

UNORTHODOX



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LOGLINE

Madison fights to escape the torture of a holy predicament as her strict, religious mother, Faith, attributes her teenage angst to demonic possession.

SYNOPSIS

"Unorthodox" is a gripping tale of teenage rebellion and religious extremism that will keep audiences on the edge of their seats. The story follows Madison, a budding 14-year-old influencer, who lives in a secluded farmhouse in the middle of flat farmland, under the constant scrutiny of her devoutly religious mother, Faith. As Madison struggles with the angst and defiance of adolescence, she turns to the internet for escape and starts a secret live-stream channel, revealing her mother's bizarre and oppressive religious lifestyle to the world. With minimal interaction to the outside world, Madison desperately seeks connection and understanding, but as her mother's behavior becomes increasingly erratic, her aunt's Grace and Hope intervene, leading to a fight for her life and freedom. As the tension builds, Faith is persuaded to take drastic action and the three perform a grueling exorcism on Madison, live, over the internet.

Filmed in a style reminiscent of "K.I.D.S." meets "Barbarian", with a color palette reminiscent of "The Texas Chainsaw Massacre" meets "The Exorcist", the film will present a thought-provoking and deeply disturbing portrayal of the dangers of religious fanaticism and the lengths to which some will go to impose their beliefs on others. With a budget allocated for high-quality visual effects and a soundtrack of commercially viable music by well-known artists, "Unorthodox" will be a must-watch for fans of horror and psychological thrillers.

UNORTHODOX IS A STORY THAT DELVES INTO THE INNER DEMONS THAT PEOPLE HARBOR WITHIN THEMSELVES, BUT IT ALSO HIGHLIGHTS THE POWERFUL LOVE OF A PARENT FOR THEIR CHILD. THE LOVE IS SO STRONG THAT A PARENT CAN RECOGNIZE EVEN THE SLIGHTEST AILMENT IN THEIR CHILD, EVEN IF OTHERS CANNOT SEE IT. THIS UNCONDITIONAL LOVE GIVES A PARENT THE STRENGTH TO FIGHT FOR THEIR CHILD'S WELL-BEING, EVEN IF THE CHILD AND OTHERS MAY DEEM THE PARENT'S ACTIONS AS INSANE OR UNREASONABLE.

FAMILY • CONVICTION • UNWAVERING LOVE • COMING-OF-AGE • EMPOWERMENT

Belief systems clash, resulting in a mother's misguided perception of her rebellious daughter. A parent's sacrifice, to care for their child, no matter the consequences, is a continued theme in this story, as it is in life. Truth is to find amity in the wide scope of reality and overcome adversity.



UNORTHODOX This rare screenplay successfully takes a thriller storyline and ends in a horror twist.

WESCREENPLAY FESTIVAL REVIEW:

“ONE OF THE STRONGEST ELEMENTS THAT YOU HAVE GOING FOR YOU IS THE PURE EMOTION THAT YOU HAVE RUNNING THROUGH YOUR CHARACTERS. IT FELT HONEST, IT REALLY FELT LIKE WE WERE FEELING THE ANGST, ANGER, FEAR, AND FRUSTRATION THAT SHE WAS FEELING. IT’S NOT EASY TO GET THAT KIND OF RAW EMOTION TO TRANSLATE OVER TO THE PAGE BUT YOU DID AN EXCELLENT JOB. AS SOMEONE WHO GREW UP IN AN OVERLY RELIGIOUS EDUCATIONAL ENVIRONMENT, THE SENTIMENTS THAT WERE EXPRESSED BY FAITH HIT VERY CLOSE TO HOME. IT WAS APPARENT THAT YOU HAVE HAD THE FIRST-HAND EXPERIENCE WITH THIS KIND OF ZEALOTRY. CHILLINGLY ACCURATE STUFF FROM THE CHARACTER OF FAITH. THESE PEOPLE CAN BE ABSOLUTELY BLINDED IN THEIR BELIEFS, UNWILLING AND UNABLE TO SEE THE WORLD AROUND THEM AND HOW PEOPLE COULD POSSIBLY HARBOR OPINIONS THAT RUN CONTRARY TO THEIR OWN.

