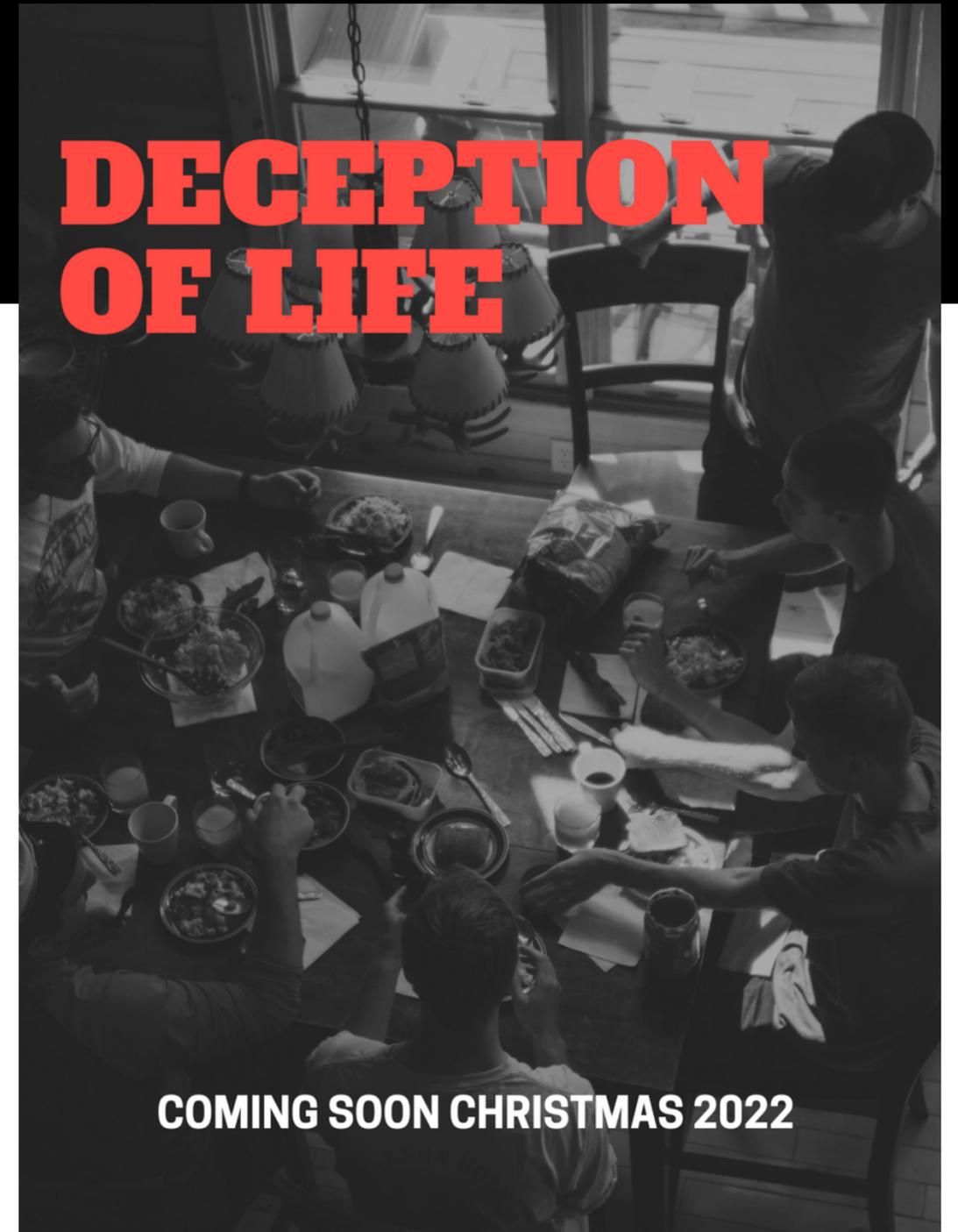
