

The image is a movie poster for 'THIS IS ME NOW'. It features a dark, moody photograph of a person with long dark hair, seen from behind, walking away down a school hallway. The person is wearing a dark jacket and a backpack. The hallway is dimly lit with fluorescent lights on the ceiling, and lockers are visible on the right side. The title 'THIS IS ME NOW' is written in large, bold, white, sans-serif capital letters on the left side of the image. Below the title, the tagline 'She was their joke. Until she took the mic.' is written in a smaller, pink, sans-serif font.

THIS IS ME NOW

She was their joke. Until she took the mic.

LOGLINE

When a shy tech-savvy teen's private video goes viral, she's thrust into the brutal spotlight of social media shame. With her reputation on the line and the adults around her failing her, she must fight back, not with fists, but with fire-forged words, reclaiming her story in the most public way possible.

TONE

Cinematic, raw, emotionally intimate, and digitally charged.

Think: EUPHORIA meets DO REVENGE with the poetic soul of DEAD POETS SOCIETY.

THEME

- Voice vs. silence
 - Consent and digital violation
 - Cancel culture and teen identity
 - Authenticity over performance
 - Reclaiming narrative in a world built to erase it
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PITCH

This Is Me Now is a Gen Z “coming-of-voice” story about survival in the age of digital shame. In a high school ruled by perception, one girl’s moment of vulnerability becomes a viral spectacle, thrusting her into the kind of fame no one wants.

But this isn’t a victim story. It’s a revolution-in-progress. The shy overachiever becomes a reluctant warrior, battling back with spoken word instead of fists, reclaiming her dignity and rewriting the narrative they tried to steal.

This isn’t just about one girl. It’s a reflection of every young person who’s ever been shamed, mocked, or made small in front of a screen. It’s about standing back up and *speaking up*, in the spotlight.

DETAILED SYNOPSIS

Brynn Carter is a brilliant, rule-following high school senior with her future mapped out, valedictorian, full ride to MIT, and a digital life carefully curated to stay under the radar.

But one night, in a moment of vulnerability, she sends a private video to a boy she trusts. By morning, it’s viral.

Her world explodes. Friends vanish. Teachers judge. Her track coach pulls her from the team. The school board wants her gone. The boy? He shrugs it off. “Just a joke.”

Only Zoe, her best friend, stands by her.

When Brynn realizes the leak was orchestrated, jealousy, manipulation, and sabotage, she gears up for the fight of her life. She crafts a plan not to erase the scandal but to expose the truth. Not to run from shame, but to weaponize it.

In a final act of defiance, she takes the stage at the school's senior assembly and delivers a raw, fearless spoken word performance that silences the room and redefines who owns the story.

STORY OUTLINE (ACT BREAKS)

Act I:

Brynn Carter, a quiet, tech-savvy high school senior, has everything under control, until a private video leaks.

Act II:

The fallout begins: online bullying, school discipline, abandonment. Brynn discovers the leak was deliberate, rooted in jealousy.

Act III:

She tries to lay low, but her silence is weaponized. With Zoe's help, she rewrites the rules and prepares for a public reckoning.

Finale:

Brynn performs a spoken word piece that calls out the betrayal, hypocrisy, and cruelty she endured, ending not in apology, but power.

CHARACTER BREAKDOWN

Brynn Carter – 17. Smart, introverted, disciplined. Thinks safety is found in silence, until silence becomes a weapon.

Zoe Marshall – 17. Fierce, queer, funny. Ride-or-die best friend. A sharp tongue and a big heart.

Coach Dom – 40s. Track coach. Image-obsessed adult who prioritizes team reputation over student safety.

Caleb Sanders – 18. Brynn's crush-turned-betrayer. A fragile ego hiding behind charm.

Principal Vaughn – 50s. Corporate-minded administrator who views kids as liabilities.

Mrs. Chaney – 30s. The only adult who listens. English teacher with a secret poetry past.

TALENT SUGGESTIONS

Brynn Carter

- Mckenna Grace
- Aria Mia Loberti (*All the Light We Cannot See*)
- Kylie Rogers (*Beef*)

