



HOT MESS EXPRESS

Network Pitch Document

PROJECT TITLE: HOT MESS EXPRESS

LOGLINE: When a perfectionist Black supermom finally snaps, she and her two equally-stressed friends stumble into a bizarre Southern B&B where physical disasters, cultural mishaps, and karaoke therapy force them to confront their fears—and destroy several pieces of furniture in the process.

TONE: Girls Trip meets Bridesmaids with the heart of Little Big Lies and the physical comedy of Schitt's Creek

THEME: Female friendship, embracing imperfection, and finding authenticity in a world obsessed with curated perfection

PITCH: "What if three modern women having midlife crises accidentally stumbled into the most therapeutic disaster of their lives? HOT MESS EXPRESS is a raucous female ensemble comedy that tackles perfectionism, divorce anxiety, and creative burnout through the lens of spectacular physical comedy and genuine emotional breakthrough."

DETAILED SYNOPSIS

ACT I: THE PERFECT STORM

Kendra Taylor's Pinterest-perfect life implodes when her husband ruins her great-grandmother's cast-iron skillet. At a school auction, she accidentally triggers a confetti cannon disaster that buries half the PTA in homemade cookies. Her best friend Shauna, a razor-sharp divorce attorney, declares an emergency "wellness retreat" and drags Kendra and free-spirited Lilly to what turns out to be The Monroe House—a Southern Gothic B&B run by the magnificently unhinged Beverly Monroe.

ACT II: BEAUTIFUL DISASTERS

What starts as a simple weekend getaway becomes a series of escalating physical comedies: disastrous spa treatments that turn faces magenta, mistaken texts that bring husbands rushing to their "rescue," and a karaoke session that ends with the most awkward lawyer-client encounter in history. Each mishap strips away another layer of the women's carefully constructed personas.

ACT III: EMBRACING THE CHAOS

After destroying a hot tub, triggering security alarms, and creating a human domino effect during a trust exercise, the women finally break down their walls. They return home changed—not perfect, but perfectly imperfect and genuinely happy for the first time in years.

CHARACTER BREAKDOWN

KENDRA TAYLOR (35, Black) - The Type-A supermom whose life is militantly organized until it spectacularly isn't. Think Kerry Washington's perfectionism meets Tina Fey's physical comedy.

SHAUNA BELL (38, Black) - High-powered divorce attorney who cross-examines restaurant servers and objects to weather forecasts. Regina King's intensity with Issa Rae's wit.

LILLY CHASE (28, White) - Free-spirited artist whose spiritual solutions create actual disasters. Anna Kendrick's charm with Amy Poehler's optimistic chaos.

BEVERLY "BEV" MONROE (62, White) - Eccentric B&B owner who navigates disasters with supernatural grace. Think Catherine O'Hara meets Paula Deen with a dash of fortune teller.

TRAVIS TURNER (30, Latino) - Impossibly calm handyman who delivers perfect one-liners while preventing catastrophes. Oscar Isaac's charm with Nick Offerman's competence.

TALENT SUGGESTIONS

- **KENDRA TAYLOR:** Regina King, Kerry Washington, Issa Rae, Sanaa Lathan
 - **SHAUNA BELL:** Taraji P. Henson, Angela Bassett, Nia Long, Tika Sumpter
 - **LILLY CHASE:** Anna Kendrick, Kristen Bell, Amy Poehler, Reese Witherspoon
 - **BEVERLY MONROE:** Catherine O'Hara, Jane Lynch, Kristen Wiig, Maya Rudolph
 - **TRAVIS TURNER:** Oscar Isaac, Michael Cera, John Leguizamo, Diego Luna
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CASTING MOCK-UP GRID

HOT MESS EXPRESS



KENDRA

**Regina
King**



SHAUNA

**Taraji P.
Henson**



LILLY

**Anna
Kendrick**

HOT MESS EXPRESS



**BEVERLY
CATHERINE
O'HARA**

**TRAVIS
OSCAR
ISAAC**



**DAVID
JASON
SUDEIKIS**



DIRECTOR MATCH SUGGESTIONS

- **PAUL FEIG** - Master of female ensemble comedy (Bridesmaids, The Heat)
 - **GINA PRINCE-BYTHEWOOD** - Authentic female relationships (Girls Trip)
 - **SUSANNA FOGEL** - Smart, character-driven comedy (Booksmart)
 - **MALCOLM D. LEE** - Ensemble chemistry and cultural authenticity (Girls Trip)
 - **SHAWN LEVY** - Heart + chaos (Schitt's Creek producer)
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LOOKBOOK/MOOD REEL REFERENCES

VISUAL TONE:

- Girls Trip (female friendship authenticity)
- Schitt's Creek (controlled chaos, heart)
- Bridesmaids (physical comedy escalation)
- Big Little Lies (suburban perfection facade)
- The White Lotus (vacation gone wrong)

COMEDY STYLE:

- Broad City (friendship chemistry)
 - Insecure (authentic dialogue)
 - Ted Lasso (optimism through disaster)
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MARKETING HOOKS & PROMO-READY TAGLINES

PRIMARY: "Sometimes you have to break a few rules... and a few things... to fix yourself."

