

Stan.

ORIGINALS

THE STAN AND FILM VICTORIA COMEDY FUND

CREATIVE BRIEF

FORMAT	<ul style="list-style-type: none"> • Comedy (6 / 8 / 10 x 30) • Strongly serialised • Returnable
GENRE	<ul style="list-style-type: none"> • Areas of interest include serialised comedy, rom-coms, and comedy-dramas. • References include 'Catastrophe', 'Fleabag', 'Younger', 'Ramy', 'The Moodys', 'Broad City'
POSITIONING	<ul style="list-style-type: none"> • Australian comedy but globally relevant • Australian essence via any or all of story, cast and location • International co-production opportunities • High concept ideas, marketable concepts, stories and characters • Shows that comfortably sit alongside Stan's premium first run licensed international exclusives
LOOKING FOR	<ul style="list-style-type: none"> • Irresistible, funny ideas suitable for premium cable or SVOD binge viewing, with international-calibre cast potential • Strong narrative engine: well developed multi episode narrative arcs • Relatable characters with unique dilemmas fuelling the comedy for a multi-season run • Emotionally resonant themes • Fresh twists on recognisable / commercial setups
NOT LOOKING FOR	<ul style="list-style-type: none"> • Animation • Sitcoms • Stand-up comedy • Sketch / Improvisational Comedy