YOU ALSO DID A GOOD JOB WRITING FOR BOTH THE YOUNG AND OLDER CHARACTERS IN YOUR STORY. YOU DID A FANTASTIC JOB OF CAPTURING THE ANGST OF MADISON. YOU MADE HER CHARACTER RING TRUE FOR HER AGE IN HER SPEECH, HER VIEWS, HER PREDILECTION FOR TECHNOLOGY WITH HER STREAMING CHANNEL, AND HER SOMETIMES ERRATIC BEHAVIOR. YOU DID AN EQUALLY IMPRESSIVE JOB WRITING FOR FAITH. SOME OF THE CONCERNS SHE RAISED AT THE BEGINNING OF THE STORY ABOUT RAISING MADISON IN THE CITY AND HER NEWFOUND FAITH FELT AUTHENTIC.”

BLCKLST REVIEWS:

“THERE’S A HORRIFYING EXORCIST-LIKE QUALITY TO THE RELIGIOUS UNDERTONES HERE WHICH MANY READERS WILL FIND EVOCATIVE OF LATE 70’S HORROR. LIKE THE PSYCHO-BIDDY CLASSICS MOMMY DEAREST AND WHATEVER HAPPENED TO BABY JANE?, UNORTHODOX PORTRAYS A MOTHER GRIPPED BY THE STRICTURES OF HER OWN HYPOCRITICAL MORAL CODE, OBSESSED BY THE TENETS OF A FAITH WHICH IS SO CLEARLY RENTING APART HER RELATIONSHIP WITH HER DAUGHTER. THE THEMES, CHARACTERIZATION AND TONE HERE ARE THE STRONGEST ASPECTS OF THE WORK.”

“WHILE THE MAJOR STUDIO SYSTEM HAS BECOME LESS AND LESS LIKELY TO TAKE A SHOT ON LOW BUDGET HORROR THAT ISN’T PART OF AN EXISTING FRANCHISE OR UNDERLYING IP, THIS TYPE OF PROJECT IS STILL THE LIFEBLOOD OF THE COMMERCIAL INDIE FILM WORLD, SO THERE MAY BE A GOOD HOME FOR IT THERE. THE CONTAINED SETTING AND MODEST SPECIAL EFFECTS WOULD KEEP THE BUDGET QUITE LOW, WHICH IS OFTEN THE LARGEST FACTOR WHEN IT COMES TO WHETHER OR NOT AN INDIE FILM ENTERS PRODUCTION, SO IT’S OFF TO A GOOD START. THE RELIGIOUS UNDERTONES AND DIVERSE CAST ALSO HELP IT TO FILL CERTAIN NICHES THAT MORE GENERIC HORROR SCRIPTS MAY NOT, SO THAT TOO, COULD WORK IN ITS FAVOR. TEAMING WITH A SAVVY LOW BUDGET HORROR PRODUCER (PERHAPS ONE WITH PARTICULAR INTEREST IN RELIGION OR DIVERSITY) WHO CAN HELP TO PACKAGE THE FILM AND SECURE FINANCING WOULD BE THE BEST WAY TO GET THE BALL ROLLING.”

The story and screenplay has already been awarded over 28 honors:



