

Custom content program for “*Outlander*” Season 3

Overview

Everyone loves a love story. But *The Washington Post's* culturally savvy audience is particularly drawn to richly textured, utterly original dramas like “Outlander.”

To build excitement for the Season 3 premiere and leverage the show to boost the growth of the Starz OTT base, WP BrandStudio will create a **two-part custom content program** that captures the series’ “obsessable,” must-watch essence.

Program Details

Part 1: “*Love Lost and Found*”

To drive tune-in for the 9/10 premiere, we’ll highlight the epic romance at the heart of the series. We’ll lean into the unapologetically female fantasy of second-chance love that gives the show contemporary and personal relevance. (Est. flight: 8/27*-9/10)

Part 2: “*Three-Sided Love*”

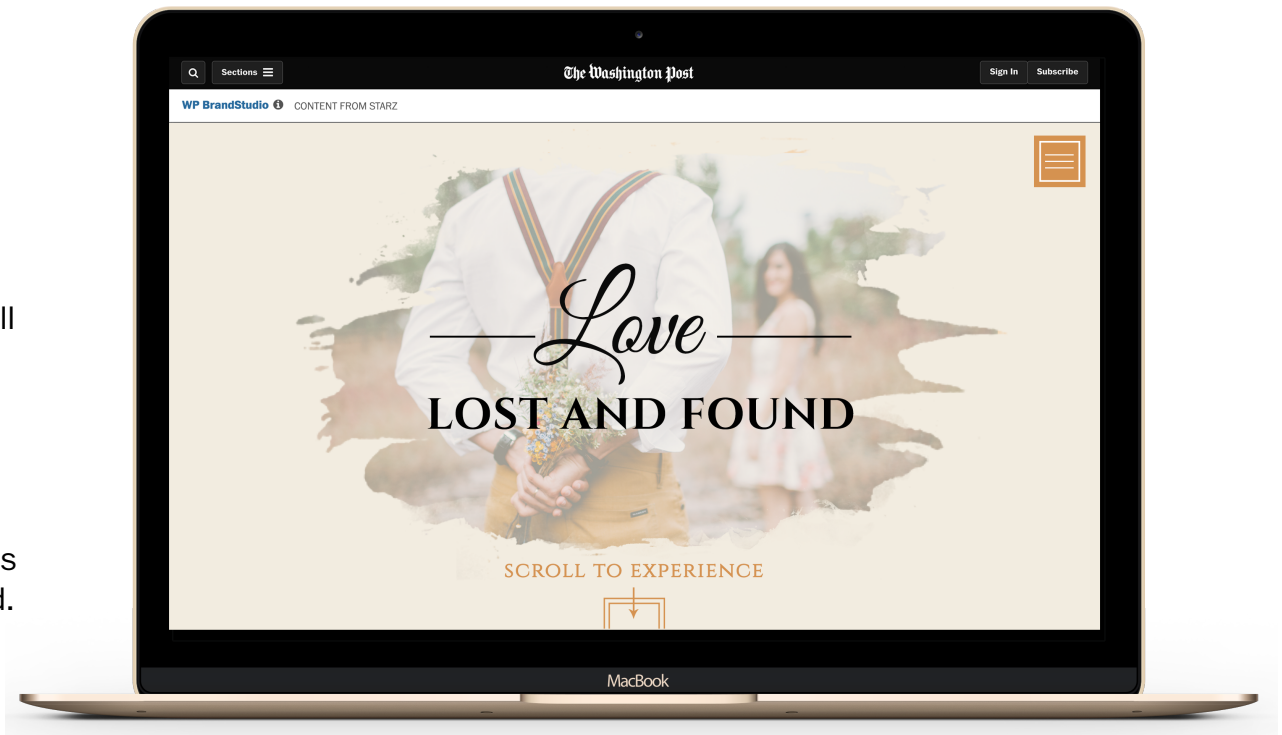
To encourage viewers to use the OTT app to see the premiere if they missed it (and to watch the rest of the series offline if they didn’t), we’ll celebrate the strong female heroine who pushes through boundaries and obstacles in pursuit of love. (Est flight: 9/11-9/25)

* Program requires 8-10 weeks production from signed IO; elements and production timelines are subject to change based on spend level and mutually agreed-upon objectives, target launch dates and KPIs determined during campaign kick-off.

Part 1: “*Love Lost and Found*”

Wagner and Cosima. Catherine the Great and Grigory Potemkin. Mary Godwin and Percy Bysshe Shelley. Wallis Simpson and Prince Edward. Coco Chanel and “Boy” Capel. Claire and Jamie.

In a compelling **rich-media narrative**, we’ll explore why our hearts and imaginations are so deeply captured by stories of lost love—and we’ll delve into what happens when it’s found. We’ll align with the past-and-present theme of the series by showing how Jamie and Claire’s quest has particular resonance in our modern world.



Mock is for proposal purposes only

Mock of program entry point

Rich-Media Narrative: Content Details

Providing compelling context for the series trailer, we'll weave teaser details of character and plot into a journalistic article enhanced with rich visuals and lightly animated graphics. Content could touch on:

- Compelling historical and contemporary stories of “second-chance love”: historical ideas noted on previous slide; contemporary ideas include Melake and Senbetu, reunited in Eritrea after 20 years apart and Irene and Alan, who met as children in a group home and spent half a century trying to find each other
- Expert insights on the dangerous allure of connecting with old flames and lost loves. Why is rekindled love on the rise? How has social media given rise to the phenomenon of the lost love reunion? Why are “second-chance” relationships so intense? Why are their outcomes transcendent or disastrous—but nothing in between?
- Study findings on what happens when people find their way back to each other: How are existing relationships affected? Does contact resolve unfinished business and lead to closure? If romance is rekindled, how does reality compare to fantasy?

Rich-Media Narrative: Visual Mock

Series trailer will be prominently featured; see example [here](#).



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Part 2: “Three-Sided Love”

With a husband in one century and a lover in another, Claire Randall is enmeshed in a romantic tug-of-war that transcends space and time. She stands alongside unforgettable real and fictional heroines like Cleopatra, Guinevere and Scarlett O’Hara, whose complicated three-sided romances make our hearts race as they awaken our sense of adventure.

In this multimedia experience, we’ll place Claire’s story within the context of history’s most epic love triangles. We’ll delve into why they so often revolve around strong women and see what it takes to be at the center of liaisons powerful enough to influence culture, spawn scandals or even trigger war.



[Link](#) to WP BrandStudio multimedia experience

Content Details

A series of snackable, engaging narrative vignettes are enhanced with lightly animated custom illustrations. Each vignette will tell the story of a notable love triangle such as:

- **Helen, Paris, Menelaus:** Helen rejected her much older husband in favor of young, handsome Paris of Troy. Outcome: a brutal 10 year war.
- **Anne Boleyn/ Henry Percy/ Henry VIII:** Assertive, lively and smart, Anne refused to give up her real love to be merely a mistress to the King. Outcome: She became Queen and England broke from the Roman Catholic Church.
- **Clara Schumann, Johannes Brahms, Robert Schumann:** Herself the daughter of a love triangle, Clara fell in love with Brahms while Robert was in an insane asylum. Outcome: Clara remained loyal to Schumann even after his death but, as one of the era's most gifted pianists, she was the first to bring Brahm's work to the public.

Program integration

- Teaser details of characters and plot are organically integrated into the copy
- Series trailer will be prominently featured



Example of series trailer integration [here](#)