

# MERMAID IN LOVE

a romantic musical neuro-series

look and feel

# SERIES OVERVIEW

**Tone:**

romantic musical neuro-series

**Episode length:**

5-7 minutes

**Total episodes:**

**27**



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# THE STORY

When faith and tradition fade, even the most advanced technologies stop moving us forward — and begin pulling us toward self-destruction.

Set in a lyrical world first hinted at through the project's online ballad, the series unfolds through an unconventional narrative structure — where events exist at the intersection of different realities, cultures, and forms of life.

## Logline:

A Crimean artist, misunderstood and alienated by society, encounters a mythical being in the depths of the sea. Enchanted by a newly revealed world, he soon discovers Rusals and Rusalkas — representatives of an ancient, high-technology civilization hidden behind the illusion of folklore.

Their sudden appearance draws him into a romantic, musical journey — one where each chapter uncovers new mysteries and deeper truths. Gradually, the story reveals its central danger: a world that has lost its moral compass, its traditions, and its faith — and is quietly moving toward irreversible self-annihilation through transhumanism.

Web-site

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# TARGET AUDIENCE

The series is designed for a broad, culturally engaged audience — women and men ranging from young viewers to mature adults.

At its core, this is an active, highly involved audience that represents the majority of the project's potential viewership. These are experienced media consumers — comfortable with digital platforms, accustomed to serialized online content, and open to new storytelling formats that blend music, romance, and speculative ideas.

The audience profile is based on analytics drawn from similar VK video releases, as well as engagement data from the Mermaid in Love website and its associated VK, Telegram, and YouTube channels. The project demonstrates strong organic interest across Russia, Europe, Asia, North and South America, Australia, and Scandinavia — spanning both creative communities and professional audiences.



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# TARGET AUDIENCE

Audience breakdown:

Ages 7–18: 13%

Ages 18–31: 37%

Ages 31–75: 50%

The most active and engaged segment represents over half of total viewership. These are mature, digitally fluent audiences accustomed to regular online content consumption and open to new narrative formats.

Audience insights are based on analytics from similar VK video releases, as well as engagement data from the Mermaid in Love website and its VK, Telegram, and YouTube channels. Strong interest has been observed across Russia, Europe, Asia, North and South America, Australia, and Scandinavia. Professional audience segments were not included in this analysis.



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# DISTRIBUTION

The series is planned for release across the following platforms:

VK video

Rutube

[www,misteriada.ru](http://www.misteriada.ru)

VK blog

Ritmolog  
VK video

Ritmolog  
Rutube

Online Cinemas

Video Hosting  
Platforms

Characters

# TEASER

A 110-second teaser is currently complete, introducing the main characters and immersing the viewer in the project's magical, emotionally charged world. The teaser features a fragment from the first episode, in which the Rusalka draws the artist into her reality through evocative images and visions of her underwater world.



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## THE PROJECT

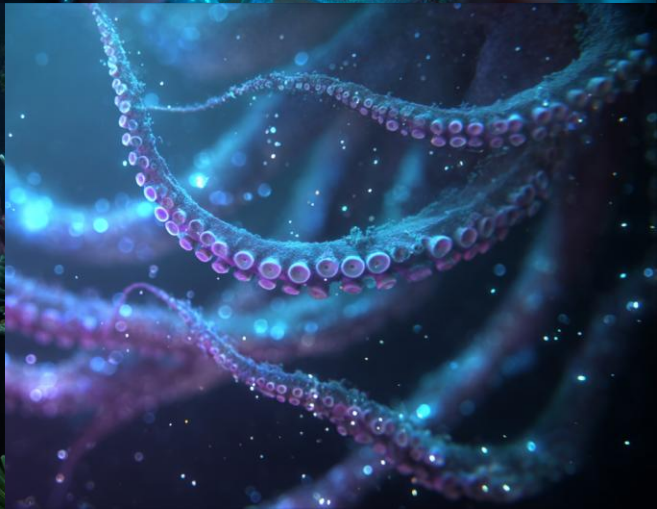
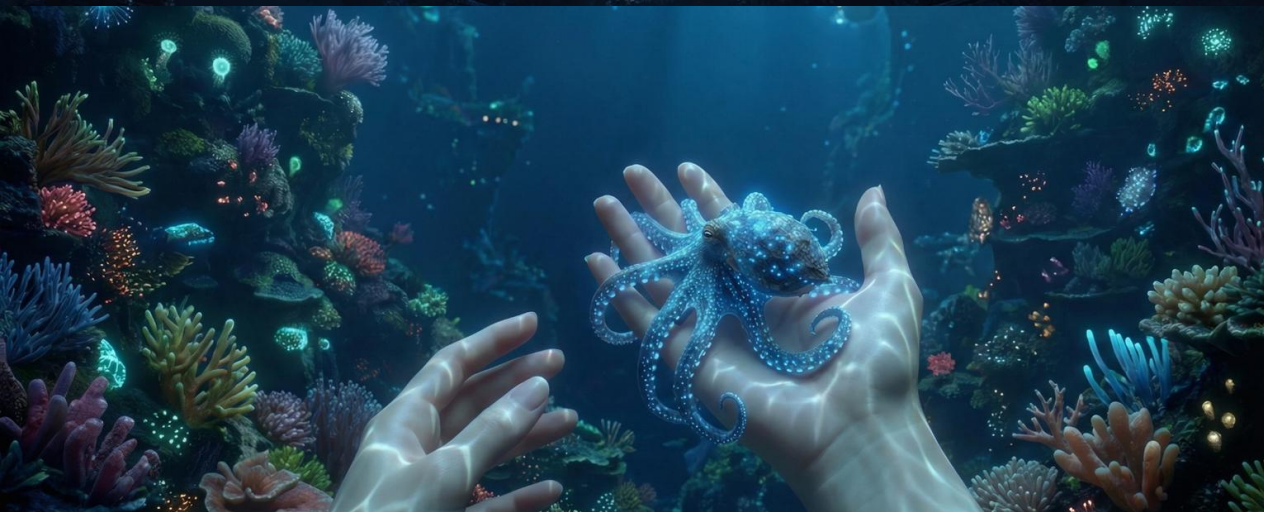
Mermaid in Love, based on the original ballad by Vladimir Yelin, is an author-driven exploration of love, devotion, and self-sacrifice — told through a lyrical, poetic lens.

