

# FOLLOW THE LEADER







# Synopsis

**Blake, Michael, and Dean are Silicon Valley twenty-somethings on a business venture in the Midwest.** Painfully oblivious to how niche the app they have developed actually is, they quickly become aware of how little their pitch pertains to the downsizing company they are presenting to. Their meeting goes sideways and the tension between the three co-founders reaches a boiling point when a blizzard causes a hiccup in their travel plans. They are eventually offered a ride by a young woman named Robin who works at the front desk, but things take a turn for the worse when her car hits a patch of ice and crashes on the outskirts of town.

The men regain consciousness in a time capsule of a mall that appears to have been closed down in the early 1990s. Each of them has sustained a unique injury from the accident, leaving one blind, one deaf, and one without the ability to speak. Robin has apparently pulled them to safety, but there is no sign of her until an ear-shattering scream rings out through the abandoned mall.

As Blake, Michael, and Dean set out to find her, a strained form of communication is established and they realize that they will not be able to leave the mall due to the increasingly severe weather conditions outside. This realization is soon followed by the discovery of a fresh blood trail leading into the darkness of the mall. They are individually impaired, trapped, and now they are being hunted.

Throughout the duration of the film the viewer will be placed into the perspective of each character and be deprived of a particular sense. The audio will cut out while in Dean's POV, the visuals will go black in Blake's, and Michael will be unable to warn his companions about oncoming danger. This is not a gimmick and will not be done in a shaky, found footage style. We as filmmakers are trying to strip back the voyeuristic nature of the horror film and place the audience behind the eyes of the protagonists — only entering into these first-person views periodically in order to better relay the characters' personal struggles.

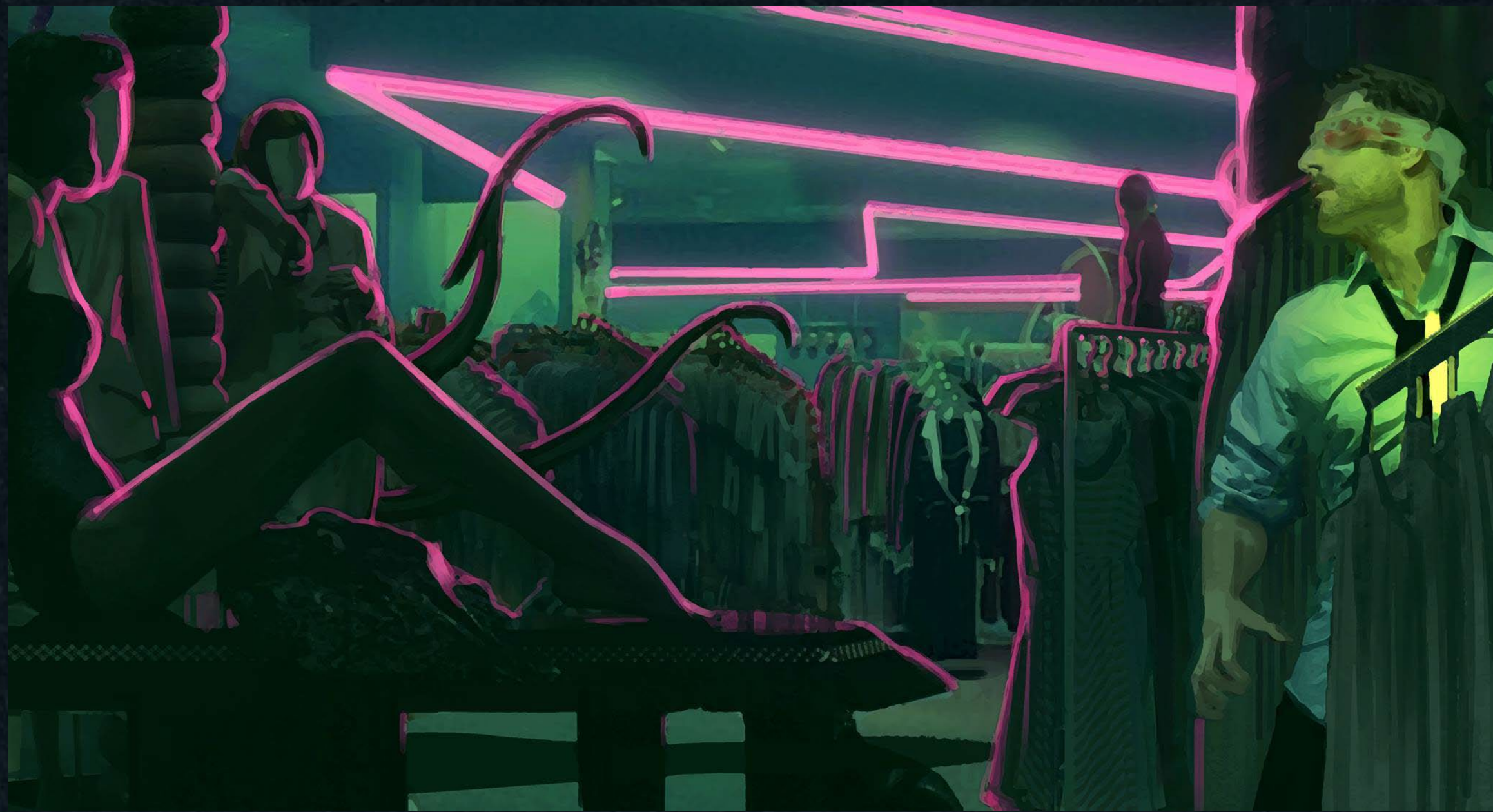
Follow the Leader is a psychological horror film that focuses on our characters' attempts to overcome and survive a dire situation of chance. Trapped inside an abandoned mall with an all but unseen entity of unknown origins, it soon becomes evident that if they are to survive, they must overcome their differences and work together. Much of the tension comes not from what is lurking in the darkness, but from the distrust and unclear motives of the protagonists themselves.

