ANYM⁸ Social Campaign — Story Bible (v1)

Logline

Satirical mini-series: a secret order of "elites" scrambles to calm the masses by releasing their most guarded power—**3D asset automation**—but the drop spirals as creators seize it and start making, testing, and selling at scale.

Tag: *Make. Test. Sell. They never wanted you to.*

Tone & Guardrails

- **Satire, not doctrine**: lampoon power structures, not real faiths/people. Avoid direct religious names/symbols in final cuts; use fictional orders/insignia.
- **Safety labels**: Add "Satire/fiction" slate in the first 1–2 seconds.
- **Clarity**: Always pivot to a tangible demo of generation → gate → marketplace.
- **Rating**: PG-13. No hate, gore, or real conspiracy claims.

Visual Language

- **Look**: Cathedral-tech / archivist chambers / torchlit vaults → cut with clean UI demos.
- **Palette**: Deep blue, brass, ember orange; cyan accents (ANYM⁸ brand).
- **Motifs**: Stained-glass-style HUD, wax seals, data-scrolls, voxel sigils.
- **Overlays**: Lower third "DECLASSIFIED // VOL. *xx*", bug logo top-right, superscript wordmark ANYᴹ⁸.

Cast of 20 (archetypes + voice notes)

1) **The Archivist** — reluctant narrator; dry wit; calm baritone.
2) **Master of Geometry** — precise, pedantic; slightly smug tenor.
3) **The Warden of Textures** — tactile nerd; ASMR-adjacent.
4) **Cipher Choir** — chorus of vocoded voices; speaks in axioms.
5) **Quartermaster** — procurement realist; deadpan.
6) **The Auditor** — QA tyrant; loves checklists.
7) **The Envoy** — PR face; over-optimistic.
8) **The Novice** — audience surrogate; curious, naive.
9) **Shadow Broker** — whispers about marketplaces; sly.
10) **Lenswright** — renders + lighting; cinematic hype.
11) **The Cartographer** — layouts, UVs, texel density; methodical.
12) **Gatekeeper Three** — auto-checks embodied; robotic.
13) **The Bellman** — announcements; gravelly.

14) **Herald of Metrics** — analyst; cheerful nihilist.
15) **Scribe of License** — legalese, but playful.
16) **The Counterfeiter** — foe; pushes low-quality spam.
17) **The Patron** — buyer POV; practical asks.
18) **The Artisan** — creator POV; principled.
19) **The Usher** — onboarding; warm and fast.
20) **The Glitch** — chaotic comic relief; breaks the fourth wall.

> **11Labs guide**: Assign 4–6 signature voices; the rest can be variants. Mark lines needing emphasis with SSML prosody.

Season 1 (10 episodes, 30–45s)

S1E1: Disclosure Day — The Archivist admits the order must release "the machine." Demo: generate a kitbash prop → turntable. CTA: waitlist.
S1E2: The Geometry — LODs, quads vs tris; Glitch tries to bevel everything. Demo: mesh cleanup; show gate pass/fail.
S1E3: The Texture Rite — PBR map pack revealed; Auditor runs auto-checks. Demo: AO/rough/metal toggles.
S1E4: The License — Scribe explains non-exclusive commercial license. Demo: one-click license file.
S1E5: The Marketplace — Shadow Broker publishes first pack; Patron buys; clone-to-studio.
S1E6: The Bundle — Launch Pack for ArchViz. Demo: before/after scene dressing.
S1E7: The Audit — Auditor torches a spam pack; Creator fixes; passes.
S1E8: The Metrics — Herald shows CTR/CVR and a refund spike; iteration plan.
S1E9: The Revolt — Creators take over curation; Envoy spins it as "community governance."
S1E10: The Open Vault — Public drop; roadmap teaser (API, SDK, Nanite). CTA: launch event.

Episode Template (shorts/Reels/TikTok)

0:00–0:02 Hook — *"We were told never to release this…"*
0:02–0:08 Premise beat — archetype line + visual gag.
0:08–0:24 Demo — screen capture: generate → QA → publish.
0:24–0:35 Payoff — result + reaction.
0:35–0:45 CTA — *Make. Test. Sell.* + URL/QR.

Captions style: 2-line max, verbs first, no jargon. Include [SATIRE] tag.

Sample Scripts

S1E1: Disclosure Day

Hook (Archivist): "The council says we must make amends… so here—it automates the parts you thought took weeks."
Beat: Choir whispers: "De-clas-si-fied."
Demo VO: "Type brief → pick asset → auto-UV, LODs, packed PBR. Gate catches inverted normals & missing maps."
Payoff (Patron): "I just cloned it into my scene."
CTA: "ANYM[8] — Make. Test. Sell. Join the drop."

S1E3: The Texture Rite

Hook (Warden): "Confess: you've mislabeled a roughness map."
Demo: Drag maps → preview toggles → gate fail → fix → pass.
CTA: "Pass the Rite, list the pack."

S1E5: The Marketplace

Hook (Shadow Broker): "What's a secret worth if it doesn't sell?"
Demo: Publish listing → license issued → clone-to-studio.
CTA: "Your best packs, verified."

Posting Cadence (4 weeks)

- **Mon**: Lore + Hook (satire cold open)
- **Tue**: Demo cut (UI close-ups)
- **Wed**: Creator POV tip (1 min YouTube Short)
- **Thu**: Buyer use case (ArchViz/Game)
- **Fri**: Meme/Glitch interlude + giveaway
- **Sat**: Behind-the-scenes (voice/rig breakdown)
- **Sun**: Weekly recap carousel

Asset Checklist

- Series intro sting (2s) + sound logo.
- Lower-thirds pack (Archivist/Herald/etc.).
- Endcards: waitlist, creator apply, bundle promo.
- Subtitle templates (burned-in + SRT).
- Watermarked preview frame for marketplace demos.

