



TRAP HOUSE SITTING

A Gen Z Coming-of-Age Comedy Feature Film

LOGLINE

When three sheltered suburban teens agree to house-sit their cool older cousin's trendy Atlanta loft, they discover it's actually the secret hub of the city's underground music scene, turning their quiet weekend into a hilarious crash course in fame, authenticity, and finding their voice.

TONE & GENRE

Genre: Teen Comedy | Coming-of-Age | Music **Tone:** High-energy, culturally authentic comedy that blends music, mischief, and identity discovery **Comps:** *Dope* × *Superbad* × *Booksmart* meets *Atlanta*

Visual Style:

- Kinetic camera work with fast edits during music sessions
 - Warm Southern color tones contrasting suburban sterility with ATL vibrancy
 - Clean overhead shots showcasing the organized chaos of creativity
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THEME & PITCH

Core Themes:

- **Authenticity vs. Performance:** Navigating identity in a culture not your own
- **The Power of Unexpected Talent:** Discovering gifts in chaos
- **Community Through Music:** How creativity breaks down barriers
- **Digital Fame vs. Real Connection:** Social media as both blessing and curse

The Pitch: *Trap House Sitting* is a culturally specific, music-driven comedy that captures Gen Z's relationship with authenticity, viral fame, and finding their voice. Set against Atlanta's vibrant music scene, it's about what happens when "stay out of trouble" kids get dropped into a world where trouble is the brand and discover they're more capable than they ever imagined.

DETAILED SYNOPSIS

ACT I - SETUP Ava and Zoe Jackson, suburban Atlanta twins with opposing personalities, are tasked with house-sitting their producer cousin Deon's Cabbagetown loft. Ava (Type-A perfectionist) brings laminated itineraries; Zoe (wannabe influencer) brings fake confidence. Their tech-savvy friend Malik documents everything for his struggling YouTube channel.

What starts as a minimalist weekend retreat becomes chaos when they discover Deon's hidden recording studio and that he never canceled his sessions. Soon they're managing Atlanta's underground music scene with zero experience.

ACT II - ESCALATION Enter Lyric, a fierce rising rapper with one shot to finish her breakout track. Ava accidentally becomes her hype woman, Malik's behind-the-scenes content goes viral, and Zoe slips into her dream role as studio boss. Word spreads, and the loft becomes a revolving door of artists, dancers, and micro-celebrities.

But success spirals into disaster: a flooded bathroom during an impromptu party, stolen beats, fights over creative credit, and a building super who padlocks the studio. When Malik's mom shows up after seeing him on the news, the trio faces the consequences of their viral weekend.

ACT III - RESOLUTION After a blowout fight, the twins reconcile and hatch a plan to save Lyric's demo. Through a series of creative hustles, distracting the super, setting up a rooftop recording session with borrowed gear, and livestreaming the performance to thousands, they pull off the impossible.

Deon returns to find his operation not destroyed but elevated. Lyric's song goes viral, Malik lands influencer deals, and Ava discovers a talent she never knew she had. They return to suburbia changed, wiser, closer, and authentically cooler.

CHARACTER BREAKDOWN

AVA JACKSON (17) - Lead

The "responsible" twin. Type-A perfectionist with laminated to-do lists who discovers her gift as a hype woman. Character arc: Control freak → Creative collaborator **Key Traits:** Anxious overachiever, corporate buzzwords, treats everything like a school project

ZOE JACKSON (17) - Lead

The "rebellious" twin. Confident and stylish but faking street credibility. Dreams of influencer fame but finds purpose in real community. **Key Traits:** Fake-it-till-you-make-it energy, uses slang incorrectly, overconfident in crisis moments

MALIK BARNES (16) - Supporting Lead

Tech nerd and wannabe content creator whose documentation accidentally creates viral moments. The heart of the trio. **Key Traits:** Speaks in social media metrics, accidentally prophetic, genuinely wants to help friends

LYRIC (19) - Key Supporting

Rising Atlanta rapper with major talent and bigger attitude. One crucial recording session away from breakthrough. **Key Traits:** All business, sharp tongued, protective of her art, becomes unexpected mentor