Zoe Marshall

- Marsai Martin
- Jenna Ortega
- Auli'i Cravalho

Coach Dom

- Sterling K. Brown
- Josh Charles
- Walton Goggins

Caleb Sanders

- Gavin Casalegno
- Fivel Stewart
- Noah Jupe

CASTING MOCK-UP GRID

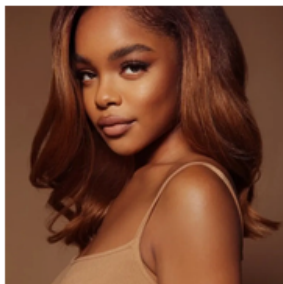
THIS IS ME NOW



MCKENNA GRACE
BRYNN CARTER



ARIA MIA LOBERTI
BRYNN CARTER



MARSAI MARTIN
ZOE MARSHALL



AULI'I CRAVALHO
ZOE MARSHALL



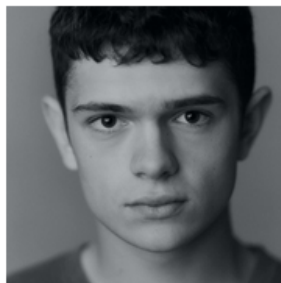
STERLING K. BROWN
COACH DOM



WALTON GOGGINS
COACH DOM



FIVEL STEWART
CALEB SANDERS



NOAH JUPE
CALEB SANDERS

DIRECTOR MATCH SUGGESTIONS

- **Tayarisha Poe** (*Selah and the Spades*)
- **Gia Coppola** (*Mainstream*)
- **Kelly Fremon Craig** (*Are You There God? It's Me, Margaret*)
- **Reed Morano** (*The Handmaid's Tale*)

LOOKBOOK / MOOD REEL REFERENCES

- *Eighth Grade* – vulnerability and realism
- *Spree* – digital framing and visual panic
- *Do Revenge* – color pop + sharp social critique
- *Dead Poets Society* – performance as protest
- *Unfriended* – tech as weapon and lens

Color palette: Cold hallway fluorescents, glitch magenta overlays, grayscale with defiant bursts of color.

MARKETING HOOKS & TAGLINES

- *She was their joke. Until she took the mic.*
- *The only thing more dangerous than going viral... is staying silent.*
- *Cancel culture made her famous. Spoken word made her fearless.*
- *One click. One lie. One performance to reclaim everything.*

TARGET AUDIENCE & MARKET

- **Primary:** Gen Z (15–24), female-forward audience
 - **Secondary:** Millennial parents, educators, YA fans
 - **Buyers:** Netflix, Prime Video, Paramount+, Hulu, HBO Max, Lifetime, OWN, BET+
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WHY IT SELLS

- Gen Z relatability with timeless emotional themes
 - Speaks directly to digital trauma, shame, and reputation
 - High school stories continue to dominate streaming charts
 - Strong female lead with cultural resonance
 - Performance-driven finale = viral clip & awards bait
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COMPARABLE FILMS & SERIES

- *Do Revenge*
 - *Euphoria*
 - *A Girl Like Her*
 - *Eighth Grade*
 - *13 Reasons Why*
 - *Speech & Debate*
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PRODUCTION VALUE

- High-impact, low-budget:
 - 80% school-based locations
 - Stylized digital overlays
 - 1 climactic spoken word setpiece
 - Ideal for cable + streaming hybrid distribution
 - Fast-tracked shooting schedule possible (4–5 weeks)
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STORY & HOOK – WHY NOW?

In a world where a single moment of vulnerability can be weaponized and shared with millions, *This Is Me Now* is the story of reclaiming power, not through revenge, but through truth. It shows the emotional cost of “likes,” the silence surrounding digital shame, and the courage it takes to speak your truth when no one wants to hear it.

DEMOGRAPHICS

- 70% Female Viewership
 - BIPOC + LGBTQ+ inclusive cast
 - Ideal for Gen Z-driven streaming platforms
 - High engagement potential on TikTok & Instagram (spoken word clips, #ThisIsMeNowChallenge)
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MARKETABILITY

- Curriculum-tied impact screenings for schools & colleges
- Viral marketing through influencer partnerships
- Powerful soundtrack opportunity (spoken word meets indie hip-hop/female-fronted artists)
- Awards potential in Young Actor and Breakthrough Performance categories



THIS IS ME NOW BUDGET ASSUMPTIONS

BUDGET: \$7.5 MILLION

Schedule:

- 25 Day prep
- 30 Day Shoot
- 20 Day Wrap
- 6 Week Post

Writer:

- Budget assumes \$150,153 Writer fees with WGA
- Budget assumes \$30,000 Production bonus

Producer:

- Budget assumes \$400,000 Producer Fees

Director:

- DGA Director \$210,000

Cast Assumptions:

- Cast Lead #1 \$425,000
- Cast Lead #2 \$325,000
- Cast Lead #3 \$200,000
- Cast Lead #4 \$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
- 335 BG
- Shot on Stage/Location

Post Production:

- Allowance for 2 Editors and 2 Assistant Editor
- Composer \$100,000

Tax Credit & Financial Assumption:

Georgia State Tax Credit \$1,675,000