**Concept Video at**  
[FollowtheLeaderFeature.com](https://FollowtheLeaderFeature.com)











# Cast

Follow the Leader has yet to be cast, but the team behind the camera is dedicated to filling the roles with a racially diverse cast of actors that properly represents the millennial characters found, not only in the script, but in the world at large.





# MovieMaker



MovieMaker Production Services is a service of MovieMaker Magazine designed to extend the capabilities of independent films.

In 2018, Follow the Leader was one of only three films selected to partner with MovieMaker Production Services, to receive **\$50,000** of in kind services.







# SUSPENSE

Completed in late 2019 • Currently in Festival run

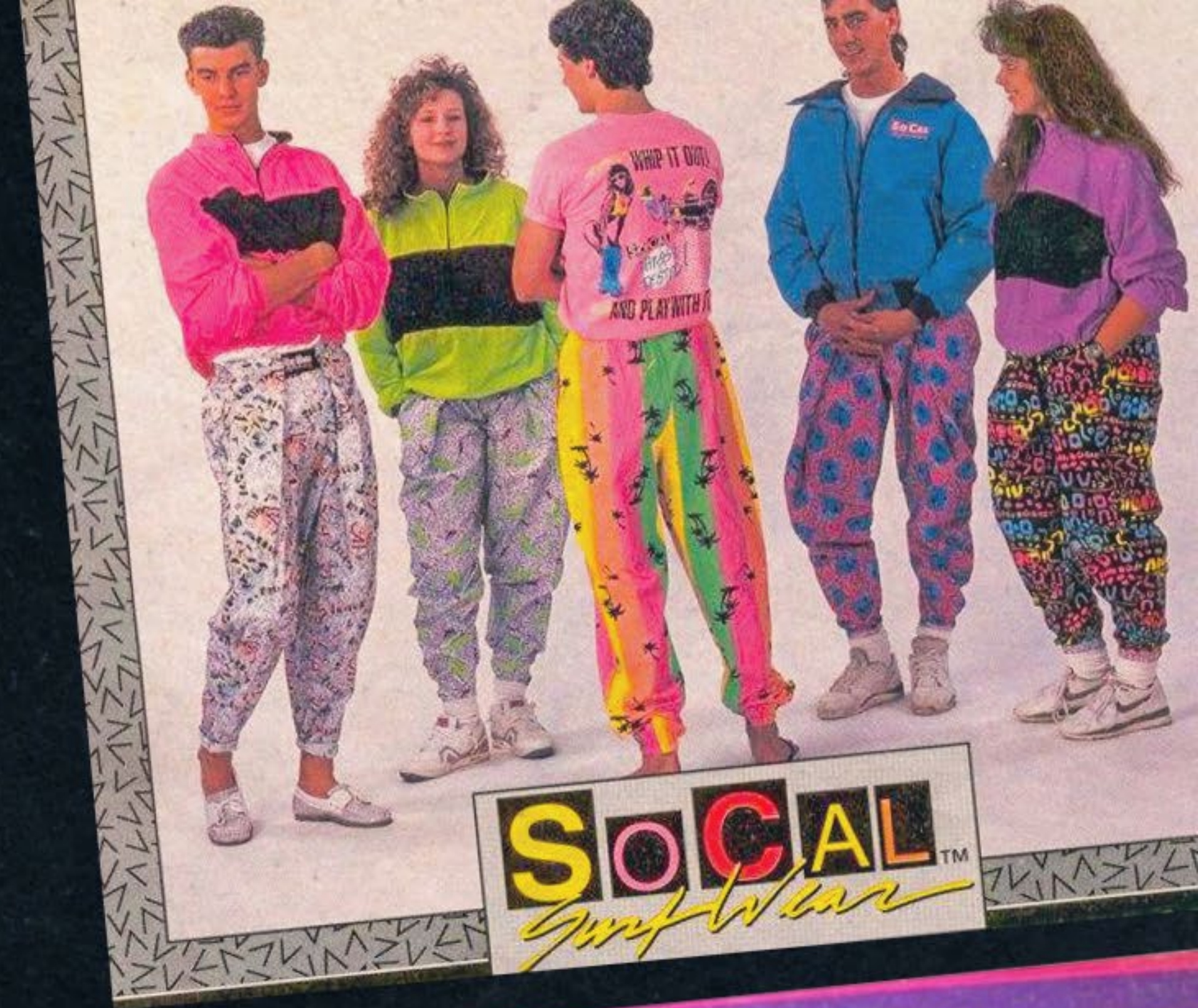


# Demographics

## MILLENNIALS

Follow the Leader will aim for a PG-13 rating, achievable through its lack of gratuitous gore. Although the film can be enjoyed by anyone ages 13 and up, the primary target audience is the millennial generation - a generation that has become obsessed with nostalgia.

The movie takes place in an abandoned mall from the 1990s in order for the audience to re-experience the 90s, not as pandering internet clickbait, but as a surreal, haunted memory. There is also running commentary throughout the course of the film about the current state of the tech industry and an over reliance on modern technology.







## Competitive Analysis

Overall, the tone of the movie we are going for is not the in your face, graphic, cliché horror, (think - *Saw* / *Insidious* / *The Conjuring*), but we're also not going for the tongue in cheek horror (think - *Cabin in the Woods* / *Final Girls*) borderline parody horror movies either.