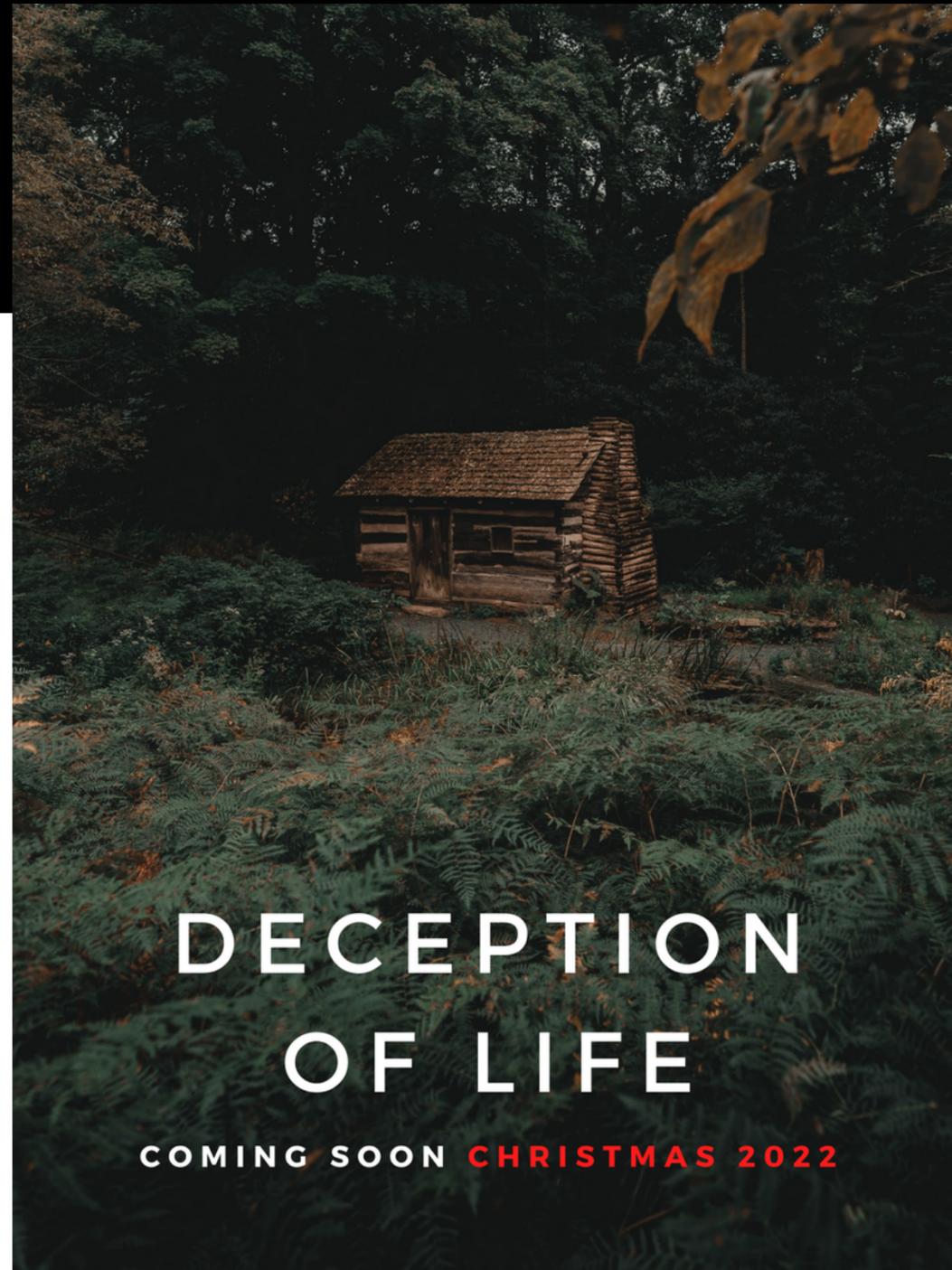


