

A SUPERNATURAL HORROR FRANCHISE

WENDY'S WITCHINGLY WICKED WEEKEND

The Campus Witch

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CONFIDENTIAL

"When a lonely college witch's love spell goes catastrophically wrong, she must join forces with an unlikely hero and his angelic mentor to stop a demonic invasion—even if salvation means sacrificing everything she ever wanted."

GENRE

Supernatural Horror

Dark Fantasy

Romantic Thriller

FORMAT

Feature Film Franchise

Runtime: 110-120 minutes

TV spin-off potential

TARGET RATING

PG-13

Escalating to R for sequels

Target: Ages 16-34

WENDY FLETCHER arrives at Johns and Wakes University carrying two secrets: grief over her grandmother's death, and the Wiccan powers the old woman taught her. When she falls for **LANCE BOWMAN**—charming, unavailable, everything she can't have—her loneliness makes a dangerous choice feel inevitable.

At a mysterious occult shop, the ancient witch **HAZEL GROTT** offers what seems like harmless magic—a spell to "reveal true feelings." But Hazel has waited centuries for someone with Wendy's power. The trap is set.

The spell works too well. Lance becomes obsessed—abandoning his girlfriend, neglecting everything but Wendy. What seemed romantic turns terrifying. And when the magical backlash drives Lance's ex-girlfriend to murder him, Wendy realizes she's awakened something far worse than heartbreak.

SYNOPSIS — THE BATTLE

Hazel summons the demon **BELLUS** to possess Lance's corpse, planning to sacrifice Wendy under the blood moon and tear open the Veil between worlds. Only **PROFESSOR MATHER**—an angel in human guise who has hunted Hazel for centuries—sees the truth.

Mather arms awkward physics student **MANFRED SLOAN** with the sacred **SANCTUM ARTIFACT**—an ancient weapon that bonds with the worthy. Alongside Wendy's loyal roommate **CRYSTAL**, they race to stop the ritual.

In the climax, Wendy makes her choice: love isn't about taking—it's about giving. She binds herself to Hazel and drags them both into Hell, sealing the rift behind her. *Some things are worth more than power.*

Manfred and Crystal inherit Mather's mission. The Veil remains thin. The war continues.

PRINCIPAL CHARACTERS



WENDY
FLETCHER

THE FALLEN MURCH

BACKGROUND

Orphaned and raised by her Wiccan grandmother, Wendy learned magic alongside reading. Her grandmother's death left her clinging to the craft as her only connection to family.

THE TRUTH

Beneath the gothic confidence lies profound loneliness. Her obsession with Lance wasn't about him—it was about the terror of being alone forever.

ARC

From desperate romantic to tragic hero. Her sacrifice proves love is about giving, not taking.

FRANCHISE STATUS: Dragged to Hell—but not confirmed dead. Sequel potential as ally, enemy, or something transformed.

THE HEROES



MANFRED

SLOAN THE RELUCTANT HERO

Awkward astrophysics student. The kind of person others look through rather than at. Self-deprecating, genuinely kind, braver than he knows.

The **SANCTUM ARTIFACT** bonds with him because he doesn't believe he's special—which paradoxically makes him worthy.

FRANCHISE: Inherits Mather's mission. Reluctant demon hunter balancing supernatural war with academic life.



CRYSTAL

ANAND THE NATURAL FRIEND

Wendy's roommate. First-generation American from a household blending Hindu traditions with Christian faith. Grounded, perceptive, emotionally intelligent.

The friend who sees warning signs, tries to pull Wendy back. Survives because she never compromised her values.

FRANCHISE: Haunted by failing to save Wendy. Developing romance with Manfred. May struggle with violence required of demon-fighting.

THE ANTAGONISTS

HAZEL GROTT

THE BANE WITCH

Ancient. Patient. Centuries of service to Hell haven't erased her intelligence or cunning. She genuinely enjoys corrupting the innocent.

Presents different faces: eccentric shopkeeper, sympathetic mentor, terrifying predator. The mask drops to reveal something ancient and wrong.

STATUS: Dragged to Hell. Could return as greater threat.

BELLUS

THE POSSESSOR DEMON

Summoned to possess Lance's corpse. Cruel, theatrical, delighting in psychological torment. Uses Lance's stolen face to mock his friends.

Physical design: humanoid but wrong. Joints bend incorrectly. Movements too fast, then eerily slow. Voice layered with inhuman harmonics.

STATUS: Banished. Hell has many demons.

PROF. MATHER

THE ANGELIC GUARDIAN

Immortal angel in human guise. Has walked Earth for centuries hunting demonic influence. His position as professor allows him to identify and guide potential champions.

Possibly Gabriel himself—never confirmed. His sacrifice represents the ultimate expression of his mission.

STATUS: Deceased. Legacy continues through artifact.

Cinematography

Warm, saturated campus life contrasts with cold, desaturated supernatural sequences. As Wendy's obsession grows, color drains from her world.

Creature Design

Practical effects where possible. Demons suggest wrongness through movement and proportion. Imps are chittering shadows glimpsed in periphery. Bellus is humanoid but joints bend incorrectly.

Sound Design

Distinctive audio signatures: imp chittering, low-frequency demonic rumbles, resonant holy tones. The Sanctum Artifact hums when active—iconic.

Tonal Balance

Horror earned through dread, not gore. Moments of genuine warmth and humor between characters make the horror land harder.

The romance isn't satire—it's the heart of the story. We need to believe Wendy's loneliness to understand her choices.

Thematic Core

MARKET POSITION

THE CRAFT

1996 • \$55M worldwide

Teen witches, power corruption, friendship dynamics. Enduring cult status proves the concept's longevity.

HAPPY DEATH DAY

2017 • \$125M on \$4.8M budget

College setting, horror with heart, strong female lead. Proves audience appetite for campus supernatural content.

JENNIFER'S BODY

2009 • Cult classic

Demonic possession, female friendship, genre-aware horror. Initially underperformed but achieved cult status—genre has passionate advocates.

INSIDIOUS Franchise

2010-present • \$540M+ worldwide

Demonic possession, mythology building, relationship drama amid horror. Proves franchise potential through expanding lore.

Target Audience

Primary: Ages 16-34, skewing slightly female, who respond to supernatural horror with romantic and friendship elements.

Secondary: Blumhouse-style genre fans who appreciate tonal variety and franchise potential.

FRANCHISE EXPANSION

FILM SEQUELS

Film 2: Hell's Reach

Manfred and Crystal face new demonic threats while Wendy fights for redemption in Hell.

Film 3: The Veil Breaks

The war escalates. Wendy returns—transformed. Final confrontation for the fate of both worlds.

Scalable production: Limited VFX early, expandable scope as series proves itself.

TV EXPANSION

Wendy in Hell (Limited Series)

Wendy's torment, alliances with damned souls, her fight for escape or redemption.

Campus Hunters (Episodic)

Manfred and Crystal's weekly supernatural cases while balancing college life.

Mather's Mission (Prequel)

Centuries of the angel's war against darkness. Historical settings.

ANCILLARY

Merchandise

Sanctum Artifact replicas, Wendy's pentagram pendant, character collectibles.

Publishing

Novelizations, prequel novels exploring Mather's history, Hazel's origins.

Gaming + Experience

Mobile games, haunted attractions, escape rooms based on franchise locations.

"The Veil between worlds grows thin. The eternal war continues. And somewhere, a reluctant hero looks at the artifact bonded to his wrist, takes a deep breath, and steps forward into darkness."

**The fight has only
begun.**

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