For the Love of Daisy

Anthony L., Alexis T., Alexandria W.

Prairie View A&M University

# **Concept:**

<https://www.youtube.com/watch?v=28v4-qBIX2U&list=WL&index=58&t=17s> **(visual video)**

<https://youtu.be/R-sT-xf7_iM> **(show trailer)**

# **Genre:**

Our show, *For the Love of Daisy,* is predominantly a drama with thrilling psychological aspects.

**Logline:**

After speculation arises around the alleged animal attack on her boyfriend, Daisy sets out to find the truth about his death with the help of his ghost while her best friend Maya tries to stop her at all costs.

**Characters:**

**Daisy:** 18-year-old, senior in high school, fighting to become Valedictorian of Oak Towers High, president of the student council, works herself to the bone to be perfect, dealing with the tragic loss of her boyfriend and his alleged animal attack, realizes she can see into the spirit realm, has been best friends with Maya since preschool

**Maya:**18-year-old, senior in high school, captain of the Lady Eagles volleyball team, rising college recruit, has external pressures to be more like Daisy, has been friends with Daisy since preschool, is jealous of Daisy and Daniel’s relationship, has self-esteem issues, has been in love with Daniel since middle school

**Daniel:** 18-year-old, Daisy’s long-time boyfriend before his death, was set to become Salutatorian, former vice president of the student council, Maya’s unrequited love interest, becomes a ghost and communicates with the girls from the spirit realm

**Exposition:**

 Maya is throwing a party to kickstart the new semester and celebrate her senior year. The party is being hosted at Maya’s house, a sprawling three-story manor with 40 acres of forested land within walking distance, and the whole school is invited. Maya’s best friend of 13 years, Daisy, and Daisy’s boyfriend Daniel are acting as unofficial co-hosts and helping to ensure that things run smoothly. No one is surprised that they took on these roles because as number one and number two in the class, and president and vice president of the student council, they are prone to being on top of things. Daisy and Daniel have been together since the eighth grade and have plans to attend the University of Texas together next Fall. They are inseparable and people would kill to have a relationship like theirs. Maya always comes second on Daisy’s list of priorities and hates having to compete with Daniel. She knew that college would be much of the same if she roomed with Daisy, so she decided to accept a volleyball scholarship to attend college out of state. Maya worries about how to break the news to Daisy because this has been their plan forever; she also has been keeping other secrets from her best friend, like how she really feels about Daniel.

**Rising Action:**

 By ten p.m. the party at Maya’s house was in full swing, guests were having a blast and were wrecking everything in sight. Around 11:30, most of the guests had gathered on the terrace, and Daisy decided to head home to finalize her speech for the annual welcome back banquet in the morning. Daniel elected to stay behind so that Maya would not feel overwhelmed. He promised Daisy he would call as soon as he made it home. Aside from keeping Maya company, Daniel also wanted to finally ask why she hated him so much. He locked eyes with Maya from across the room, and before he could lose his nerve, he stalked over to her. Maya regarded him with cool eyes and asked about Daisy. By this point, Maya had a significant amount of Schnapps and was stumbling over her words. Daniel, being the good guy that he is, offered her some of his water and took her hand to help her find a seat. Maya could not believe how nice his hand felt in hers and using her liquid courage, and she finally felt emboldened enough to confess her true feelings. They began to speak at the same time, Daniel, to ask what her deal was and Maya to tell him she loved him. Maya spoke first; Daniel reeled back in shock, the party resumed in the background.

The party came to a close around two a.m., and Daniel and Maya began the clean-up process. Daniel wanted to apologize for being so abrupt and leaving Maya to deal with her emotions alone outside on the terrace. He did not know how she really felt until she drunkenly confessed, and then all the pieces started lining up. Maya was still mortified that she betrayed her best friend’s trust, and wanted to clear the air with Daniel before word got back to Daisy. Now in the kitchen, he approached Maya with caution and started to apologize, but upon seeing the look on his face, Maya’s face contorted with rage. She took a step back when he reached for her arm and demanded to know why his face was filled with so much pity. Everything was ALWAYS about Daisy. *Daisy* was the pretty one. *Daisy* was the smart one. Everyone always asks why Maya is not more like *Daisy.* In 13 years, Maya had never escaped her best friend’s shadow, even when it came to the boy she loved first. Maya turned around and asked seethingly, “what is it about *Daisy* that has you all so crazy?” Daniel was stunned. Maya continued her tirade, pointing out that Daniel and Maya were an item first until she left for volleyball camp the summer before seventh grade, and Daisy swooped in and stole him. As she was gearing up for her next point, Daniel stopped her and tried to diffuse the situation. He looked at her frantically and asked where all of the hostility came from.

