



Baze Micro Drama Brief

Format: 1-Minute vertical video | 3-Part Story Arc | Total Duration: 100–120 minutes

About Baze

Safaricom PLC, believes in the power of storytelling to inspire, educate, and entertain. Through our **Baze brand**—which includes **Baze Video**, **Baze Radio**, and **Baze Music**—we are committed to creating meaningful opportunities for Kenya’s creative industry.

As part of **Baze Video’s relaunch**, we aim to spotlight bold, locally-driven stories that resonate with Kenya’s youth. Baze is positioning itself as the **go-to platform for premium local content**, and we’re excited to collaborate with innovative storytellers ready to push the boundaries of digital storytelling.

What we’re looking for

We’re inviting creators to pitch a **micro drama series** comprising **100–120 episodes**, each approximately **1 minute long**. This is a **fast-paced, high-engagement format** tailored for **mobile-first consumption**, with the story unfolding in **three narrative parts (acts/chapters)** across several weeks.

The series should be:

- **Paced for attention**, with compelling emotional hooks
- **Optimized for vertical viewing** (9:16 format)
- **Structured** to keep viewers hooked from episode to episode

Inspired by platforms like **ReelShort**, which has exploded globally with bite-sized, bingeable drama, this is your opportunity to **pioneer the format in Kenya**.





Story Structure

Three-Part Narrative Arc (Series-Level)

Your full 100–120-minute story should be structured into **three major narrative parts**, each with its own tension and turning points:

1. **Part 1 – Setup & Inciting Incident**

Introduce characters, world, and initial conflicts

2. **Part 2 – Rising Conflict**

Escalate stakes, introduce betrayals, emotional twists

3. **Part 3 – Climax & Resolution**

Deliver on story arcs with a powerful climax and resolution

Microstructure: Each Episode Should Have 3 Narrative Beats

Each 1-minute episode must deliver impact on its own and push the story forward with:

1. **Setup (Hook)** – Immediate attention grab

2. **Conflict** – Core tension or emotional turn

3. **Cliff-hanger** – A reason to keep watching

Series Structure Overview

Element	Details
Total Duration	100–120 minutes
Episodes	100–120 (approx. 1 minute each)
Structure	3 Major Narrative Parts
Episode Format	3 internal beats (Hook → Conflict → Cliff-hanger)
Language	English / Kiswahili / Sheng





Creative Direction

We're looking for:

- Strong, emotional hooks in every minute
- Cliff-hangers to drive binge-watching
- Relatable Kenyan characters and settings
- Themes like campus life, betrayal, hustle culture, love, social dynamics, tech, and family
- A visual tone that feels authentically urban, youthful, and Kenyan

Who we're looking for

We're targeting production partners who:

- Have proven experience in drama storytelling and production
- Can deliver 30+ hours of existing or new content
- Have a strong digital footprint and audience engagement history

Digital Push Requirement

Proposals must include a digital distribution strategy outlining:

- How you will promote the show online
- Tactics for views, shares, and community engagement
- Plans for platforms like TikTok, Reels, Shorts
- Cast and crew participation in digital promotion

Submission Requirements





Creative Pitch

1. Working Title & Logline

2. Series Synopsis (*Max ½ Page*)

- Overview of story across the three narrative parts

3. Episode Breakdown

- Sample **outline** of at least 10–15 episodes with **brief** descriptions

4. 1-Minute Visual Sample (*Required*)

- From existing work to demonstrate short-form storytelling strength

5. Digital Marketing Plan (*Max ½ Page*)

- Your submission must include your strategy, including timelines, for audience growth, virality, and community interaction
- Showcase the reporting metrics that will define the success of your digital strategy

6. Proposed Timeline

- Breakdown of production stages (pre-production, shoot, post-production, delivery) including timelines

7. Budget & Costing

- Provide a total cost estimate for the entire 100–120 minute series
- Include a high-level budget breakdown (pre-production, production, post-production, marketing)





Company Details

1. Company Profile
2. Certified Company Certificate of Incorporation
3. Valid CR12 (Register of Directors, certified within last 3 months)
4. Certified copies of directors' IDs
5. Certified KRA PIN
6. Certified Tax Compliance Certificate

Submission Contact

Send all submissions to: videocontent@safaricom.co.ke

Include:

- Contact Person Name
- Contact Phone Number

Deadline: Submissions are open until 13th June 2025

SELECTION PROCESS

ACTIVITY	TIMELINE
Industry Call out	23 rd May
Submission of proposals	13 th June
Review and Shortlisting	16 th June to 4 th July
Pitching & Presentations:	7 th July to 25 th July
Final selection and Award	30 th July