DEON (30s) - Supporting

Mysterious older cousin and successful producer. Represents what authentic success looks like. **Key Traits:** Effortlessly cool, industry connected, sees potential in others

TALENT SUGGESTIONS

LEADS

- **Ava Jackson:** Marsai Martin, Yara Shahidi, or Storm Reid
- **Zoe Jackson:** Ryan Destiny, Keke Palmer (if aged down), or China Anne McClain
- **Malik Barnes:** Caleb McLaughlin, Marcus Scribner, or Justice Smith

KEY SUPPORTING

- **Lyric:** Chloe Bailey, Kash Doll, or breakout newcomer casting
- **Deon:** LaKeith Stanfield, Lil Rel Howery, or Brian "Soko7" Bradley

CAMEO OPPORTUNITIES

- Real Atlanta producers/artists playing exaggerated versions of themselves
- Social media influencers in party scenes
- ATL music legends in mentor roles

TRAP HOUSE SITTING

AVA JACKSON



Marsai Martin



Yara Shahidi

ZOE JACKSON



Ryan Destiny



Keke Palmer

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MALIK BARNES



Caleb McLaughlin



Justice Smith

LYRIC



LaKeith Stanfield



Lil Howery

DIRECTOR MATCH SUGGESTIONS

TIER 1 - Established

- **Rick Famuyiwa** (*Dope*) - Proven track record with music-driven Black teen comedies
- **Stella Meghie** (*The Photograph*) - Strong character work and visual style
- **X Mayo** (*The Wood*) - Masters of ensemble chemistry and cultural authenticity

TIER 2 - Rising Voices

- **Janicza Bravo** - Bold visual storytelling and dark comedy edge
 - **Boogie directors** - Up-and-coming filmmakers with music video backgrounds
 - **Atlanta TV directors** - Those who understand the city's creative ecosystem
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LOOKBOOK & MOOD REFERENCES

Visual Style

- **Color Palette:** Warm golds and deep greens (ATL vibes) vs. cool blues and grays (suburban sterility)
- **Cinematography:** *Atlanta* (intimate character moments), *Euphoria* (kinetic party sequences), *Eighth Grade* (authentic teen awkwardness)

Music & Sound

- Original trap and hip-hop beats by Atlanta producers
- Needle drops from Southern rap classics and fresh ATL artists
- Score blending orchestral elements with 808s

Production Design

- **Deon's Loft:** Industrial chic meets creative chaos
 - **Suburban Home:** Perfectly organized, Pinterest-ready contrast
 - **Studio:** Professional grade equipment in unexpected spaces
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MARKETING HOOKS & PROMO-READY TAGLINES

Taglines

- *"This weekend, they're dropping more than beats"*
- *"Some house parties change your life"*
- *"When suburbia meets the studio"*
- *"Find your voice. Make some noise."*

Marketing Hooks

1. **Music-First Campaign:** Partner with streaming platforms for soundtrack pre-release
 2. **Social Media Integration:** Malik's "content creation" mirrors real social media marketing
 3. **Atlanta Tourism Tie-In:** Showcase the city's music heritage and modern scene
 4. **Gen Z Authenticity:** Cast real social media creators alongside actors
 5. **Interactive Elements:** QR codes in marketing leading to exclusive music content
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TARGET AUDIENCE & MARKET

CORE AUDIENCE

- **Primary:** Gen Z (16-24), multicultural, hip-hop fans, social media natives
- **Secondary:** Millennials (25-35) who grew up with music-driven comedies
- **Tertiary:** Parents of teens, Atlanta/Southern audiences, music industry professionals

PSYCHOGRAPHICS

- Values authenticity over perfection
 - Consumes content across multiple platforms simultaneously
 - Supports diverse storytelling and emerging artists
 - Craves representation in mainstream media
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WHY IT SELLS