Maya responded that she had been bottling this up for half a decade, and demanded to know how he truly felt about her. He stumbled over his words. Maya grabbed some Schnapps and drank it straight from the bottle. Maya stumbled slightly, causing the liquid to slosh. Daniel reached for the alcohol in her hand and scolded her for drinking so much. He offered to finish cleaning up alone so she could sleep, and they could finish their conversation tomorrow with Daisy present. Maya refused, snatched the bottle away, and took two large gulps. Daniel advanced on her again only this time, Maya reared back and connected the bottle to his temple and glass showered his face as he collapsed to the ground.

**Climax:**

The audience finds out that Daniel was not really dead. He awakens, and Maya is looming over him, and apologizing profusely. She asks him one final question about whether he ever felt the same way about her; he declares that it was always Daisy and that Maya needs help. Maya comes to terms with the answer (or so the audience believes), then takes a knife and slits his throat. She then drags the body to the woods behind her house and cuts up his body some more, to make it appear as though he got drunk, fell asleep, and was attacked by a wild animal. Fast forward to the following day; Daisy is freaking out that she has not heard from Daniel, Maya acts nonchalant. Daniel’s body is recovered a week later, after a neighbor’s dog came back with an arm. Maya tries to console Daisy and convinces her that he got really drunk after she left and no one could find him. Daisy is torn by the sudden loss of her love. She knows that Daniel never drinks, and will stop at nothing to uncover the truth of what really happened that evening. One night as Daisy is digging deeper into the case, Daniel’s ghost appears to her. She is terrified and elated at the same time. Daisy begins to ask questions, but he cannot answer. When Maya slit his throat, she damaged his vocal chords, even in the spirit realm. They devise a system to communicate, and then with Daniel’s help, Daisy gets closer to the answers she is seeking.

**Falling Action:**

Daisy has put together most of the missing pieces, but there are still parts of the story that do not make sense. Daisy calls Maya after months of avoiding her best friend and asks about Daniel. Maya is upset that after all this time, Daisy is still worried about his death. She yells that Daniel is never coming back and that Daisy needs to move on with her life. The tension escalates, and Daisy decides to visit the next day under the false pretense of making amends with Maya. When she arrives and sees Daniel’s murderer face to face, she gets the last piece of the puzzle.

Maya lies about the details from the night of the party that cost Daniel his life. She cannot even remember the lies she initially told, and then during a rant about Daniel and Daisy, she slips and reveals a piece of the truth. Daisy pulls out her phone to call the police when Maya strikes her. A brawl breaks out, Maya grabs a knife (the same one she slit Daniel’s neck with) and threatens that she will do the same thing to Daisy.

**Resolution:**

Daisy fights Maya to the death, a funeral is held, Daisy graduates alone but still feels Daniel’s presence as she gives the graduation speech. Fast forward through the summer, Daisy is packing her bags to attend the University of Texas at Austin, where she meets a boy who looks strikingly similar to Daniel. She makes new friends and tries her best to forget about Maya and all the memories they shared. Daisy eventually makes new friends, dates Daniel’s look-alike, and goes on to live a happy life.

**Target Audience:**

 The geographic segmentation of our audience will be located in English speaking countries, including but not limited to, North America, Canada, Australia, and England (Potter, 2016).

The psychographic segmentation of our target audience will connect with viewers who value friendships, understand the pain of unrequited love, and the crushing weight of jealousy. Additionally, our target audience seeks to obtain post-secondary education or places importance on it (Potter, 2016).

The demographic segmentation of our target audience is made up of males and females from ages 14 to 34, most of which have graduated high school or have a GED equivalent with an income ranging from $0 - $60,000 (Potter, 2016).

**Network and Scheduling:**

 ABC is the best network to premiere the show *For the Love of Daisy* because their target demographic is between 18 and 45, the same as our show (John, Tassi, King, and Wisener, 2016). Our show would be successful because it follows a similar mold of shows already on their airways, and appeals to the established demographic. ABC already has high ratings and popular shows, particularly primetime on Thursdays, where they air *Grey’s Anatomy*, *Station 19,* and *How to Get Away with Murder*. To ensure the success of *For the Love of Daisy,* we would hammock it between *Grey’s Anatomy* at sevenand *Station 19* that currently airs at eight but would be bumped to nine (Potter, 2016)*.* Our show is similar in content to *How to Get Away with Murder* as they follow a similar formula with the suspense, murder, and drama elements (Watson, 2019). To convince network executives to greenlight our show we would pitch *For the Love of Daisy* as follows:

Daisy was just a normal teen girl trying to grieve the loss of her boyfriend Daniel who died by an alleged animal attack, then one day his spirit comes back to ask for help solving his murder. Daisy realizes she can see into the spirit realm and tries to tell her best friend Maya that Daniel is back and needs their help. Maya has always been jealous of Daisy and wanted her to be all alone so she would have no one but Maya to rely on. Their lifelong friendship becomes turbulent, and Daisy embarks on a journey to discover what really happened the night of Daniel’s death alone. What she uncovers shakes her to the core.

