

We are currently seeking concepts and partnerships to produce short and mid-form origin stories – next generation **Finding Your Roots** and **Who Do You Think You Are?**. We are looking to tell highly engaging stories that **inform identity, belonging, sense of family and self to distribute on our YouTube Channel** (as well as across all of Ancestry's O&O channels).

People are more reflective and seeing the importance of family. It has spawned a desire to understand those who came before you, ultimately to cement your place in the broader human story

- Primary goals:
 - Drive category awareness
 - Drive Family History interest, product familiarity and purchase consideration
 - Drive engagement and shareability to create buzz (which leads to increased brand perception and relevancy)
- Secondary goal:
 - Drive intent (site traffic) and sales as measured by Ancestry & ad tracking best practices

US Primary Target Demo

- Prime Prospects: P35+
 - They are younger to middle-aged families with children who are digitally connected & socially active, constantly consuming online content.
- US Secondary Target Demo
 - Core Audience : P45+
 - They are older parents and empty nesters, still in the workforce, higher income bracket with traditional media consumption habits (free to air and pay tv).

Proposal criteria:

- Built for Ancestry's YouTube channel first and foremost, but also include versions and cutdowns for use across other Ancestry O&Os.

What We Need

- 10 YouTube Video format ideas based on the Origins RFP attached
 - Let's get creative!
 - Don't forget to include your cutting room floor ideas (those ideas that came to mind but didn't formulate extended ideating)
- Research on Creators that are already bringing Ancestry to the forefront
 - Although there is no paid partnership, the client has seen a handful of creators who have mentioned Ancestry in content about "Finding your Heritage" and "Finding your DNA"
 - We would like you to pull this list of creators based on your research. You can pull into the word document

YouTube Ideas

1. **Titles:** Legendary Reveals

- a. **Logline:** In this format, subjects find out the historical figures they may be related to through the Family History product. After the discovery, the subjects will share what this discovery means to them & their own personal journey in self development.
- b. **Why We Like This:** Consumers love a storyline, we're giving subjects an opportunity to be impacted in real time, discovering historical (or modern day) lineages of note. This conversation sparks the idea that if this person is related to famous individuals of the past, then I could be too. It's a moment for consumers to self reflect and give into the idea of learning about their past in a major way.
- c. **Personality:** Personal (Inviting Curiosity)
- d. **Voice:** Engaging

2. **Title Options:** Taste of History, Family Flavors

- a. **Logline:** In this format, subjects will first use the Family History and DNA products offered by Ancestry to learn about their heritage. From there, we transition into unscripted food/cooking content, wherein our subjects are provided foods and recipes that relate to their new cultural discovery. While having this cooking experience, which may be marred with kitchen failures or success, they are sharing what this new found discovery has taught them about themselves and how it relates to their lived experience.
- b. **Why We Like This:** Working backwards from "what works" on YouTube and taking content habits of our demographic (who have interest in food formats/content on YouTube and digital), this format allows us to speak to the product through a popular content medium: Food!
- c. **Personality:** Enriching (Compelling)
- d. **Voice:** Engaging

3. **Titles:** Family History Search-Off

- a. **Logline:** In this format, we are gamifying the Family History experience to put it's legitimacy to the test! Two family members will be faced with the same set of family history questions; One family member will be tasked with using only manual tools (i.e. their memories, files, etc.) and the other will be tasked with using only Ancestry.com's Family History tool. Who will trump in this Family History Search-Off?
- b. **Why We Like This:** There is a bizarre stigma about finding out what your family history looks like or not knowing enough or knowing too much about your family history, in comparison to others. Allowing a family to gamify and have open dialogue about these discoveries allows the information to be digested easier and relieves some of the tension than can be associated with unpacking these historical moments.
- c. **Personality:** Enriching

d. Voice: Purposeful

4. Titles: Real Family Records React

a. Logline: A real family sits down to discover their family records (powered by Ancestry's Family History tool) and react to the known, the new and never-knew-this records we present.

b. Why We Like This: This format would allow for us to highlight the products potential in creating a shared family experiences, while remaining short form and digestible. Tone can range from the serious to the silly, based on research pre-production efforts.