Market Positioning

1. **Proven Genre Success:** Music comedies (*Pitch Perfect*, *Dope*) have strong box office track records
2. **Underserved Audience:** Gen Z Black stories in mainstream cinema are in demand
3. **Cultural Moment:** Atlanta's music scene is having a global moment
4. **Multi-Platform Potential:** Built-in social media integration and soundtrack opportunities
5. **Awards Potential:** Authentic cultural representation with breakthrough performance opportunities

Revenue Streams

- Theatrical release
 - Streaming platform acquisition
 - Soundtrack/music partnerships
 - Brand partnerships (music tech, fashion, social media)
 - International sales (music is universal)
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COMPARABLE FILMS & SERIES

Box Office Comps

- **Dope** (2015): \$17.5M worldwide, \$700K budget - Similar tone, demographic, music integration
- **Booksmart** (2019): \$25M worldwide - Female-driven teen comedy with heart
- **Eighth Grade** (2018): \$14M worldwide - Authentic Gen Z voice, social media themes

Streaming Success Models

- **Atlanta** (FX/Hulu) - Same setting, music industry authenticity
- **Euphoria** (HBO Max) - Gen Z cultural cache, music integration
- **On My Block** (Netflix) - Diverse teen ensemble, neighborhood-specific storytelling

Music Integration Success

- **Black-ish** episodes featuring music artists

- **Insecure** HBO's music discovery platform integration
 - **Spider-Verse** soundtrack cultural impact
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PRODUCTION VALUE

Budget Considerations

- **Estimated Range:** \$8-15M (mid-budget)
- **Key Costs:** Music rights, Atlanta location shooting, name talent
- **Cost Savings:** Single primary location, limited VFX needs, emerging talent opportunities

Atlanta Incentives

- Georgia film tax credit (20-30% rebate)
 - Local music industry partnerships
 - Authentic location access
 - Built-in local crew and talent pool
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STORY & HOOK – WHY THIS STORY MATTERS NOW

Cultural Relevance

1. **Representation Gap:** Authentic Gen Z Black stories are underrepresented in mainstream cinema
2. **Social Media Reality:** First generation to grow up with viral fame as possibility and threat
3. **Atlanta's Moment:** The city's music scene is driving global culture
4. **Authenticity Hunger:** Audiences crave genuine stories over manufactured content

Timely Themes

- **Digital vs. Real Identity:** Who are you online vs. offline?
 - **Creative Economy:** Young people building careers outside traditional paths
 - **Community Building:** How art brings together unlikely groups
 - **Family Redefinition:** Chosen family vs. blood family dynamics
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DEMOGRAPHICS

Opening Weekend Projections

- **Target Screens:** 2,500-3,000 (wide release)
- **Per Screen Average:** \$3,000-4,000
- **Opening Weekend:** \$7.5-12M

Audience Breakdown

- **Gender:** 60% Female, 40% Male
 - **Age:** 45% Under 25, 35% 25-34, 20% 35+
 - **Ethnicity:** 40% Black, 25% Hispanic, 20% White, 15% Other
 - **Income:** Broad appeal across income levels
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MARKETABILITY

Awards Positioning

- **Breakthrough Performance:** Opportunities for young cast
- **Music Categories:** Original song, score nominations potential
- **Guild Recognition:** SAG ensemble, WGA original screenplay
- **Festival Circuit:** Sundance, SXSW, Atlanta Film Festival

International Appeal

- **Music Universal Language:** Hip-hop/trap has global audience
- **Coming-of-Age Themes:** Translate across cultures
- **Social Media Integration:** Global Gen Z commonality
- **Atlanta Brand Recognition:** City's music reputation worldwide

Franchise Potential

- **Sequel Ready:** Characters can return for college adventures
- **TV Series Spinoff:** Deon's studio as ongoing setting
- **Music Brand Extensions:** Record label partnerships
- **Social Media Content:** Behind-the-scenes, cast TikToks, soundtrack promotion

CONCLUSION *Trap House Sitting* represents a unique opportunity to capture Gen Z's authentic voice while celebrating Atlanta's cultural influence. With proven genre appeal, underserved audience demand, and built-in marketing hooks, this project positions itself as both commercially viable and culturally significant, the kind of breakthrough hit that launches careers and starts conversations.