

HER BIGGEST FOLLOWER...
IS HER WORST ENEMY.

MIRROR IMAGE

VANESSA CHEN

NCCA
ENTERTAINMENT INC.



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GENRE: ACTION-THRILLER/DRAMA

Format: **90-min MOW**

Tone: Slick, suspenseful, emotional

Setting: Atlanta Georgia

LOG LINE

Atlanta's top fashion influencer is digitally framed by her own sister using deepfakes; she must reclaim her identity before her life and reputation are permanently erased.

PITCH

When Atlanta's top fashion influencer is digitally framed by her own sister using deepfakes, she must unravel a web of betrayal before her identity and sanity is completely erased.

DETAILED SYNOPSIS

Vanessa Chen is Atlanta's top fashion influencer, curated, confident, and captivating. But her seemingly perfect life shatters overnight when a deepfake video surfaces of her making racist remarks, causing her to be "canceled" in real time. Sponsors pull out, fans revolt, and her bank accounts are mysteriously frozen.

As Vanessa races to clear her name, she discovers that the sabotage is far more intimate than corporate rivalry. The betrayal was orchestrated by someone who knows her passwords, every flaw... her sister, Maya.

What follows is a digital cat-and-mouse thriller. Vanessa uncovers a twisted web of AI deception, psychological manipulation, and long-buried family wounds. In a final showdown of hacked feeds and livestreamed truths, Vanessa must reclaim her identity before Maya erases her for good.

CHARACTER BREAKDOWN

VANESSA CHEN (30s, Chinese-American)

A self-made fashion mogul and influencer. Obsessed with control and image, she must evolve into someone rawer, realer, and more resilient when her life is digitally dismantled.

MAYA CHEN (Late 20s–30s)

Brilliant, bitter, and emotionally complex. Once Vanessa's shadow, now the mastermind behind her destruction. She's fueled by childhood resentment, digital mastery, and a warped sense of justice.

MARCUS RIVERA (30s, Afro-Latino)

Vanessa's fiancé and the con man who began this as a setup but fell in love along the way. Torn between loyalty and survival.

JAYDEN (30s, Any Ethnicity)

A tech investigator hired to help Vanessa, but secretly working for Maya. Represents how easily trust can be manipulated in the digital world.

RIO (30s, Black or Afro-Latina)

A flashy rival influencer and potential red herring. Has her own vendetta against Vanessa, but isn't the mastermind.

TALENT SUGGESTIONS

Vanessa Chen

- Jamie Chung, Jessica Henwick, Janel Parrish

Maya Chen

- Lana Condor, Hong Chau, Kelsey Asbille

Marcus Rivera

- Anthony Ramos, Victor Rasuk, Algee Smith

Jayden

- Justice Smith, Lakeith Stanfield

Rio

- Ryan Destiny, Chloe Bailey

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CASTING



VANESSA CHEN

A self-made fashion influencer with poise, polish, and a past she's tried to bury

JAMIE CHUNG

MIRROR IMAGE

CASTING



MAYA CHEN

Intelligent, brooding, wounded, asot-spoken manipulator with a brilliant mind and deep resentment.

LANA CONDOR

MIRROR IMAGE

CASTING



MARCUS RIVERA

Charming con man with roft eyes and t dark secrets. He's both a threat and a tragic romantic figure

ANTHONY RAMOS

MIRROR IMAGE

CASTING



JAYDEN

Cool, tech savvy, appears trustworthy but is hiding divided loyalties

JUSTICE SMITH

PRODUCTION VALUE

- Visually striking, tightly paced thriller with high concept and strong social media appeal.

DIRECTOR MATCH SUGGESTIONS

- **Janicza Bravo** (*Zola*) – Stylish, intense, and socially aware
- **Numa Perrier** (*Jezebel*, *The Perfect Find*) – Female-centered suspense with glamour
- **Stella Meghie** (*The Photograph*) – Atlanta familiarity with emotional depth
- **Shatara Michelle Ford** (*Test Pattern*) – Grounded psychological tension



THEMES

A psychological thriller of a digital frame-up and sisterly betrayal

MARKETABILITY

- Visually Driven – Leverages screen-life, split-screens, and glitch design for fast-cut promos and TikToks
 - Platform Ready – Perfect for Lifetime, BET, OWN, or streamers like Netflix, Hulu, or Prime
 - Talent-Friendly – Roles allow emotional depth, prestige crossover, and audience resonance
 - Promo Potential – High social virality with “true crime” aesthetic and digital scandal themes
 - Culturally Timely – Taps into ongoing conversations about authenticity, technology, and family betrayal
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LOOKBOOK OR MOOD REEL REFERENCES