This movie exists on a premise that the audience is going to have to take a leap to accept, which is the rendering of our characters deaf, blind, and mute. Therefore, we can't pretend this movie takes place in a 100% accurate reality. At the same time, it needs to be realistic enough to be scary and fun.

We want something in the middle, more like what Sam Raimi did with *Drag Me To Hell*, *The Evil Dead Series* and even the *Evil Dead* Remake. *You're Next* and *It Follows* also hit on these ideas. The film will be scary, but also fun to watch and an awesome experience. We want the audience to feel like they came off an exhilarating ride when it's over, not like they're leaving a funeral.

Newer, clever horror movies such as *Get Out*, *Don't Breathe*, and *It Follows* have proved an audience for smart, stylistic horror is out there and hungry. By focusing on a 90s aesthetic, *Follow the Leader* rides the coming wave of 90s style resurgence.



# Summary

In the world of horror, you cannot play it safe if you want your film to stand out and be seen.

*Follow the Leader* is the rare movie that is fun, relevant, and uniquely suspenseful. And the POV hook will entice people to experience it for themselves. *Follow the Leader* is primed to become the kind of film people grab their friends and say "Have you heard about this!?"



A person wearing a black hoodie is walking away from the camera down a brightly lit hallway. The hallway has white walls and a light-colored floor. The person is centered in the frame, and their shadow is cast on the floor. The text "THANK YOU" is overlaid on the person's back in a yellow, serif font.

THANK  
YOU