

'Queues Likely' 2 page creative brief

Synopsis

Meet Ryan, the guy who has it all - the body, the girls, and the perfect pad in Canary Wharf. His career at Global United Eradication is flawless, as he helps them in their quest to sanitise the entire planet.

He's climbing his way up that golden ladder and doesn't care about the lives or the past stories of those around him. He's playing to win; competing against a shadow set by his father, and trying to please his ever-demanding boss. Even when he struggles through his daily routine, fighting against endless traffic and tube delays, he thinks only about his future. And with the help of his crazy friend, Ken, they plan to break as many of the company rules as needed to beat that long corporate queue to the top.

But as his boss's demands get more sinister, Ryan finds out that the past he had no interest in is very much alive. As he uncovers a darker part of Global United Eradication, those who gave him his lifestyle ask for too much in return, and he realises that he must put things right and help the people he previously climbed all over. With no one around him that he can trust and time running out he learns that having it all can still mean you have nothing.

Key requirements

- Title of the book is: Queues Likely
- Paperback and ebook cover (same one just need pixel quality for both)
- Whatever colour the main front of book is will need to be able to use on back cover for synopsis
- Needs to have author name on title: Lee Kerr
- Needs to have the strapline: The get to the top... how far would you go?

Key words:

Trapped

Climb

Ladder

Journey

Queue

Pointless

Fight

Sinister

Shadow

Future

Escape

Pursuit

Success

Arrogant

Reality

Why

Key themes:

- The idea of becoming lost climbing the career ladder
- The main character becomes trapped in his daily routine, queuing in traffic or on tube
- He eventually discovers his boss and his company both have a sinister aim
- Things happened in the past and are happening in the shadows within the story
- His company wants to sanitise the planet to eliminate all viruses, bacteria etc

People/characters
Can be real or
Illustrated forms
of people, i.e.
not real.

Could see the cover look like:

- **A queue of people climbing a ladder, stuck on it, queuing up to it, ladder leads into the shadows (fav)**
- A queue of people snaking into the distance or queuing into the shadows
- A queue of people climbing out or into a pool of liquid gunge
- The ladder leads out of or is inside a bottle (like sanitising bottle)
- A long line of cars with break lights, leading into a dark mist/shadows

Other key parts to storyline:

- Eventually find out his father had heart attack in his car queuing at railway crossing
- His mum refuses to accept his father is dead; refers to the shadows in house
- Shadows at work from the dangerous things going on he is not seeing

