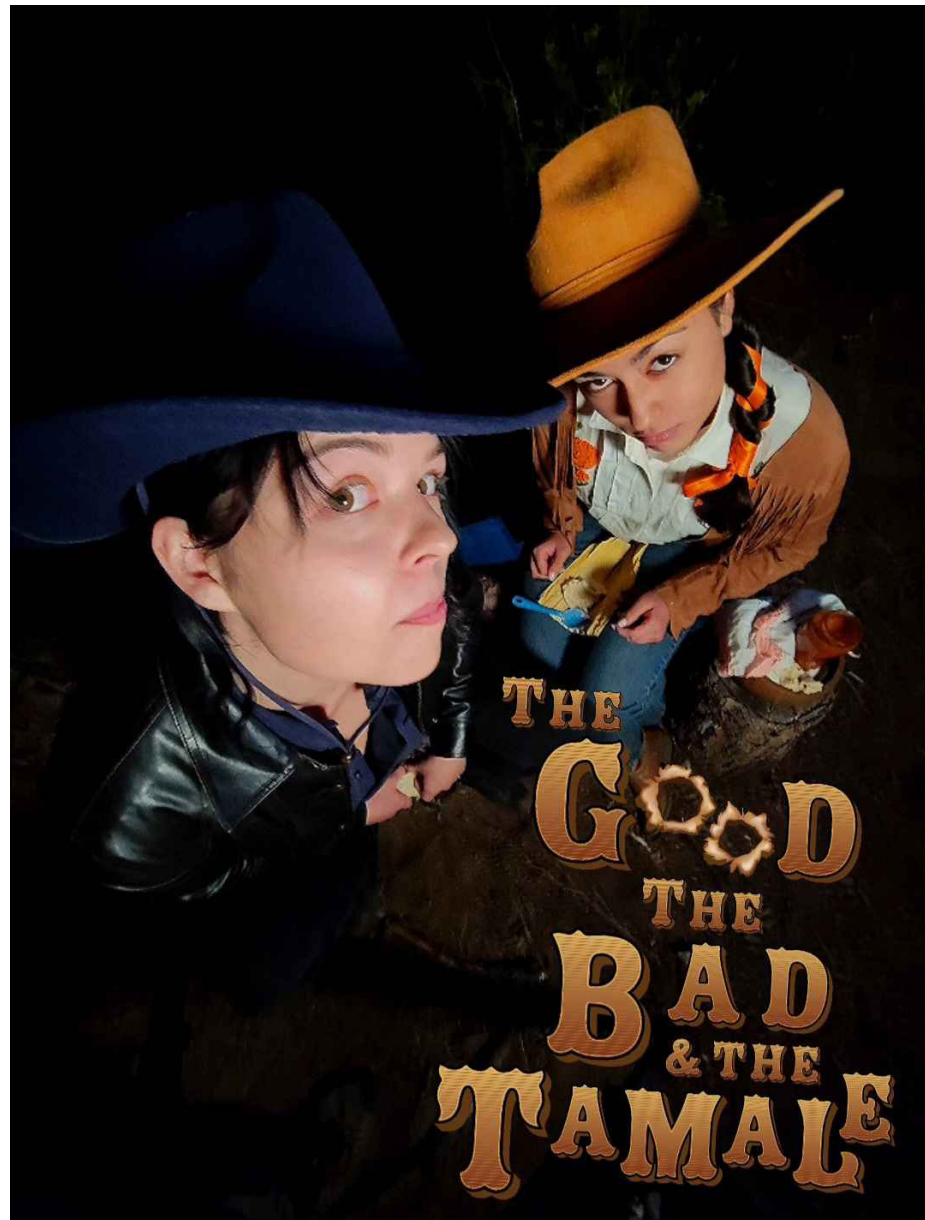




THE
GOOD
THE
BAD
& THE
TAMALE

Logline



Indigo, a lone bounty hunter in a toxic situationship, is forced to threaten local farmers if they don't give up their land to Eliza Astor, the most powerful woman in the west. After what feels like an endless amount of killings, Indigo is asked by a local farmer girl, Clementine, to teach her how to shoot and kill none other than Eliza Astor herself. But with the lack of Clementine's resources, all she can offer is homemade Tamales. Indigo agrees, and they begin the journey to get to Eliza's manor. Over the course of their journey, the two begin to fall in love, and Indigo must decide between letting herself fall in love and being free of her debt.