c. Personality: Compelling

d. Voice: Clear

5. Titles: Kids Learn Their Roots, Parents Watch

a. Logline: In this format, unsuspecting kids would learn about their family history through real records found on Ancestry's Family History tool. The kids would believe they are doing this experience alone. Little do they know, their parents would be watching them on a monitor and reacting to their children learning about their family history for the first time.

b. Why We Like This: This format would allow Ancestry to highlight a younger generation ranging from Gen Z and below as the subjects, while also tying the moment back to the core demo (35+ community) in the face of our parents. Our goal in this is to encourage purchase intent through witnessing just how powerful connecting history is to the family. This tactic is all about engaging the audience in understanding that this experience is bigger than just uncovering some historical names.

c. Personality: Prove (Marketplace stability)

d. Voice: Authentic

6. Titles: Whose History?, Whose History is it Anyway?

a. Logline: In this format, multiple subjects from different families will be on a single panel and faced with archives and documents from the Family History tool one-by-one with signifiers (Names, etc.) removed. With each document, the subjects will be tasked with answering the question: Whose history is this?

b. Why We Like This: This tactic allows subjects to uncover potentially incorrect assumptions about their family history in the company of others. Ancestry is all about unlocking truths within your own family history, and as the subjects start to answer the questions right or wrong, the responses will illicit entertaining (and perhaps emotional) feedback in helping them realize their own history, along with the history of the other subjects.

c. Personality: Enriching (Meaningful context)

d. Voice: Purposeful

7. Titles: Picture Perfect, A Second Look, Styled by Ancestry

a. Logline: In this format, we leverage the popular "Recreating the Look" format from the YouTube Beauty/Makeup community wherein users take an inspiration -

photo, etc. - and recreate the look. For this we would use the power of the Ancestry Family History tool to uncover more recent history (yearbook photos, newspaper clippings from prom, etc.) and challenge our subject to “recreate” the look!

b. Why We Like This: This is a tried and true format within a large sub-community of creators online (Beauty/Makeup). This format also allows for us to highlight more recent history and documents from the Family History tool.

Additionally, this tool has great potential for an influencer campaign as an extension of it. **c. Personality:** Personal (Inviting Curiosity)

d. Voice: EngagingX

APPENDIX

1. Becoming

a. The creators have a realistic moment with themselves and identify all that makes them who they are before the reveal, the results are in and the creators get insight with pictures and historical facts about where they came from, a two way screen showcasing historical images of the creators family lineage and their reactions towards seeing their history being brought to life.

i. An example of a young black creator finding out they have hispanic roots and seeing an image of their great great grandmother in Mexico.

2. HEALTHy History

a. Creators learn about the health risks that are linked to their family trees and make the time and effort to discover what adjusting to these health practices look like for their future.

3. “We Are Family”

a. Creators open up about wanting to discover where they came from, Ancestry reveals the lineage that may still be living, and the creators open the letter and have a full authentic reaction to this discovery

4. “This Land is your Land, This Land is My Land”

a. Creators discover land that their family may have some type of ownership over

5. “Turn the Page”

a. Creators find documents linked to their new discovered family lineage and share a read of the experience and open up about what that finding now means to them

6. Our commonalities

a. Is it nature or nurture that influences our interests? Creators share their occupations and favorite hobbies (instrument playing, art, baking, sports, etc.) and discover that their passions were also shared by their ancestors.

7. What I’ve Been Told

8. I was Lost but now I’m found

a. Creators share their coming of age story when learning about their family lineage,

creators share how finding out about their family tree brought about a new feeling of understanding about who they thought they were and this discovery allowed them to embrace a future and claim ownership on their life.

9. "If I Could Turn Back Time"

- a. Creators write personal letters to these ancestors that they now have discovered, things that they wish they knew, things they know now & things that are to unfold in their future. Dear John type of letter.

10. "Throwback Thursday"

- a. Creators discover old images of their historical lineage and compare to old pictures of their current families discovers the similarities & differences

11. "Historial Tunes"

- a. Musical creators discover where their families have dispersed from around the world and find music that relates to their origin, create a playlist and try out listening to the songs in real time

12. Ancestry Jeopardy

- a. Creators will gamify their discoveries from Ancestry, a true/false and or multiple choice questionnaire, the answers will be reveals for the creators, a teachable moment to learn about their history