UNORTHODOX

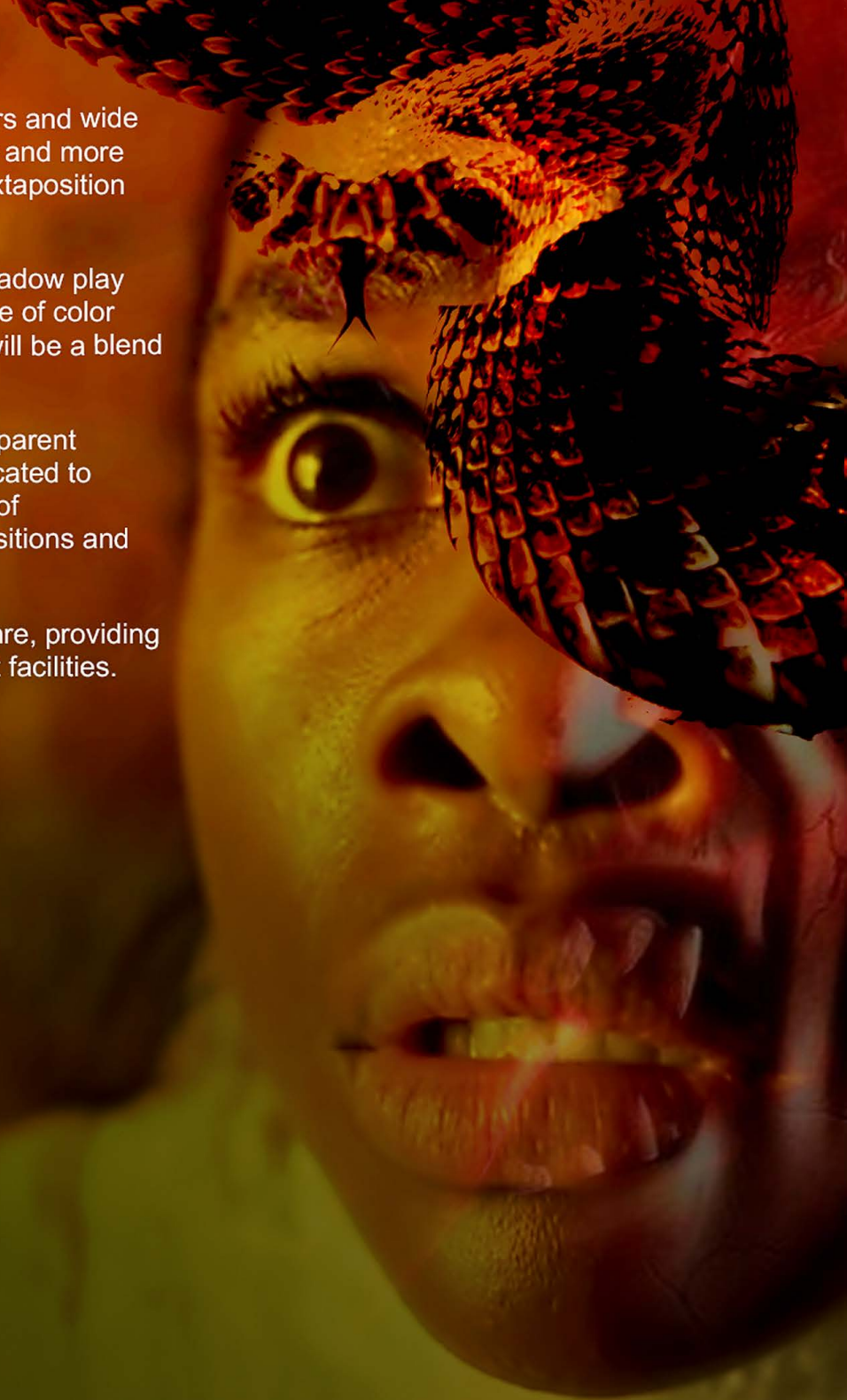
The movie will use a dynamic visual style, starting with bright, contrasting colors and wide shots that are softly lit. As the story progresses, the visuals will become darker and more saturated, with tight, claustrophobic shots that are hard lit. This will create a juxtaposition between the idyllic, open-air setting and the sinister undertones of the story.

The film will have a cinematic style reminiscent of "K.I.D.S." with a focus on shadow play like "Nosferatu," a dense atmosphere like the original "Candyman," with the use of color psychology like in "Texas Chainsaw Massacre" and "The Exorcist." The style will be a blend of Tim Burton and Quentin Tarantino, creating a hyperbolic visual experience.

