

“From End to Beginning”

Tracing the origins of humanity

The Idea

Humans are the only known species that can compose and perform a symphony, explore environments that defy our physiological limitations, create shelters that manipulate physical laws and extend our lifespan through medical intervention. We are also the only creatures who try to understand where we came from. We're able to peer further back in time, and further into the future, to see where we've been, and dream about where we can go.

It is precisely this intellectual curiosity—this desire to ponder human truths on an epic scale—that will engage viewers in Nat Geo's *Origins*. And it is what WP BrandStudio will awaken to galvanize *The Washington Post's* insight- and information-thirsty readers to watch the series.

Note: Content elements and production timelines are subject to change based on spend level and mutually agreed-upon objectives, target launch dates and KPIs determined during kick-off call.

Execution

Highly interactive, visually stimulating custom content will inspire the Post's readers to dig deeper into the *Origins* content. Without recreating or duplicating the show's subject matter, we'll provide “second-screen” experiences that enhance viewers' experience of it.

Show Integration

- Prominent placement of trailer or opening video
- Call to action driving readers to tune into the premiere and episodes
- Interwoven “teaser” clues and pathways that hint at surprising and provocative show content

Content Elements

Below are options for content pieces that provide readers with very different experiences of the subject matter. Depending on the length of the production timeline and final budget, the program could include any two of the three:

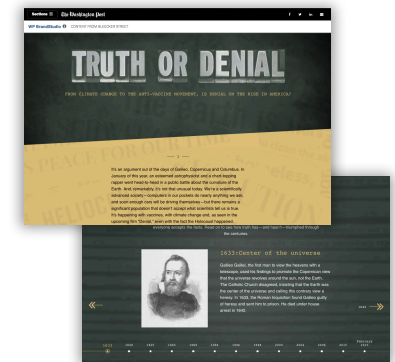
- **An immersive rich-media experience** includes a journalistic narrative paired with a virtual roundtable-style “Geek Chorus” of expert panelists
- **An interactive quiz** invites readers to test their knowledge and check the accuracy of their assumptions by pairing up human achievements with their correct point of origin
- **A multi-linear interactive timeline*** allows readers to navigate a historical and scientific timeline from present to past through a choice of four filters

*Requires more production and development time than the other pieces

Immersive rich-media experience

Studies shows that the cries of newborn babies mimic their mothers’ speech patterns. French newborns, for example, cry with a rising pitch while German newborns have a falling pitch. From a biological perspective, does communication begin even before birth? From a historical point of view, when did communication among humans first arise? Sociologically speaking, how did the ability to communicate lead to uniquely human accomplishments like art and music?

- A journalistic narrative—enhanced with lightly animated graphics and sourced images—serves as context for a virtual panel of multidisciplinary experts who, guided by a moderator, explore questions like these across the areas of **communication, exploration, shelter and medicine**



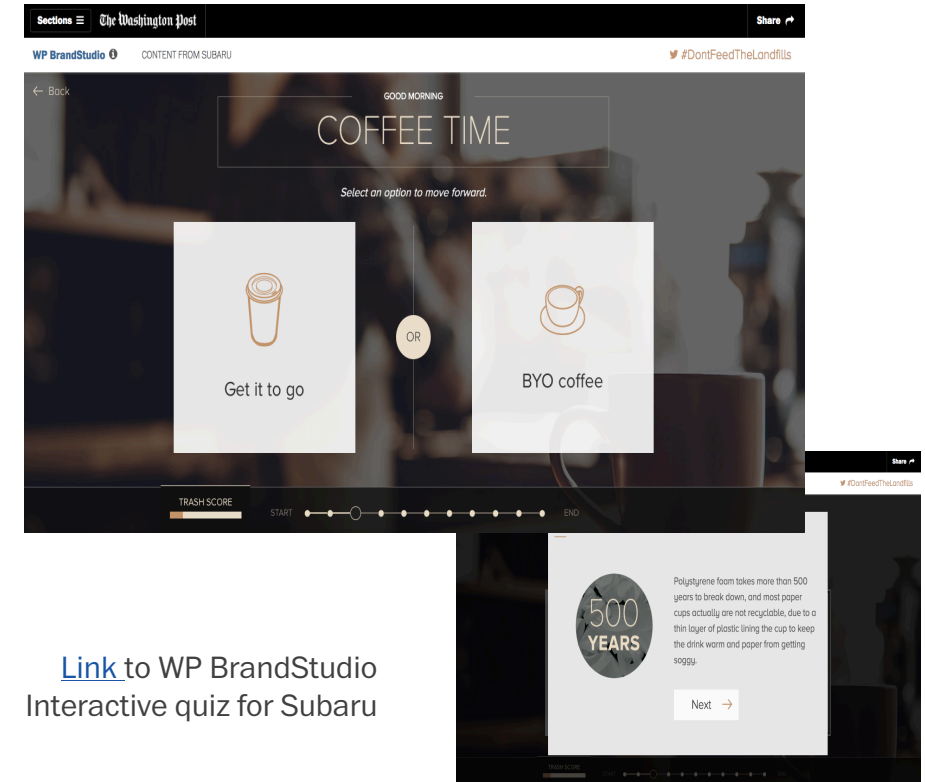
[Link](#) to WP BrandStudio immersive rich-media experience for Bleecker St. *Denial*

Content Elements (cont'd)

Interactive quiz

We'll open readers' eyes to the complexity of human identity through a series of provocative questions.

