

# A UNIQUE MARKETING PLAN



Since this film is so heavily targeted to Gen Z, we will deploy some unique marketing to court their attention. The antagonist of the story, DRAKE SKAR, is a parody and criticism of the highly popular "Sigma Male Influencer".

We will create an Instagram, Tik-Tok, YouTube, and X account that the actor will regularly upload to, in character. They will make controversial and entertaining videos that will create a fanbase for the film.

If these videos go viral and attract attention, it may also create clout to help get into film festivals.



We will also create accounts for the Wolf character, who uses a motorcycle to deliver the psychedelic vapes. There is a huge online community where fans of motorcycles upload content, AKA 'Biker Tik Tok'.

We will create short, cinematic bike videos featuring the Wolf character to drum up excitement and reach out to this large demographic.