

"THE ALIENIST"

Copy Presentation Phase One

CAMPAIGN POSITIONS

We've read the book and devoured the scripts. We're obsessed with the true crime aspect and time period of this story. This the original True Detective but even more twisted and arresting.

Here are three provocative ways to build prestige, excite the fan base, and engage a core audience longing for a unique and elevated drama.

POSITION 1: HOW DO YOU SEE THE WORLD?

POSITION 2: UNMASK YOUR TRUE NATURE

POSITION 3: UNRAVEL THE MYSTERY

Each position touches on title awareness (i.e.: what is an Alienist), teaser concepts, character rollouts and iconic payoffs.

POSITION 1: HOW DO YOU SEE THE WORLD?

From light to dark, good to evil, beautiful to horrific, this position plays on the gripping theme of the human psyche and underscores the dramatically differing character perspectives in our story as well as the mesmerizing personality of 1890's New York City itself.

COPY:

We always fear what we don't understand.
THE ALIENIST

New York's darkest secrets live here.
THE ALIENIST

Unlock the mysteries of the criminal mind.
THE ALIENIST

Unmask your true nature.
THE ALIENIST

Everyone has their secrets.
THE ALIENIST

Every mind has a method.
THE ALIENIST

CHARACTER COPY:

(Kreiser) Genius

(Moore) Lost

(Sarah/Roosevelt) Driven

(Killer) Twisted

(Kreiser) Instinct

(Moore) Artistry

(Sarah/Roosevelt) Tenacity/ Grit

(Killer) Cruelty

(Kreiser) Logic/analysis

(Moore) Perception

(Sarah/Roosevelt) Justice

(Killer) Wrath

IDEA: A MURDER/EVIDENCE "map" connecting everything.

We would create four different comps; each with a different character looking at the map:

COPY:

KREISLER/Map
This is his talent.

MOORE/Map
This is his canvas.

SARAH and THEODORE/ Map
This is their burden.

KILLER/ Map
This is his sickness. (creation)

IDEA: TOOLS OF THE TRADE

Each character is defined by the tools of their trade. We will showcase each character in an artistic way, coupled with a crucial tool they use to solve the mystery. Copy on all four character pieces will say: **TOOLS OF THE TRADE**

Kreisler will have his psych tools.

Moore has pencils and paper.

Police have guns.

Killer has his knife/weapons.

POSITION 2: UNMASK YOUR TRUE NATURE

In society, we all wear masks. The essence of a person is often obscured by the face they present to the world. The job of an alienist is to see beyond the mask and discover a person's true desires, fears, hopes, fetishes, and motives.

In other words... expose their true selves.

COPY:

Unmask the darkness.
THE ALIENIST

Look beyond what you see.
THE ALIENIST

The darkest secrets hide just beneath the surface.
THE ALIENIST

The mind is a puzzle.
THE ALIENIST

Your mind will reveal your crime.
THE ALIENIST

The city is an enigma.
The mind is a puzzle.
The crime is the clue.
THE ALIENIST

Alt

The crimes are the clues.
THE ALIENIST

POSITION 3: UNRAVEL A MYSTERY

Set against the moody backdrop of 1890's New York City, this position pulls us into the cutting edge criminology of the Gilded Age. Haunting images touch on the many methods used in our story to hunt down New York's first serial killer while enveloping us in the mysterious and gripping world of The Alienist and defining exactly who he is.

COPY:

New York City: 1896
Psychology is new.
Crime is all around.
A brilliant killer is on the loose.
THE ALIENIST

A city's destiny is in their grasp.
THE ALIENIST

In New York City, 1896
There was a word for a criminal psychologist:
THE ALIENIST

Open your eyes to the darkness.
THE ALIENIST

Seeing through you is his job.
THE ALIENIST

New York City: 1896.
There's a new method for catching killers.
Hire an expert who can think like one.
THE ALIENIST