The story raises the question of what is considered too far when it comes to a parent imposing their beliefs and convictions on their child. The budget has been allocated to ensure the highest quality visual effects, and the soundtrack will feature a mix of commercially successful music by well-known artists, including original compositions and covers of famous songs.

As a contained thriller/horror, the budget will be lower than most films in its genre, providing room to secure celebrity talent, high-level Sfx/Vfx artists, and professional post facilities.

The film be be shot in a wide-open, unpopulated, external space, and a closterphobic, small house, as the rich backdrop.



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FEATURES

Female leads.

A diverse cast.

Great opportunities for male cameos.



MADISON (14) Mixed Ethnicity

Represents the idea of a teenager, as they struggle to understand the world around them, and fight against anything that doesn't vibe with their ideals.

- She's a rebel with a cause; brave, honest, blunt, and above all, smart.
- Her greatest attribute is the drive to find her place in the world.

Description: Light black skin, big eyes, delicate-featured.

Madison is a young teenage girl, of mixed ethnicity, who lives with her devoutly religious, and oppressive mother. The product of a divorce, Madison resents her mother, and misses her father, terribly. Contrary to her mother's wishes, Madison dresses in hip clothes, has a piercing, and a new boyfriend. She is a student with a part time job, that she hates. Madison is a resentful and rebellious child, who attributes all the problems in her life, to her mother, and her extreme religious fanaticism, which she believes drove away her father.



FAITH (35 - 40) Black

Represents the idea of a willing to sacrifice her daughter's perception of who she is, to do what's right by her child.

- She is a concerned mother... but how far is too far?
- Her greatest attribute is the passion for the truth.

Description: Attractive, though a bit hardened.

Faith is Madison's mother. She is African American, very conservative, and extremely religious. She has been deeply hurt, by Madison's father's cheating, and their subsequent divorce has left her struggling to support herself and Madison. She tries her best to do a good job of raising Madison, but Madison's rebellious behavior overwhelms her, and she attributes it to demonic possession.



HOPE (30 -35) Latin

Represents the idea of the free-thinking woman raised in a strict religious family.

- She is passive and non-confrontational, but has the sense to know when enough is enough.
- Her greatest attribute is her common sense.

Description: Sultry dark features, petite and mousey.

Hope is Faith and Grace's younger sister. She is a sweet, petite, Latina, who was adopted by Faith and Grace's parents. She is also religious, but not nearly to the degree that Faith and Grace are. As she was growing up, she ran away, probably to escape the religious fanaticism of her adopted family, but after several years, she returned. Hope is kind, and sympathetic, but she is weak willed, and submissive, to Faith, and especially Grace. Hope is loving, and loyal, to a fault.



GRACE (40 - 45) Black

Represents the idea of the eccentric religious fanatic, who thinks everything has a correlation to her beliefs, and has no problem imposing her beliefs on others.

- She is stern and manipulative, a megalomaniac with sociopathic tendencies.
- Her greatest attribute is her hardheaded, unrelenting drive.

Description: Clean-cut woman, lanky, with precise features, and cold, dark black eyes.

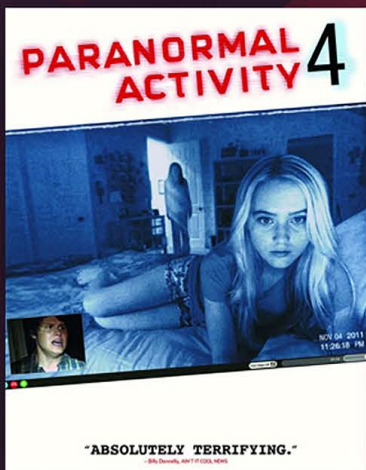
Grace is Faith's older sister, and Madison's aunt. She is a very plain, African American woman, who is ultra conservative, and even more of a religious fanatic, than Faith. Grace is mean spirited, with a tendency for violence. She has no husband, and no children, probably because she is a wicked woman, with insanely over-the-top religious convictions. She is extremely self-righteous and believes herself to be the authority on all things having to do with God.