ADDITIONAL TAGLINES:

- "All aboard the Hot Mess Express!"
- "Friendship is beautiful. Friendship is messy. Friendship is worth it."
- "Three friends. One weekend. Maximum chaos."
- "When perfect goes wrong, friendship goes right."

MARKETING HOOKS:

- First major comedy to authentically blend Black and white female friendship dynamics
 - Physical comedy meets emotional breakthrough
 - "Girls Trip meets Schitt's Creek"
 - Social media goldmine of relatable mom chaos
 - Soundtrack potential with karaoke disasters
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TARGET AUDIENCE & MARKET

CORE AUDIENCE:

- Women 25-54 (primary)
- Multicultural audiences seeking authentic representation
- Suburban families
- Streaming audiences who loved Girls Trip, Bridesmaids, Schitt's Creek

SECONDARY:

- Couples (relationship humor)
 - Anyone dealing with perfectionism/control issues
 - Female friendship celebration seekers
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WHY IT SELLS

1. **AUTHENTIC DIVERSITY:** Natural, non-tokenistic multicultural casting
 2. **UNIVERSAL THEMES:** Everyone knows a perfectionist having a breakdown
 3. **PHYSICAL COMEDY GOLD:** Endless GIF and meme potential
 4. **FEMALE FRIENDSHIP:** Proven successful genre (Girls Trip made \$140M)
 5. **STREAMING FRIENDLY:** Rewatchable comfort content
 6. **SOCIAL MEDIA READY:** Every disaster is a viral moment waiting to happen
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COMPARABLE FILMS & SERIES

BOX OFFICE COMPARABLES:

- Girls Trip (\$140M worldwide, \$20M budget)
- Bridesmaids (\$288M worldwide, \$32.5M budget)
- Book Club (\$104M worldwide, \$10M budget)

STREAMING COMPARABLES:

- Schitt's Creek (Emmy winner, massive streaming success)
 - Dead to Me (female friendship through crisis)
 - Grace and Frankie (older female friendship)
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PRODUCTION VALUE

BUDGET RANGE: \$15-25M **LOCATIONS:** Georgia (tax incentives) - suburban Atlanta + rural B&B **VFX**
NEEDS: Minimal - practical physical comedy **MUSIC:** Karaoke-heavy soundtrack with licensing opportunities **COSTUMES:** Suburban chic vs. Southern Gothic contrast

STORY & HOOK – WHY THIS STORY MATTERS NOW

In an era of Instagram perfection and helicopter parenting, women are burning out trying to be everything to everyone. Post-pandemic, female friendship and mental health are more crucial than ever. This film addresses:

- **Perfectionism Culture:** Social media pressure to have it all together
 - **Female Friendship:** Authentic relationships vs. competitive mothering
 - **Mental Health:** Normalizing breakdown as breakthrough
 - **Multicultural Relationships:** Real friendships across racial lines
 - **Midlife Crisis:** Women's stories beyond romance and motherhood
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DEMOGRAPHICS

PRIMARY: Women 25-54, household income \$50K+, college-educated, suburban/urban **ETHNICITY:** 40% White, 35% Black, 15% Hispanic, 10% Other **PSYCHOGRAPHICS:** Overwhelmed achievers, friendship-valued, authenticity-seeking **VIEWING HABITS:** Netflix bingers, girls' night movie choosers, social media sharers

MARKETABILITY

THEATRICAL: Wide release potential, counter-programming to male action films **STREAMING:** Perfect binge-watch comfort content

INTERNATIONAL: Universal themes translate globally **MERCHANDISING:** Friendship-themed products, self-care tie-ins **SEQUEL POTENTIAL:** Built-in franchise with "Hot Mess" brand **AWARDS**

POTENTIAL: Ensemble casting, female-driven narrative **SOUNDTRACK:** Karaoke hits + original music opportunities

MARKETING PARTNERSHIPS:

- Spa/wellness brands
- Wine companies
- Female lifestyle brands
- Friendship jewelry/accessories
- Travel companies (girls' trip angle)

THE BOTTOM LINE

HOT MESS EXPRESS delivers what audiences crave: authentic female friendship, laugh-out-loud physical comedy, and genuine emotional payoff. With proven comparable success, diverse casting appeal, and endless marketing opportunities, this project offers networks and streamers a guaranteed crowd-pleaser with significant upside potential.

THE ASK: Greenlight for \$5M budget, target 2026 release, A-list female ensemble casting, experienced comedy director.

"In a world obsessed with perfection, sometimes the most beautiful thing is a beautiful mess."