



BKK ARIA

By Eda Benjakul & Camille Brown

Logline: When Aria's high society family moves from Beverly Hills to Bangkok to reclaim their business empire, this polished Thai-American classical pianist secretly releases raw pop tracks, sparking a viral double life with a scholarship student that could destroy her family's comeback.

Format: 30 minute Teen/Young Adult Drama, narrative rhythm with high-energy music tracks.

Tone: Hannah Montana, Gossip Girl, XO, Kitty; with the indie-pop energy of Succession for the Next-Gen.

THE STORY

ARIA CHANTAWAN (17) has lived her life as the perfect daughter, a prodigy classical pianist performing at country club galas to maintain her high-society parents' flawless image. But behind closed doors, Aria secretly writes raw, guitar-heavy rage-pop that her traditional mother, **LEK**, and ambitious father, **SOMCHAI**, would strictly forbid.

When the Chantawans relocate to Bangkok so Somchai can reclaim a board seat at the multi-billion-dollar Chantawan Group, Aria is thrust into the hyper-competitive world of Siriwat International School. Surrounded by elite classmates with press managers and corporate sponsorships, including her ruthless cousin **MALI**, who chairs the student board, Aria is forced to step into the ultimate high-society pressure cooker.

Feeling suffocated, Aria accidentally posts an unrefined vocal track under the anonymous handle @MISTAKEV5. **JAY CHOI**, a brilliant audio engineering scholarship student from the wrong side of the tracks, catches the upload. Instead of exposing her, Jay mixes Bangkok's chaotic city soundscapes, motorbike engines, rain, and street noise, into her track. Overnight, @MISTAKEV5 becomes a viral Thai music sensation.

As the song explodes across Southeast Asia, Aria must maintain her dual identity: pristine society heiress by day, and anonymous underground pop icon by night. But when Mali invites @MistakeV5 to headline the prestigious Global Showcase, the very event her parents are attending, Aria and Jay must orchestrate an impossible scheme to keep her secret safe.

SERIES ENGINE & CONTINUING ARCS

The Double-Life Cat-and-Mouse Game: Maintaining the MistakeV5 identity requires disguises, audio modulators, and guerrilla concert staging. As the brand grows into merchandise, music videos, and stadium offers, avoiding her family's surveillance becomes a full-time espionage operation.

Class & Creative Partnership: Aria and Jay come from opposite worlds. Their partnership bridges Bangkok's gilded high-society malls and its gritty underground beat-making scene, creating a central slow-burn romance and artistic collision.

High-Society Power Plays: Somchai and Lek's corporate battle for the Chantawan board means every move Aria makes impacts her family's fortune. Her cousin Mali acts as both her social gatekeeper and her biggest rival.