- Readers are shown examples of different actions and asked to choose whether each action is unique to the human species
- Actions could include: using tools to get food; making/ utilizing fire, exploring and colonizing areas outside their territory, domesticating plants and animals, engaging in war, treating illness with medicine
- When readers select an answer, a text overlay shows fascinating information about the correct answer and common misconceptions
- Sample action: Is preparing food unique to humans? Text overlay: While a bonobo monkey named Kanzi was taught to roast marshmallows, only humans have evolved to thrive on cooked food. Interestingly, while animals are generally thought to eat for survival, not enjoyment, a tribe of Japanese macaques is known to dip their food in salty water to enhance the taste

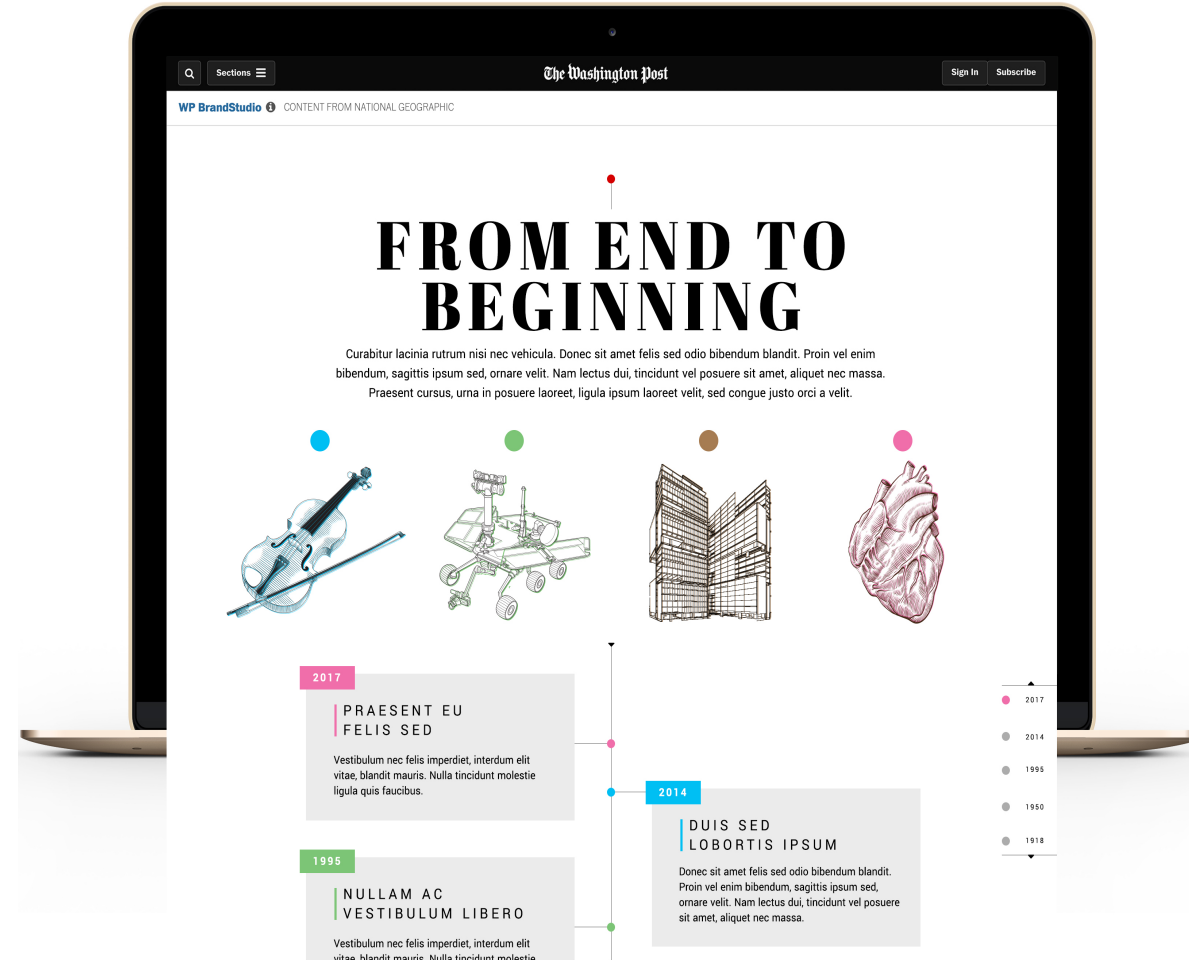


Content Elements (cont'd)

Multi-linear interactive timeline

This first-to-market execution allows readers to create a custom timeline that connects four achievements to their point of origin.

- When readers select an achievement, a filter highlights only the events on the timeline related to that achievement
- Example: When “heart transplant” is selected, a color-coded series of medical developments appears, tracing the journey from the discovery of DNA to the development of vaccines to early Stone Age “trepanning” surgery to eating cooked food (providing more glucose to the brain and thus enlarging it) to man’s mastery of fire
- Achievements/ journeys could include: symphony performance/ communication; moon landing/ exploration; architectural masterpiece/ shelter
- Timeline could be enhanced with graphics, photos, light animation and archival Washington Post editorial content



Mock is for illustrative purposes only