Ashland Johnson and
Jackson Freed

DECEPTION OF LIFE



POSTERS



LOGLINE

On the 5 year anniversary of their friend's death, a group of college kids travel to Vermont in his memory. A vacation of happiness soon turns cold as each member of the friend group goes missing.



FILM CROSS



GENRE CONVENTIONS

Thriller/Mystery

Theme

Good vs. evil, redemption, sometimes the person you think you know the most you actually know the least.

Setting

A Bed & Breakfast in Vermont in the winter

Plotlines

The friends meet up at the B&B and it starts out as a normal vacation. All of a sudden, everyone starts disappearing one by one. They try to figure out why and where their friends went before it's too late.

Characters

5 friends about 21-22 years-old that went to high school together, two of them are dating, one friend is the "killer"



GENRE CONVENTIONS

Narrative Structure

Exposition

5 friends meet up in Vermont after they graduate college

Rising Action

One by one the friends start to go missing

False Climax

They accuse the B&B manager of killing everyone

Climax

Killer turns out to be one of the friends

Falling Action

Killer on the run, and one friend tries to save the others

Resolution

Killer is never found, all the friends are safe but they have a funeral for the one that died



GENRE CONVENTIONS

Continued...

Mood

Reflective, ominous,
disarming

Props

Rope, axe, winter
clothes/gear

Significant Objects

Dead friend's necklace



Age Range

16-30 year olds

Generation

Teenagers through Post-College

Income Level

Upper middle class

Location

Northeast/Midwest

Lifestyle

Relationship oriented, emotional people, and nostalgic people

Interests

Thriller, mystery, horror, winter

Premiere Outlet

In-theaters and on HBO Max

TARGET MARKET

SOUND DESIGN

Songs

- Ominous christmas music
- (Don't Fear) The Reaper by Blue Oyster Cult
- Runaway Baby by Bruno Mars
- Ain't No Rest for the Wicked by Cage the Elephant
- Super Rich Kids by Frank Ocean
- Cello Suite No. 1 in G Major, BWV 1007: Prelude by Bach
- Mr. Brightside by The Killers

SFX

- Crunching snow, leaves
- Crackling fire
- Wind
- Rustling leaves
- Screams



Tone

Nostalgic and dark with some light and heartfelt moments intermixed

Setting

Small town Vermont, off the beaten path, not quite the middle of nowhere

Bed & Breakfast - small cottage
Hidden cellar in a barn near the B&B

Lighting

Flatly-lit, gloomy (Ex: The Shining, Stranger Things)

Clothing

Winter clothes, flannels, puffy jackets, snow boots, gloves, scarves, beanies, etc.

TO NE AND MISE EN SCENE

PLOT A

A group of friends go to a Bed & Breakfast in Vermont where they meet the owner. One by one each of the friends start to go missing. Out of fear, they try to protect themselves and start suspecting that the owner is the culprit. Eventually they find out that their friend is actually causing all the havoc and the "last friend standing" tries to stop him. In the end, everyone is found and they are a lot closer than they ever were.

PLOT B

Two of the friends had a falling out when they last saw each other 5 years ago and gradually reconcile their friendship over the course of the film.

BUDGET

Total: \$40 million

Pre-production = \$5 million

- Rights

Above the line = \$20 million

- Producers
- Directors
- Writers
- Cast
- Crew

Below the line = \$5 million

- Equipment/Food/Editing/Etc

Post Production = \$10 million

- Marketing/Distribution/Prints/
Advertising

CHARACTERS

PROTAGONIST- RYAN

Starts out timid, ends confident but remains humble

DREW

Peacemaker

ANTAGONIST: ALEX

Starts out full of himself, ends by coming to terms with their grief

JORDAN

"Class clown"

ROWEN

Dead friend

AUSTIN

Arrogant/Know-it-all

OLD LADY

Delightful/delicate

CINEMATOGRAPHY VISUALS



MARKETING CAMPAIGN

Where we'll promote: Instagram, Snapchat, Youtube

How we'll promote:

TV Ads

Promotional partnership w/ a car company

Movie trailers shown on TV and social media

How we'll promote:

Talk shows, press interviews

Experiential event to immerse people within the film
(like a haunted house)

SYNOPSIS

It's christmas time. We see five friends driving up to Vermont in separate cars. When they get to the bed & breakfast, it is revealed that their friend Rowen died in a car accident 5 years ago and they're meeting up for the anniversary. At the B&B, the manager, a sweet old lady, greets them and gets them checked in. After getting settled in, they spend some time catching up and enjoying each other's company.