Hashtags & Copy Seeds

satire #indiedev #gamedev #archviz #3Dassets #blender3D #unrealengine #unity3d #kitbash #procedural #marketplace #ANYM8 #MakeTestSell

Copy starters:
- "They told us never to share this. We disagree."
- "From vault to viewport in 30 seconds."
- "The gate doesn't lie—fix it, then list it."

Metrics & Iteration

- **Hook hold (3s)**, **Avg watch**, **Shares/100 views**, **Profile clicks**, **Waitlist CTR**.
- A/B test hooks (whisper vs. confession), CTA text (Join vs. Apply), overlay style (glyphs vs. clean).

Production Notes

- Batch record 3 episodes/session.
- Capture UI at 4K; export vertical 1080×1920 w/ 3% safe margins.
- Keep cross shots of clergy/robots clearly fictional (rename orders, abstract symbols).
- Slate every file with EP#, scene, and voice version.

Next Inputs Needed

- Your character backstory notes (paste roughs here).
- The 11Labs voice IDs you want bound to the 6 mains.
- First drop URL/QR + exact CTA.
- Any lines that must/must-not be used.

Casting Map (11Labs IDs — v1)

Archetype	Assigned Voice	Voice ID	Notes
Archivist (narrator)	Burt Reynolds-style	4YYIPFl9wE5c4L2eu2Gb	Warm, sardonic authority; anchor voice across season

Archetype	Assigned Voice	Voice ID	Notes
Master of Geometry	Bradford / British Male Actor	`NNl6r8mD7vthiJatiJt1`	Pedantic precision; dry humor
Shadow Broker (antagonist)	Cocky Male Villain	`zYcjlYFOd3taleSOgkk3`	Silken swagger; playful menace
Envoy (PR/frontman)	Premier CONVOai Male	`1SM7GgM6IMuvQlz2BwM3`	Polished, upbeat corporate tone
Herald of Metrics	Burt variant	`4YYIPFl9wE5c4L2eu2Gb`	Faster cadence; analytical
Auditor (QA tyrant)	Bradford variant	`NNl6r8mD7vthiJatiJt1`	Sharper, clipped delivery
Patron (buyer POV)	Premier CONVOai Male	`1SM7GgM6IMuvQlz2BwM3`	Curious/pragmatic
Glitch (comic relief)	Cocky Villain pitched up	`zYcjlYFOd3taleSOgkk3`	Add light distortion

We'll keep the core cast to these four IDs for consistency; everyone else can be style/tempo variants.

SSML / Performance Cheats (apply per line)

- **Hook**: `<prosody rate="-10%" volume="+2dB">`
- **Secret/whisper**: `<prosody volume="-4dB">` + breathy style
- **Metrics**: digits set to *spelled-out* for clarity (`interpret-as="characters"`) or to *number* for speeds
- **Villain grin**: add slight pause `300ms` before punchline

File naming: `S1E{ep}_SC{scene}_{character}_{take#}_{voiceId}.wav`

Ready-to-Record Scripts (E1–E3)

S1E1 — Disclosure Day (30–40s)

0:00–0:02 TITLE CARD: [SATIRE/fiction] — "DECLASSIFIED // VOL. 01"

ARCHIVIST (`4YYIPFl9wE5c4L2eu2Gb`): *low, deliberate*
"We were told **never** to release this."

CHOIR SFX: de-clas-si-fied (vox pad)

ARCHIVIST:
"The apology comes with a gift—automation the guild kept to itself."

DEMO VO (ENV0Y) (`1SM7GgM6IMuvQlz2BwM3`): *quicker*
"Brief in. Generate prop. Auto-UVs, LODs, packed PBR. Gate flags inverted normals—fixed. **Pass.** Publish → clone to Studio."

PATRON (`1SM7GgM6IMuvQlz2BwM3` alt):
"From vault to **viewport** in thirty seconds."

CTA (HERALD) (`4YYIPFl9wE5c4L2eu2Gb`):
"ANYM[8] — *Make. Test. Sell.* Join the drop."

S1E2 — The Geometry (35–45s)

MASTER OF GEOMETRY (`NNl6r8mD7vthiJatiJt1`):
"Quads where you can, tris where you must. **No** ngons. And mind your texel density."

GLITCH (`zYcjlYFOd3taleS0gkk3` pitched):
"I... beveled everything."

AUDITOR (`NNl6r8mD7vthiJatiJt1` sharp):
"Non-manifold edges. Inverted normals. Missing second UV set. *Gate: FAIL.*"

DEMO VO (ENV0Y):
"Cleanup → re-unwrap → regenerate LODs. **Pass.**"

CTA (ARCHIVIST):
"Fix it. Then list it."

S1E3 — The Texture Rite (35–45s)

WARDEN OF TEXTURES (`4YYIPFl9wE5c4L2eu2Gb` softer):
"Confess: you mislabeled a roughness map... again."

DEMO VO (HERALD):
"Drag maps. Toggle AO/rough/metal. Gate fails. Swap channels. **Pass.**"

SHADOW BROKER (`zYcjlYFOd3taleS0gkk3`):
"What's a secret worth if it doesn't **sell**?"

CTA (ENV0Y):
"Your best packs, verified."

Session Plan (Week 1)

- Record **E1–E3** using the IDs above (2 takes each).
- Export clean WAV 48k/24-bit; peak around −3 dB.
- Deliver stems + one mixed cut per episode.

Next Inputs Requested

- Confirm these assignments or swap any roles.
- Provide first drop URL/QR for endcards.
- Share any pronunciation exceptions (brand, product names).