Future



The long-term goals for The Good, the Bad, and The Tamle are to help push the traditional norms for Western films and make them more inclusive to everyone.



Trend



Pushing the traditional norms of Western films giving the audience the fresh take they want within an old genre that has yet to evolve within the last twenty years. Today's audience seeks narratives reflecting their values, identities, and lifestyle choices, especially among Gen Z, BIPOC, and LGBTQ+.



Forecast



Audiences are hungry for fresh takes on traditional genres, and *The Good, the Bad, and The Tamale* deliver on this promise and create a platform for underrepresented voices. A focused social media campaign on TikTok and Instagram will engage audiences, generate buzz, and position the film as a fresh take on a classic genre; this film could create a unique space in both the indie film world and the broader cinematic landscape.



Benefits



We're updating the Western genre to resonate with modern viewers. The Good, the Bad, and The Tamale reimagines traditional tropes to make them more accessible and relatable to Gen Z audiences.



Communication Problem



In a saturated market with many Western films using very similar tropes, we are trying to make ourselves stand out to the modern-day audience and show we're not like any other Western film by reflecting the audience's values, identities, and lifestyle choices.



Objective



To evolve and elevate the Western genre by creating relevant, untold stories that resonate with and are relatable to modern audiences.



Campaign Overview



We aim to elevate audience interest and anticipation for the film by highlighting its fresh take on the Western genre. We will create interactive and shareable experiences that make the audience the center of the narrative. Success will be measured by audience engagement metrics, such as likes, shares, comments, and video views across TikTok and Instagram, as well as growth in follower count and mentions of the campaign hashtag #TGT-BATT.

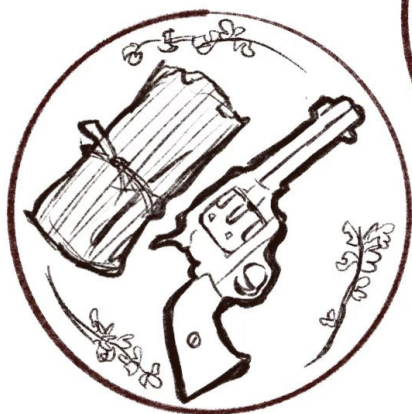
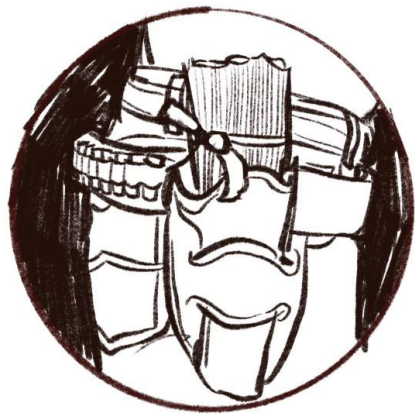
Strategies:

One of the Instagram stories will feature wanted posters of the crew and cast with their roles on the film set. The posters will be shared through Instagram and reposted by the crew and actors.

We will use TikTok to tell stories about the characters and show their chemistry on and off set. We will also get the crew and actors to follow the weekly trends.



Tone



The campaign conveys a tone of rebellious confidence with a playful edge. It embodies the bold, unapologetic spirit of reimagining a classic genre while inviting audiences to challenge tradition and explore something new. The mood is adventurous and daring, with a hint of humor and charm that resonates with the energy of Gen Z.



Deliverable