**Sponsors:**

The network that *For the Love of Daisy* would air on is ABC, and some companies that may want to run advertisements during commercial breaks include Dove USA, Apple Inc., Old Spice, Red Bull, and Target. All of these companies would have their own reasons for buying air time, but the common one would be the demographic our show reaches as well as the network the show airs. Dove USA would be a prominent sponsor because *For the Love of Daisy* would have a lot of women watching in the 18-35 range that may be interested in beauty products they offer, such as soap and antiperspirants. Similar to Dove USA would be Old Spice, who may run ads targeted towards the men watching *For the Love of Daisy.* Old Spice is another beauty company that offers antiperspirants, body washes, and colognes for men and boys in the 12-34 range (Transportation Marketing Admin, 2018). Another sponsor purchasing advertisements would be Apple Inc., which is responsible for a lot of the devices most people have such, as the iPhone and Macbook (Dudovskiy and Dudovskiy, 2019). The ideal audience of the show would be in the 13-35 bracket, and the Red Bull energy drink company would be another good sponsor because they have similar target goals and can refuel audiences engaged in the show. Lastly, a large corporation like Target would be a good sponsor because the average shopper is between 18 and 45 years old, which corresponds with the network’s average (Pymnts, 2016). All in all, most of the companies mentioned would be beneficial advertisers for the show and help produce favorable ratings.

**Possible effects:**

Physiological effects are most likely to affect our viewers. The show will cause viewers' hearts to race, and hands to sweat during the show’s thrilling scenes, such as the altercation between Daniel and Maya. The timing of these effects will take place instantly as each scene comes to pass. The intention of this show is for entertainment purposes, and to ensure that people do not cause harm toward others. A warning would be issued before each episode, such as “episode may contain violence and language for mature audiences only/viewer discretion is advised.” The valence of this effect is neutral because it does not add value to the viewer, nor does it take anything away from them. The viewer’s heart racing will be a process effect since it is not visible, while the viewers’ sweaty hands are a manifested effect, because it is observable (Potter, 2016).

 An emotional effect is likely to be the second impact our show will have on our viewers. Viewers will grow desensitized to the murder of Daniel as the scene is revisited through the series to provide explanations. Secondly, sadness (emotional effect) will be triggered in the audience as they watch Daisy negotiate the struggles in her life, for example, losing her boyfriend and investigating her best friend, all while being a senior in high school (Potter, 2016).

 The third effect that we want our audience to have is identification. We want our viewers to relate to Maya’s unrequited love for Daniel, as well as Daisy’s need to be the best at everything. Lastly, we want audiences to connect to the pressures of being a high school student.

References

Dudovskiy, J., & Dudovskiy, J. (2019, April 25). Apple Segmentation, Targeting and Positioning - Research-Methodology. Retrieved from <https://research-methodology.net/apple-segmentation-targeting-and-positioning/>

John, M. S., Tassi, P., King, C., & Wisener, J. (2016, May 11). How to Get Away with Murder Is Defying Hollywood "Norms". Retrieved from <https://www.tvovermind.com/get-away-murder-defying-hollywood-norms/>

Porter, R. (2020, February 28). TV Ratings: Multiplatform Data Shows Big Shift in Viewing Habits. Retrieved from <https://www.hollywoodreporter.com/live-feed/multi-platform-ratings-data-shows-big-shift-viewing-habits-1254608>

Potter, W. J. (2016). *Introduction to media literacy*. Los Angeles (Calif.): SAGE.

Pymnts. (2016, November 3). Average Target Shopper & Customer Demographics. Retrieved from <https://www.pymnts.com/news/retail/2016/average-target-shopper-customer-demographics/>

Transformation Marketing Admin. (2018, December 19). Marketing Campaign Success – Old Spice. Retrieved from <https://www.transformationmarketing.com/marketing-campaing-success-old-spice>

Watson, A. (2019, July 2). Ethnic distribution of viewers of the TV show 'How to Get Away With Murder' in the U.S. 2018. Retrieved from <https://www.statista.com/statistics/875943/how-to-get-away-with-murder-tv-viewers-ethnicity/>