





Proposed Content Strategy Ideas

The tonality of FC is to be a legit and serious one-stop-destination for movie reviews along with TV, music, stand-up etc both in national as well as vernacular language. Keeping this tonality in mind and understanding what the brand stands for, we feel there is a need for more engaging content as the product being positioned on FC are movies/online content - and their chief purpose is to entertain.

We have done a detailed analysis of major international publications whose content is considered legit/authentic/authoritarian and held in high regard for genuine movie/online content reviews. Here are a few ideas that we can adopt



The 'Listen' Section - Podcasts



The New Yorker has a dedicated section to podcasts (<https://www.newyorker.com/podcast> - the podcasts links are embedded on the site). Since podcasts have so much potential and are extremely in vogue, we can also create dedicated podcasts especially for FC.

In today's fast paced world, people consume a lot of content through audio mediums (Youtube, Audible, Saavn, iTunes, Spotify, Soundcloud etc.) and this is where podcasts come in. These become the perfect partners during long commutes that majority of people undertake in their day to day life & also on long journeys. People in today's world thirst for good, riveting & new stories. Listening to such stories from the people they love, adore & look up to is what FC can provide.

FC's dedicated podcast section can bring a huge pool of celebrities' anecdotes in an up, close and personal manner - in a never before way to their listeners.

Execution

1. Telephonic Conversations

Podcasts are hassle free & cost effective wherein they save the need for a studio, the need for a celebrity to travel and come & physically meet you. Anupama can host telephonic conversations with celebrities, each at their respective places without the need to commute, which can be recorded and packaged as podcasts.

2. Recorded Podcasts

The celebrities themselves can record the podcasts at their end on their mobile devices and share the files with FC. These can be ultimately packaged as podcasts.



Content Pillars (Samples)

The FC podcasts can be divided into various interesting & riveting categories where the celebrities talk about each of these, lending their personal opinions.

All Things Love (Love/Relationships/Break-ups)

We can have millennial celebs such as Alia Bhatt, Jhanvi Kapoor, Ishaan Khattar, Sara Ali Khan etc share their take on these ever popular topics.

Celeb Binge Guide

This can be a dedicated section where celebrities can share their favorite gastronomic experiences. These can include their favorite food stops, cuisines, recipes, fitness food hacks, favorite chefs or even dedicated restaurants.

Book Dates

From time to time we see various celebrities such as Alia Bhatt, Parineeti Chopra, Sushant Singh Rajput etc post their now reading list. Hence, we can have celebrities share this very list with the listeners.

Flicks On My List

In this section, the celebrities share their top 5 picks for movies that they absolutely love.

Beat The Blues

As the topic suggests, we can have the very best celebs from diverse fields of movie industry (Anurag Basu, Priyanka Chopra, Badshah, Mallika Dua etc) share about what motivates them/drives their life as well as creativity.



Style of Writing



THE
NEW YORKER

The New York Times

There is a need for more engaging and millennial style content focused on storytelling with a personalized touch. While there are movie aficionados that FC caters to with its serious movie/online content journalism, there is also a large readership out there that FC can tap into. These are the people who might not be aficionados, but they are those who love movies and are looking for honest, engaging and good reviews. And for this purpose we can make good content engaging as well - without diluting the authenticity of the brand.

The New Yorker - Movie Reviews

- [Reference 1 \(Click To View\)](#)
- [Reference 1 \(Click To View\)](#)
- [Reference 1 \(Click To View\)](#)

The New York Times - Movie Reviews

- [Reference 1 \(Click To View\)](#)
- [Reference 2 \(Click To View\)](#)



Engaging Listicles

- 'Binge Guides'

The Guardian UK (<https://www.theguardian.com/uk/film>) has very compactly placed all their engaging listicles under 'What To Watch' section. Without diluting the tonality of their brand, they have been dishing out engaging and fun listicles that give the readers a very effective 'to watch' list. These listicles are again an amazing way to collate online streaming content.

The 10 best movie shark performances ranked

- Reference (Click To View)

25 best films of the 90s

- Reference (Click To View)

What's on Netflix and Amazon this month

- Reference (Click To View)

What to watch



James Bond / all the films - ranked!

