

LOGLINE:

When a controversial influencer fakes her own death to escape an exploitative media empire, her former best friend becomes the prime suspect in what the world believes is a murder. To clear her name, she must untangle a web of deepfakes, betrayal, and digital manipulation before the truth is permanently erased.

TONE:

Slick, stylish, and suspenseful. A psychological thriller with biting social commentary in the vein of *Gone Girl* meets *Black Mirror*, with the visual aesthetic of *Euphoria* and *Swarm*.

THEME:

Identity, truth in the age of algorithms, the price of visibility, and the psychological toll of curated perfection.

PITCH:

The Influencer's Last Post is a fast-paced, female-driven psychological thriller for the digital age. It's a genre-flexing hybrid of elevated suspense and grounded emotion that dissects how fame, truth, and identity are manipulated in a world where your online persona can outlive and overpower your real one. Perfect for streamers and networks capitalizing on social media-fueled storytelling with a strong millennial and Gen Z hook.

DETAILED SYNOPSIS:

Taylor Monroe, a once-rising influencer turned ghostwriter, is blindsided when her former best friend and megastar influencer Nina Chen is found dead in an apparent livestream suicide. But a post appears after Nina's death, implicating Taylor as the one who drove her to it. As the media firestorm ignites, Taylor is framed and cancelled by the internet. She turns to Marcus, a tech-savvy former digital forensics agent, and together they begin peeling back the layers of Nina's carefully curated life

What they find is far darker than they imagined: Nina faked her own death to escape Derek Sloan, a powerful media mogul who built and exploited her brand. She used AI deepfakes, bot farms, and scheduled content to create a believable digital ghost and framed Taylor to disappear cleanly. But it wasn't all voluntary. Derek had leverage: Nina's sister.

As Taylor races to uncover the truth and restore her reputation, she must navigate betrayals, digital warfare, and her own growing realization that she too has become a brand more than a person. In a final confrontation, the truth emerges on a livestream seen by millions. Nina is exposed, Derek falls, but Taylor is forever changed.

OUTLINE:

- Act I: Nina "dies"; Taylor is framed
- Act II: Taylor investigates, partners with Marcus; unearths Nina's scheme
- Act III: Bianca reemerges; confrontation with Derek; livestream reveal
- Epilogue: Taylor goes off-grid, choosing anonymity over fame

CHARACTER BREAKDOWN:

- **Taylor Monroe (28):** Smart, cynical, burned by fame. Former influencer turned ghostwriter. Framed, but resilient.
- Nina Chen (29): Beautiful, brilliant, and broken. Faked her death to escape a digital prison.
- Marcus Reed (35): Ex-federal digital crimes investigator. Wounded but loyal. Helps Taylor for personal reasons.
- **Bianca Chen (32):** Nina's sister. Tech genius. Morally gray. Caught between loyalty and justice.
- **Derek Sloan (40s-50s):** Charismatic, menacing. The media mogul who created and destroyed Nina.
- **Detective Morales (50s):** Sharp, jaded, and not convinced by surface-level narratives.

TALENT SUGGESTIONS:

- Taylor: Keke Palmer / Amandla Stenberg
- Nina: Lana Condor / Sydney Sweeney
- Marcus: John Boyega / Lakeith Stanfield
- Bianca: Greta Lee / Stephanie Hsu
- Derek: Jon Hamm / Mahershala Ali
- Morales: Rosie Perez / Shohreh Aghdashloo

INFLUENCERSR LAST POST

TAYLOR





KEKE PALMER

AMANDLA STENBERG

NINA





LANA CONDOR

SYDNEY SWEENEY

MARCUS





JOHN BOYEGA

LAKEITH STANFELD

BIANCA





DIRECTOR MATCH SUGGESTIONS:

- Sam Levinson (*Euphoria*)
- Jennifer Kaytin Robinson (*Do Revenge*)
- Karyn Kusama (*Destroyer*, *Jennifer's Body*)
- Janicza Bravo (*Zola*)

LOOKBOOK OR MOOD REEL REFERENCES:

- *Euphoria* (lighting, stylized reality)
- Gone Girl (structure, tension, unreliable narration)
- *The Social Dilemma* (tech fear realism)
- Swarm (social media obsession + cult energy)

MARKETING HOOKS & TAGLINES:

- "She didn't kill her best friend. She just made it look that way."
- "What happens when your follower count becomes your body count?"
- "Log off. Before it's too late."

TARGET AUDIENCE & MARKET:

- Millennial and Gen Z women (18–34)
- Fans of true crime podcasts, social media thrillers, and prestige mysteries
- Audiences of You, Swarm, The Girl in the Mirror, Black Mirror

WHY IT SELLS:

- Timely: taps into influencer culture, Al anxiety, digital identity
- Visually stylish: memeable, quote-ready, social-friendly aesthetic
- Female-led thriller with strong roles for rising and established talent
- Easy to market across platforms and formats

COMPARABLE FILMS & SERIES:

- Gone Girl
- Black Mirror
- Do Revenge
- Swarm
- You

PRODUCTION VALUE:

- Moderate budget, limited locations (apartments, studio, warehouse, retreat, digital environments)
- Strong VFX for digital overlays, livestreams, and deepfakes
- Stylized cinematography and score to enhance tension and glamour

STORY & HOOK - WHY THIS STORY MATTERS NOW:

In an age where fame is manufactured and truth is algorithmic, *The Influencer's Last Post* questions who gets to control the narrative. As AI, digital personas, and social surveillance rapidly evolve, this thriller taps into the collective fear of being erased or rebranded without consent. It challenges the audience to ask: are we the main character, or just the content?

MARKETABILITY:

- Extremely promotable on TikTok, IG, and YouTube
- Cast with major online followings = built-in audience
- Visually iconic scenes and lines ideal for teaser/trailer virality
- Taps into cultural conversations: cancel culture, AI deepfakes, digital wellness