

Packaging blueprint

Clearer promises. Familiar warmth. A connected Fairacre programme.

Packaging objective *Turn recommendation-led discovery into a recognisable sequence viewers want to continue.*

1 Three title rewrites

Rule to keep: *lead with meaning or emotion, not merely the subject's name.*

She ran Fairacre

Mrs Pringle

Mrs Pringle: The Woman Who Really Ran Fairacre

Character plus claim; instantly understandable.

The quiet heart

Miss Clare

Why Miss Clare Is the Quiet Heart of Fairacre

Emotional promise rooted in a known character.

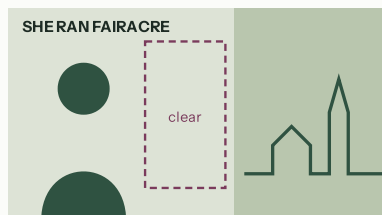
Why it still matters

Village life

What Miss Read Understood About Village Life

Broadens the audience without leaving Fairacre.

2 Thumbnail direction



Master concept

Warm watercolour village scene with one recognisable character as the clear focal point.

Visual promise

A familiar village world, with one fresh emotional reason to click.

Composition	Character on one side, setting on the other, and an uncluttered centre.
Expression	Natural and characterful; never exaggerated or comic.
Wording	Two to four words that add a claim instead of repeating the title.
Example	Title <i>Mrs Pringle...</i> becomes thumbnail She ran Fairacre .
Avoid	Long quotations, duplicate title text, tiny figures and decorative clutter.

3 Hook and vertical opportunities

Opening structure, first 60 seconds



- 0-10s Begin with the character insight or tension.
- 10-25s Connect it to why readers still care.
- 25-45s Promise the specific journey ahead.
- By 60s Deliver the first concrete scene or example.

Add exact timestamps for the vertical clips when the source edits are reviewed.

Worked opening

"Mrs Pringle complains about almost everything, yet Fairacre could hardly function without her."

Vertical video opportunities

Schoolmistress Why ordinary frustrations make Miss Read so relatable.

Seasons of Fairacre Why the passing year makes the village feel like home.

Inside Fairacre The small details that make a fictional village feel real.