2,507



On my radar: Pawel Pawlikowski's cultural highlights

The Polish film-maker, who won best director at Cannes 2018 for Cold War, on a cult rapper, a Khazakh documentary-maker - and watching every World Cup match

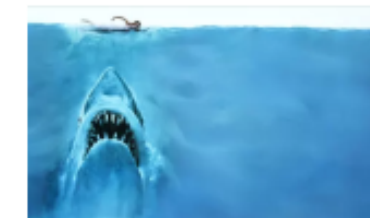
9



Ranked! / Robert Redford's greatest screen roles

As the actor and Oscar-winning director reveals his plans for retirement, we rank his 10 best performances in front of the camera

559



The 10 best movie shark performances - ranked!

337



Hugh Grant / The 10 best films

487



Tom Cruise / The top 20 movies - ranked! Hadley Freeman

768



2018 / The best films of the year so far

Ranked! Winona Ryder's 20 best films

Ranked! / The scariest films ever

No cape required / Your guide to the best alternative films this summer

The 10 hottest films of summer 2018

'A total blast': our writers pick their favorite summer blockbusters ever

Every Star Wars film - ranked!

Unseen on screen: the secret movie cameos you might not know about

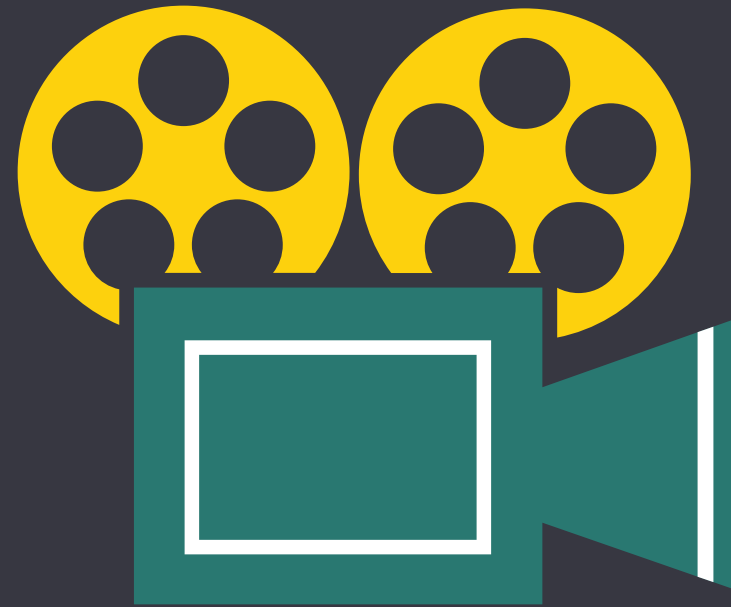
Who can replace Hugh Grant as king of romcoms?

Ranked! / Palme d'Or winners

What's on Netflix and Amazon this month - August 2018

Fargo to Four Weddings: readers' 25 best films of the 90s

theguardian



The 'Now Streaming' Section

To keep the readers updated with everything new and upcoming in the movie/online content space, we can create a dedicated toggle giving out information. The following website has a very effective interface for this: <https://movietimes.com/>

OPENING THIS WEEK [See More](#)



Operation Finale



Kin (2018)



The Little Stranger



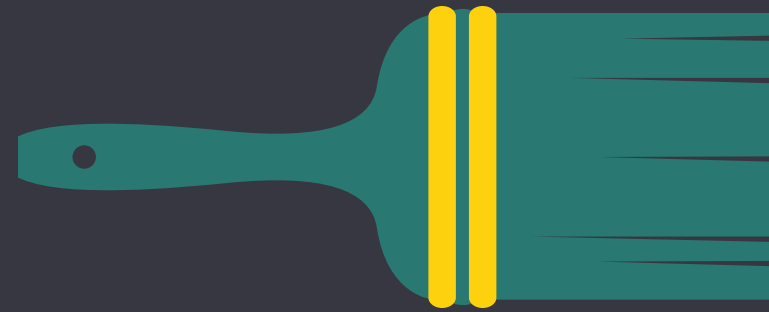
ਮਰ ਗਏ ਚਿਏ ਲੋਕੇ



Snapshots (2018)



Curse of the Witch's Doll



Cinema Art - The New Yorker Style

The New Yorker carries out very interesting movie features and has dedicated art to every movie that is reviewed. In order to lend this unique style of creativity and to make the website look visually more appealing, we can also opt for such a style - that will be individual to FC:



Hereditary



Mission Impossible—Fallout



Sicario 2: Soldado

[To View More References Click Here](#)

Thank **you!**

The logo for Creative India is enclosed in a white square border. It features the word "creativa" in a bold, lowercase sans-serif font, with "INDIA" in a thinner, uppercase sans-serif font directly below it.

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INDIA

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