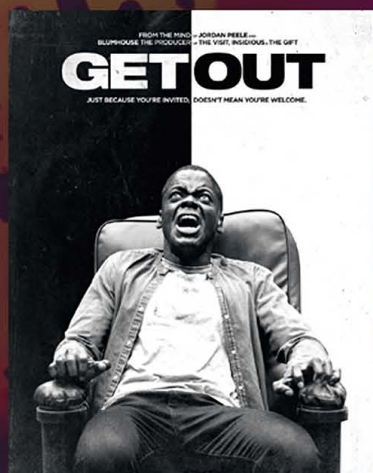
TERRIFIER 2
Budget: \$600,000
 Domestic: \$10,640,105 (82.7%)
 Foreign: \$2,224,155 (17.3%)
Total Worldwide: \$12,864,260



BARBARIAN
Budget: \$8,000,000
 Domestic: \$40,842,944 (90.1%)
 Foreign: \$4,509,393 (9.9%)
Total Worldwide: \$45,400,000



INSIDIOUS CHAPTER 2
Budget: \$5,000,000
 Domestic \$83,586,447 (51.6%)
 Foreign: \$78,332,871 (48.4%)
Total Worldwide: \$161,919,318



GET OUT
Budget: \$4,500,000
 Domestic \$176,196,665 (68.9%)
 Foreign: \$79,548,492 (31.%)
Total Worldwide: \$255,745,157



A FRESH TAKE ON THE POSSESSION AND EXORCISM, MOVIE, WHICH HAPPENS TO BE ONE OF THE HIGHEST GROSSING GENRES IN HORROR.

Release Date	Title	Production Budget	Opening Weekend	Domestic Box Office	Worldwide Box Office
Oct 13, 2023	Untitled Exorcist Film 1				
Aug 20, 2004	Exorcist: The Beginning	\$78,000,000	\$18,054,001	\$41,814,863	\$43,957,541
Aug 17, 1990	The Exorcist III		\$9,312,219	\$25,011,739	\$25,011,739
Jun 17, 1977	Exorcist II: The Heretic	\$14,000,000		\$25,011,000	\$25,011,000
Dec 26, 1973	The Exorcist	\$12,000,000		\$230,347,346	\$428,214,478
Averages		\$34,666,667	\$9,168,177	\$64,487,289	\$104,489,251
Totals	6	\$104,000,000		\$322,436,443	\$522,446,253

Hollywood Head Spinner: Universal Spends Big for New 'Exorcist' Trilogy

The deal, expected to be announced this week, is for more than \$400 million and is a direct response to the streaming giants that are upending the film industry's economics.



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The film has many marketable elements...

HORROR IS HOT

The biggest trend in the film industry is mindfully budgeted, high concept, contained, horror films. They might not win “Best Picture”, but they are taking “Best Box Offices”, across the board.

ALL FEMALE LEADS

Female protagonist and antagonist driven films are all the rage. There is a strong demand for female driven films, and strong female leads.

DIVERSE CAST

Films that speak to a racially diverse audience have been in the spotlight, and the entertainment industry is listening. Some of the top grossing films of 2019 and 2020 are featuring predominantly Black and Latino talent.

SMALL BUDGET / BIG REWARD

Blumhouse set the mark with low budget horror films that broke records at the box office. Films with \$1M – \$5M budgets have been taking in over seven figures.

THRILLER THAT TURNS INTO A HORROR

Over the top horror and action have been done and done again. The audience knows what to expect. Rare films like Blue Velvet, Titanic, and Dust til Dawn have shattered expectations, and box offices.

SOCIALLY RELEVANT

Unorthodox features an all-female, diverse cast, horror elements, parenting issues, unruly children, social media platforms, and LGBTQ subject matter.

**SINCE THE EXORCIST FIRST HIT THE THEATERS,
IT HAS BEEN ONE OF THE MOST PROFITABLE FILMS EVER MADE.**

UNORTHODOX

We will focus on a wide range of marketing techniques.