- *Gone Girl* – for tonal suspense and shifting alliances
 - *Cam* (Netflix) – for tech-based identity horror
 - *Swarm* – for Atlanta, influencer culture, and descent into obsession
 - *You* – for unreliable narration and digital manipulation
 - *The Social Dilemma* – visual design of social media threats
 - Moodboard includes glitch textures, neon shadows, ring lights, dual reflections, and mirror motifs
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MARKETING HOOKS & PROMO-READY TAGLINES

Taglines:

- *You don't really know who I am.*
- *When your sister becomes your stalker... and your reflection.*
- *Curated. Cancelled. Confronted.*

Social Hooks:

- #DigitalDeception
 - #MirrorImageMovie
 - #SisterVsSister
 - #DeepfakeDrama
 - #CancelCultureThriller
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TARGET AUDIENCE & MARKET

- **Primary:** Women 18–45, especially fans of domestic thrillers, tech noir, and identity-driven stories
- **Secondary:** Gen Z and Millennial viewers drawn to social media narratives and influencer culture
- **Tertiary:** Thriller fans, BET+ / Lifetime audiences, those interested in sisterhood/family drama with a twist

CORE AUDIENCE

- Black, AAPI, and multicultural women
 - Viewers of *You*, *The Perfect Guy*, *Fatal Attraction* (Paramount+)
 - TikTok and Instagram users invested in influencer culture, true crime, and internet hoaxes
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WHY IT SELLS

- Female-driven psychological thriller
 - Built-in social commentary (deepfakes, cancel culture)
 - Explores betrayal, family wounds, and digital warfare
 - Atlanta-based + tech-forward = on-trend setting
 - Castable with popular multicultural talent
 - Hooks younger viewers with digital literacy while retaining older demo with emotional depth
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COMPARABLE FILMS & SERIES

Gone Girl – domestic thriller + twisted sisterhood

Swarm – influencer culture + obsession

Cam – digital identity horror

You – psychological suspense with unreliable POV

Perfect Stranger – betrayal with a sexy, techy edge

The Perfect Guy – romantic setup turned dangerous

STORY & HOOK - WHY THIS STORY MATTERS NOW

In a world where **truth is optional** and **image is everything**, *Mirror Image* taps into rising cultural anxieties:

- Deepfakes and AI identity theft
- Cancel culture and digital backlash
- Toxic perfectionism in women's empowerment spaces
- The collapse of sisterhood under resentment and secrecy
- Surveillance capitalism and influencer burnout

It's the perfect thriller for *now*—entertainment with emotional truth and cultural bite.

DEMOGRAPHICS

65% Female

70% Aged 18–44

45% Black / 25% AAPI / 20% Latinx / 10% Other

75% Mobile-first viewers

85% active on social media platforms

40% stream thrillers weekly

STUDIO ONE-PAGER (SUMMARY SNAPSHOT)

MIRROR IMAGE

Format: 90-min MOW

Genre: Psychological Thriller / Tech Drama

Logline: When Atlanta's top fashion influencer is digitally framed by her own sister using deepfakes, she must reclaim her identity before her life—and reputation—are permanently erased.

Why It Sells:

- High-concept hook
 - Female-driven
 - Tech thriller meets domestic drama
 - Castable with top multicultural talent
 - Glitzy but grounded
 - Atlanta backdrop adds style + relevance
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MARKETABILITY

- **Visually Driven** – Leverages screen-life, split-screens, and glitch design for fast-cut promos and TikToks
 - **Platform Ready** – Perfect for Lifetime, BET, OWN, or streamers like Netflix, Hulu, or Prime
 - **Talent-Friendly** – Roles allow emotional depth, prestige crossover, and audience resonance
 - **Promo Potential** – High social virality with “true crime” aesthetic and digital scandal themes
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DELIVERABLES READY FOR PRESENTATION:

- Completed Treatment
 - Scene-by-Scene Outline
 - Voiceover Script & TikTok Storyboard
 - Casting Deck (PDF & Visual Grid)
 - Pitch Deck (12-Slide Version)
 - Poster (16:9 Format)
 - Option to include teaser script or video concept upon request
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MIRROR IMAGE BUDGET ASSUMPTIONS

BUDGET: \$1.5 MILLION

Schedule:

- 15 Day prep
- 15 Day Shoot
- 5 Day Wrap
- 6 Week Post

Writer:

- Budget assumes \$92,153 Writer fees with WGA
- Budget assumes \$20,000 Production bonus

Producer:

- Budget assumes \$350,800 Producer Fees

Director:

- Non-DGA Director \$45,000

Cast Assumptions:

- Cast Lead #1 \$125,000
- Cast Lead #2 \$125,000
- Supporting cast sag scale

Production & Creative Assumptions:

- The budget assumes filming on location in Atlanta, GA
- Local D.P.

- 2 Stand-ins ROS
- 75 BG
- Shot on Stage/Location

Post Production:

- Allowance for 1 Editor and 1 Assistant Editor
- Composer \$10,000

Tax Credit & Financial Assumption:

Georgia State Tax Credit \$375,000