The next morning, everyone wakes up to find that Drew is missing. They spend all day looking for him, but they can't find him and they all get nervous. That night, they have a bonfire. Austin and Jordan get into an argument about what might have happened to Drew. Austin gets pissed and storms off into the woods for some peace and quiet.

SYNOPSIS

Shortly after Austin goes off, everyone runs after him and splits up to try and find him. Eventually, Ryan finds Austin's shoe in the woods and starts screaming for everyone. They all arrive pretty quickly except for Alex who shows up late, out of breath, and scratched up. When asked, he claims to have "tripped over a log."

As they're walking back, they hash out what could have happened to their friends and what they should do. They become increasingly panicked and when they get back to the B&B, they notice that the old lady is acting suspicious so they question her. She claims to not have known what happened and suggests that they go to sleep. In the middle of the night, Ryan notices Alex go to the barn in the back but doesn't make anything of it.

SYNOPSIS

The next day, no one goes missing. Ryan, Alex, and Jordan try and figure out what happened. They come to the conclusion that the B&B manager must be behind it all and they accuse her of killing their friends. The cops come and take her into custody.

After a stressful day, Ryan, Alex, and Jordan break off individually to take some time to themselves. Later that night, Ryan hears some scuffling and goes to investigate where he finds that the old lady has returned. Turns out, she had an alibi. She reveals that she had noticed weird activity late at night and didn't think anything of it until she was being questioned by the police. Ryan rushes to both their rooms and discovers them to be empty and disheveled. Frantically, he asks the old lady to call him if she notices anything and he rushes out to the woods in search of his friends.

SYNOPSIS

After a couple hours, he returns disheartened and hears noises coming from the barn. He finds a locked cellar and the noises are louder. He breaks open the lock and rushes inside to find Drew, Austin, and Jordan tied up but Alex is nowhere to be seen. They start screaming, muffled by the rope in their mouths and we hear a shotgun click off-screen. Ryan turns to find that Alex is holding him at gunpoint.

It's revealed that Rowen had picked up Alex to "friend break-up" with him on behalf of the group. As soon as that happened, the car crashed and Rowen died. Alex tried to pull Rowen out of the car and Rowen's necklace falls off. At that moment, he realized that Rowen was dead, grabbed the necklace and ran away in a panicked-state and has held this pent up aggression ever since.

SYNOPSIS

In Alex's emotional state, Ryan tries to catch him off guard and steal the shotgun, causing Alex to accidentally shoot Jordan. Feeling guilty, Alex runs away and Ryan starts to untie his friends. Austin immediately goes to help Jordan.

Drew runs back to the house and gets the old lady to call 9-1-1. An ambulance shows up to help Jordan and the cops are able to catch Alex. Jordan and Austin make up and Alex tries to apologize to everyone, but it's no use. The damage has been done.

PLANNING PHASE

SWOTT

Strengths: Talent, musicality, the overall film package

Weaknesses: Niche film market

Obstacles: Not reaching our target audience; thriller released at Christmas time

Threats: Similar movies released at the same time

Trends: Christmas movies tend to be romance, happy, and feel-good - NOT thriller

MARKET PRODUCT ANALYSIS

Film is marketing directly to the target audience but our cross-promotions with the car company brings in a secondary adult market

MARKETING PROGRAM

Product: Movie

Price: OTT subscription fee

Promotion: A mix of ad campaigns, press tours, social media, and experiential events

Place: Your home!

ACTIVATION PLAN

Start late October and gradually pick up through December into early January
- Instagram, Snapchat story, and YouTube ads

Start late October and gradually pick up through December into early January
- TV commercials and cross-promotion with Jeep

Late October - Early November
-Experiential Event: "Haunted House"
Mid-Late December
-Press Tour

Check the number of streams in the first week of release
- Feedback Phase