Blending fantasy and romance with a sense of adventure, the story reimagines these timeless themes within a vivid, mythic world, where emotional intimacy and visual storytelling take center stage.



# TEASER

The Hidden World Beneath the Surface.



Characters

# ISIS

Isis is a young woman with light hair and finely defined features. There is something unmistakably otherworldly about her — attentive, composed, and quietly magnetic.

She may appear innocent at first glance, but Isis is not naïve. She is a person of the future: decisive, perceptive, and inwardly strong.

In underwater mythology, Mermaids are often depicted as dangerous and deceptive beings. Isis carries that tension within her — she should feel enchanting and beautiful, yet subtly unsettling, with a trace of something dark just beneath the surface.



Characters

# THE ARTIST

Our protagonist is a gifted artist struggling to find his place in the world. He is misunderstood and largely unaccepted by the people around him. He is not conventionally handsome, yet he possesses a quiet charisma — thoughtful, emotionally open, and romantic in his own restrained way. A physical limitation becomes central to his journey, sharpening his inner motivation and grounding the story in human vulnerability. Through him, the narrative emphasizes empathy and humanity — standing in direct contrast to the cold logic of transhumanism.

AdService



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# IMPACT

Mermaid in Love explores the social and emotional impact of returning to timeless human values — love, family, empathy, and personal responsibility — through a contemporary, mythic lens.

## Reconnecting with core values:

The story highlights the emotional foundations of human connection — love between men and women, commitment, and the desire to build a family and bring new life into the world. These themes remain central to human culture and social continuity, and their presence in storytelling is especially meaningful for younger generations.

## Emotional resonance:

At its heart, the series is a lyrical love story shaped by loss, longing, and the search for meaning. By grounding fantasy in authentic emotional experience, the narrative invites deep emotional engagement and reflection, encouraging audiences to reconnect with questions of identity, responsibility, and belonging.

## Cultivating empathy and understanding:

Through its conflicts and intimate character journeys, the project encourages empathy, compassion, and emotional awareness. By emphasizing human connection, mutual support, and self-sacrifice, the story resonates with universal values that transcend cultural boundaries.

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# MARKETING & OUTREACH

To unify and amplify content across platforms, the project will launch with a dedicated hashtag — for example #MermaidInLove — serving as a central thread for audience engagement and discovery.

## Audience engagement

Interactive contests and giveaways will encourage fan participation, including fan art submissions and short creative video responses. Selected participants will receive access to exclusive materials, early content, and behind-the-scenes insights related to Mermaid in Love.

## Influencer collaboration

The project will collaborate with selected content creators and digital voices to organically introduce the series to new audiences, spark conversation, and support teaser and trailer visibility across social platforms.

## Trailer

A full-length trailer for Mermaid in Love will be released following the teaser rollout, expanding awareness and building momentum ahead of the series launch across VK Video, Rutube, and social platforms.

## Release timing

A coordinated media plan will guide the release of episodes and promotional content, ensuring consistent audience growth leading up to and following the premiere of the first episode.

## Press & community outreach

Early episodes will be shared with critics, bloggers, and cultural media outlets to generate initial reviews and discussion. Premiere screenings will be supported by press outreach, platform features, and targeted media placements.

## Performance tracking

Engagement, reach, and viewership metrics will be monitored throughout the release cycle, including audience growth following the premiere of the first episode of Mermaid in Love.

## Positioning statement

Mermaid in Love aims to spark curiosity and emotional connection, drawing audiences into a world of mystery and feeling through immersive technology and visually driven storytelling.

Thank you for your consideration!