

CREATOR-LED FOOTBALL + TRAVEL

# ONE TRIP IS ONLY THE BEGINNING

Rory takes Arsenal fandom from North London to Saint Lucia and discovers more than one visit can hold.



## THE BIG IDEA

Arsenal gives Rory a credible reason to visit, but Saint Lucia gives him countless reasons to return. Supporters, food, culture, adventure and nature make the first trip feel full, while everything still unexplored becomes the hook for chapter two.



## THE STORY ARC

### 01 ARRIVE AS A FAN

The Arsenal partnership takes Rory and his audience from North London to Saint Lucia.

### 02 FIND THE ISLAND

Supporters, food, culture, adventure and nature reveal how much the island contains.

### 03 BUILD THE RETURN

Rory shares everything still on his list and lets fans choose what chapter two explores.

## NATIVE RORY FORMATS

- 48 hours in Saint Lucia
- Saint Lucian Gooners
- Matchday in paradise
- The return-trip list

## INDICATIVE CONTENT SUITE

01 6-8 MIN HERO FILM

06 VERTICAL EPISODES

01 LIVE / WATCHALONG

+ STORIES, PHOTO + PR

Final mix shaped around platform, access and rights.

## WHY RORY

- CREDIBILITY** A known Arsenal voice, not a hired presenter.
- DISCOVERY** First-time reactions make the island accessible.
- CONTINUITY** Every unfinished experience creates a return.

## NEXT MOVE

Confirm the first-trip experiences, local hosts, Arsenal moments and production plan. Then build everything unexplored into chapter two.

BUILD CHAPTER ONE