this would be the first type of audience that would be drawn in.

This would probably be viewed on Channel 4 since the channel has been known for featuring dramas on its channel. Even though streaming is growing in popularity I would like each episode to have time for discussion since with scheduled shows this is more likely to happen. I want the show to make the audience think about what role they play in the issue and how each level of society effects this issue. I want this series to bring to light the serious issues women face when they become kidnapped or hurt.

Character Bios

Carrie (45) -

She cares a lot about her family and is protective over both of her daughters. She works hard as a single mother to care for her children.

Heather (21) -

Heather works late so that her family can live comfortably. She had ambitions to work hard in her career as a nurse before she went missing.

Denise - (24)

Denise (similar to Carrie) cares a lot for her sister. She studies hospitality at university. She is older than her sister and took care of her sister when Carrie wasn't there, so she has become more independent as she has grown up.