

“You Can’t Quiet a Roar”

Social movements that governments tried to silence and how they live on today

Overview

As long as there's been human history there's been oppression. With oppression comes protest. And with protest comes attempts to silence those who threaten the powerful. In Showtime's *Guerrilla*, the story of Marcus, Jas and the Black Power Desk is an iconic example of social movements, both past and present, that refuse to yield in the face of immense pressure.

To create buzz and drive viewership for the series, WP BrandStudio will create compelling custom content that brings the world of *Guerrilla* to life and gives it contemporary immediacy and deep personal relevance. We'll explore incorporating articles and images from *The Washington Post*'s historical archives to spotlight the series' parallels to our protest-fraught modern world and build a sense of "must-watch" urgency among our influential and socially engaged readers.

Note: Program 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 call.

Execution:

A **rich-media narrative*** places the story at the heart of *Guerrilla* within the context of subsequent and present-day episodes of social upheaval and resistance. The narrative guides readers through additional content elements such as:

- An **illustrated timeline*** of iconic resistance/ protest symbols (peace sign, raised fist) adds visual interest and evokes the show's honest, raw and fierce tone
- A **photo gallery*** of contemporary and historical protest signs, pins, photographs, etc. places the British Black Panthers within the lineage of other movements and anti-movements; could be incorporated into an interactive entry point that invites readers into the experience
- A **real-time poll*** provokes introspection through questions such as "What issue might drive you to join a protest?"

* Degree of interactivity of elements is contingent on production timelines

Show Integration

- Prominent placement of trailer
- Organic “teaser” details and references to characters and storyline that whet readers’ appetites without giving away the story
- CTA driving readers to tune in
- Images from the show and *Washington Post* archives



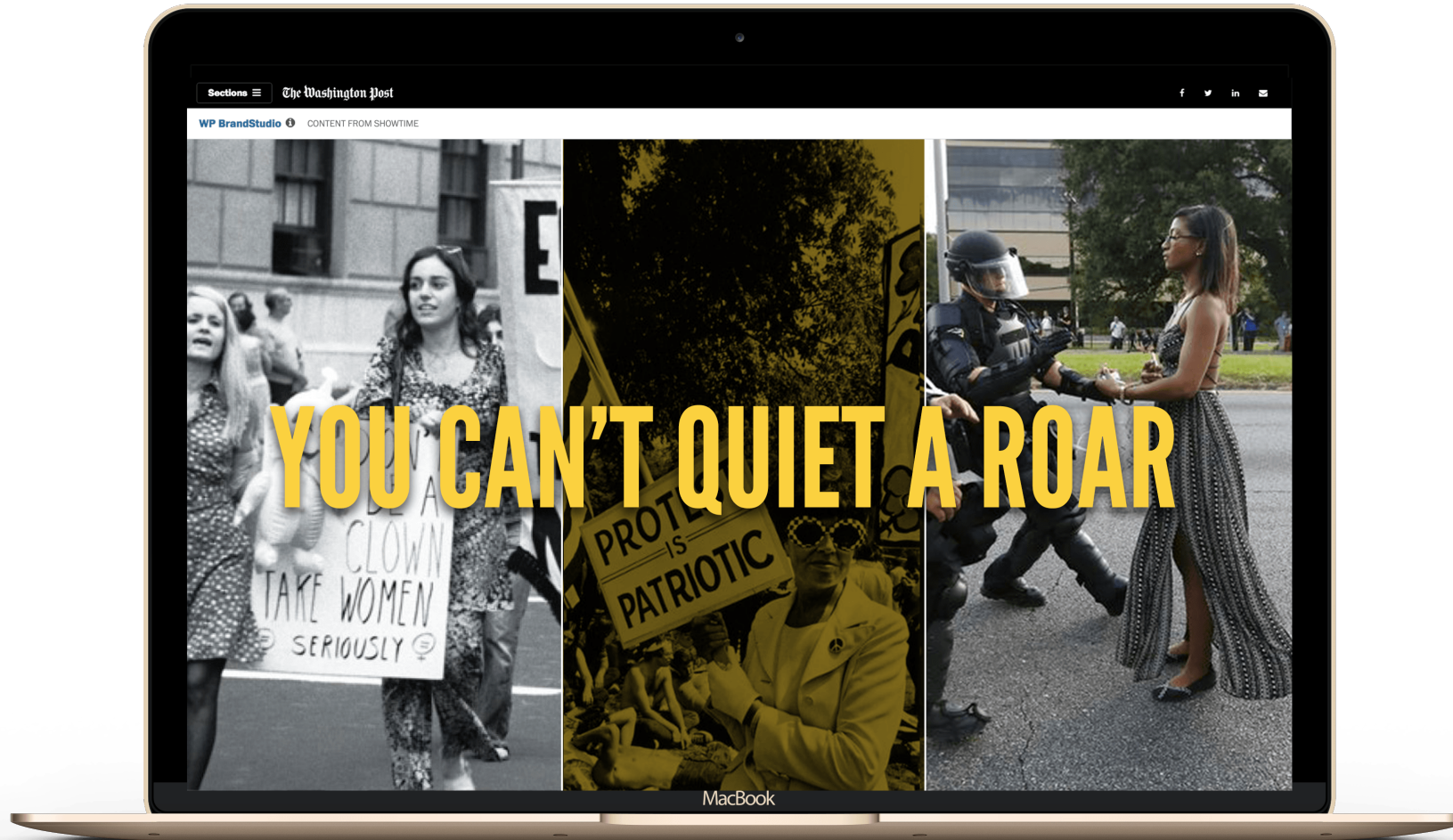
Example of *Guerrilla* images



Example of WP archival image

[Link](#) to WP BrandStudio example: immersive narrative created for Syfy “Hunters”

Mock of Program Entry Point



Mock is for illustrative purposes only. Subjects in photographs will have to be cleared for use.