THE PUBLICITY STUNT

When Game of Thrones marketed their latest series in the UK, they erected a bus-sized dragon's head, appearing to have been washed up on a Dorset beach.

PRE-ROLL VIDEO ADVERTISING

Pre-roll video ads are an incredibly effective tool for drumming up interest and seeding your trailer online.

PRESS JUNKETS

Press Junkets are one of the movie industry's most powerful publicity tactics.

LETTING OUR VIEWERS EXPERIENCE THE STORY

The Hunger Games used an innovative strategy in their 'Virtual Hunger Games', whereby users could join a district and compete against other districts, just like in the film.

IMDB LISTINGS & ADVERTISING

They say that the hardest place to sell a book is in a bookstore, but with millions of people visiting IMDB daily in search of new films and TV shows to watch, it would be ridiculous to ignore this site, in our film's digital marketing strategy.

INVOLVING OUR AUDIENCE IN THE MAKING OF THE FILM

Involving your audience in the making of, and promotion strategy of the film, is a great way to get die-hard early fans.

GOING TO TOWN

We will use a great seeding strategy and be ultra-shareable to produce great results. I.E. Memes, viral stunts, Tweets.

VISUALLY COMPELLING & FUNCTIONAL SUB-SITE

Typically, film landing pages contain a countdown to the film's premiere and a full-screen graphic from the film's artwork. If you're lucky, the film trailer may be embedded on there.

INTERACTIVE FACEBOOK PAGES

When you visit the Breaking Bad, Hunger Games, or World War Z Facebook Page, you're presented with a huge variety of games, contests, and fun apps to use. On top of this, the updates are frequent and very engaging.

SOCIAL NETWORKS - TikTok, Instagram, Facebook, Metaverse, Etc.

While Facebook, YouTube, and Twitter will certainly be at the center of our social media strategy, we will also include smaller platforms; IE, the Metaverse, Tiktok, Instagram, Facebook, Etc..

COMPETITIONS & QUIZZES

This combo brings a good balance of low risk and high reward. They virtually never fail to drum up buzz, and providing you get the reward or incentive right, they can work wonders in getting people to share your content with their friends.

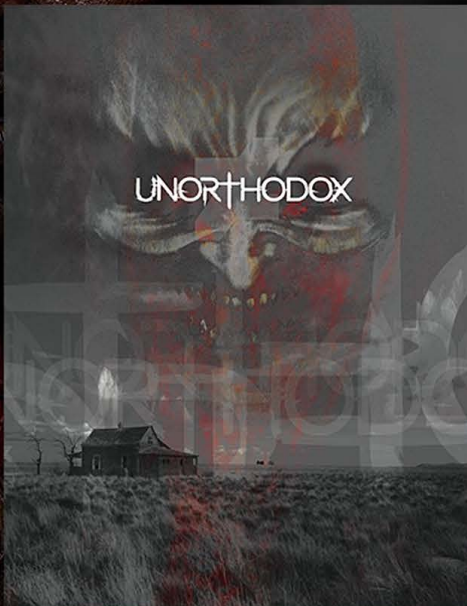
CELEBRITY & BRAND PARTNERSHIPS

We will be utilizing their audiences online. Coca Cola has 74.5m fans on Facebook, and 2m on Twitter, which is 30x larger than the total audience of the 007 / James Bond social media accounts. When the two partnered on the launch of Skyfall, James Bond utilized Coke's social media following to the max, enabling them to drive a huge amount of engagement in a short space of time.

GOOGLE ADWORDS & FACEBOOK ADS

Every day, there are millions of searches made in Google for film and TV show recommendations. One of the quickest ways of reaching this audience of potential viewers is through Google Adwords, and Facebook Advertising. Executed correctly, this can be very effective.

MOCK POSTER



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THANK YOU FOR YOUR TIME AND CONSIDERATION.

For more information, please contact:

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