



SNEAKERHEADS ANONYMOUS

"EVERY ADDICTION STARTS WITH THE FIRST PAIR."

 NCCA ENTERTAINMENT

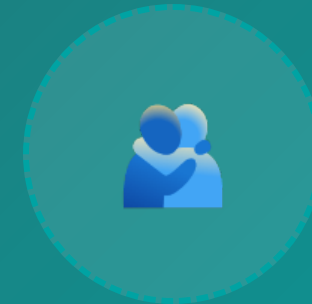
THE HOOK

A sneaker-obsessed teen fakes a support group to hide his spending habits—but ends up leading a movement that just might save him.

THE OBSESSION



THE HEALING



"We understand your struggle..."



#Support #Community #RealTalk

TONE & WORLD

TONE

FAST 

FUNNY 

EMOTIONAL 

VIRAL 

WORLD: ATL teen hustle, resale culture, social clout   

COMPARABLE FILMS



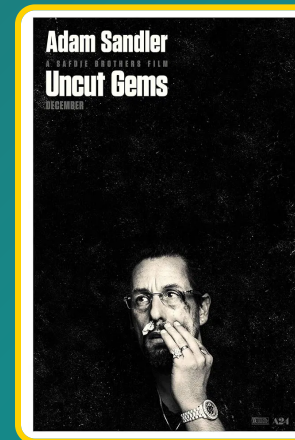
DOPE

Teen hustle meets hip-hop culture



BOOKSMART

Smart teens, real friendship



UNCUT GEMS

(for teens) Obsession & consequences

STORY SUMMARY 📖

OBSESSION → CLOUT → REDEMPTION

THE LIE



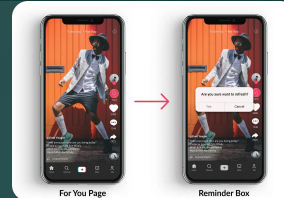
Jayden creates a fake support group to hide his sneaker addiction from his parents and friends.



THE HUSTLE



As the group grows, Jayden becomes a social media sensation with real clout.



THE SWAP



Jayden must choose between his sneaker obsession and the real community he created.



CHARACTERS (MOCK CASTING) 🤖



JAYDEN

Caleb McLaughlin

Sneaker-obsessed teen who accidentally starts a movement while trying to hide his spending habits.

Obsessive

Creative

Conflicted



SHAY

Marsai Martin

Jayden's skeptical best friend who sees through his scheme but helps anyway.

Loyal

Sharp

Ambitious



BREE

Coco Jones

Social media influencer who joins the group for content but finds real connection.

Trendsetter

Vulnerable

Evolving



BIG TONY

RJ Cyler

Local sneaker reseller with street smarts who becomes Jayden's unlikely mentor.

Hustler

Wise

Protective



VISUAL STYLE 🎨

COLOR PALETTE



SNEAKER CLOSEUPS



VISUAL ELEMENTS



Split-screen contrasts



Vibrant color pops



Bold typography

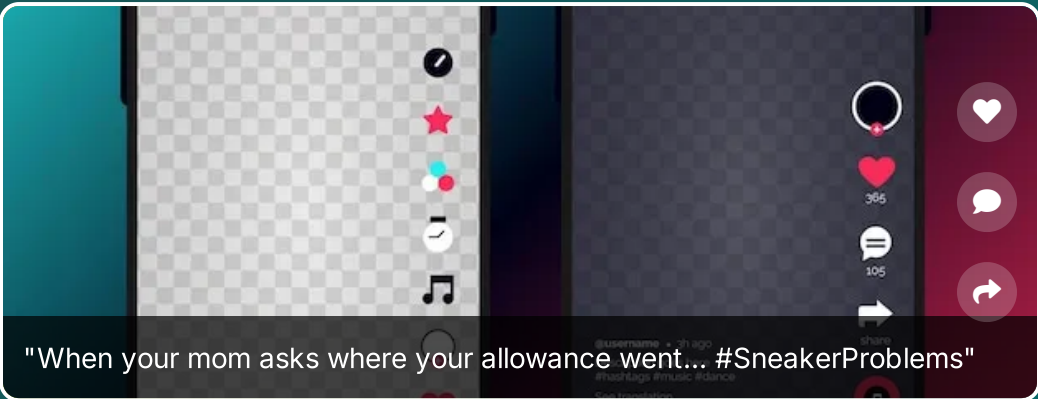
PHONE SCREEN OVERLAYS

"You coming to the meeting tonight?"

"Yeah, got some 🔥 to show y'all"

"Sneakerheads Anonymous saved my wallet fr"

VERTICAL/TIKTOK CUTS



MEME-STYLE CAPTIONS

WHEN YOU SPEND YOUR LAST \$300 ON
SNEAKERS
BUT NOW YOU HAVE TO WALK HOME

THEMES



Hustle vs. Healing

When the pursuit of status and sneakers collides with the genuine connections formed in a fake support group.



Image vs. Identity

The struggle between curating a perfect social media presence and discovering who you really are.



Friendship & Forgiveness

Finding authentic connections and learning that real support comes from vulnerability, not possessions.

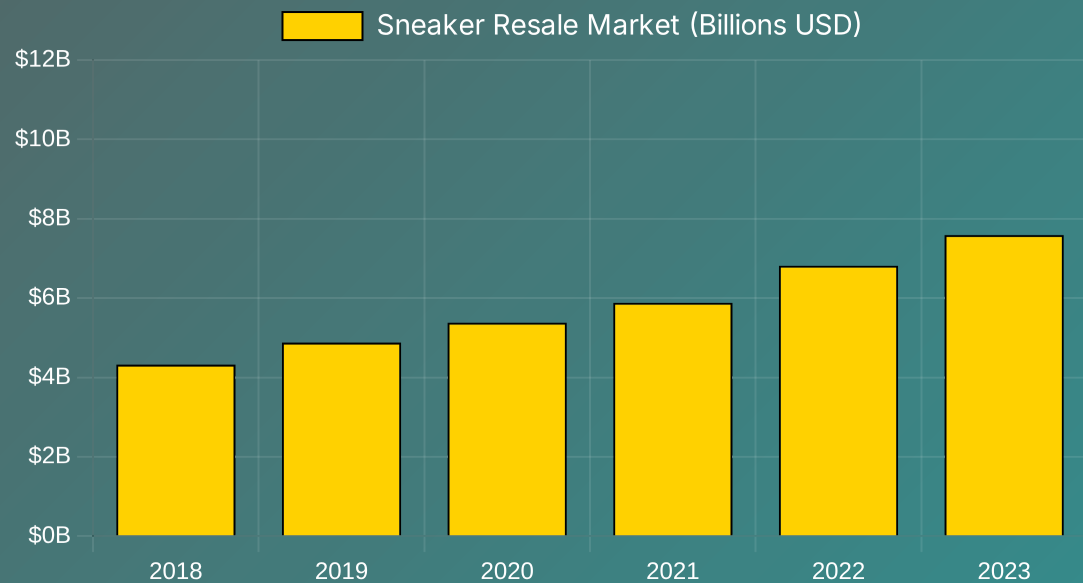
"WE HEAL
IN HIGH TOPS."

SneakerTherapy

MARKET POTENTIAL

\$10B+

SNEAKER RESALE MARKET SIZE AND GROWING



Source: RunRepeat Sneaker Statistics 2023

Gen Z Crossover Appeal

Targets the 15-25 demographic with authentic sneaker culture storytelling and social media integration. 73% of Gen Z consumers follow brands on social media that reflect their style.

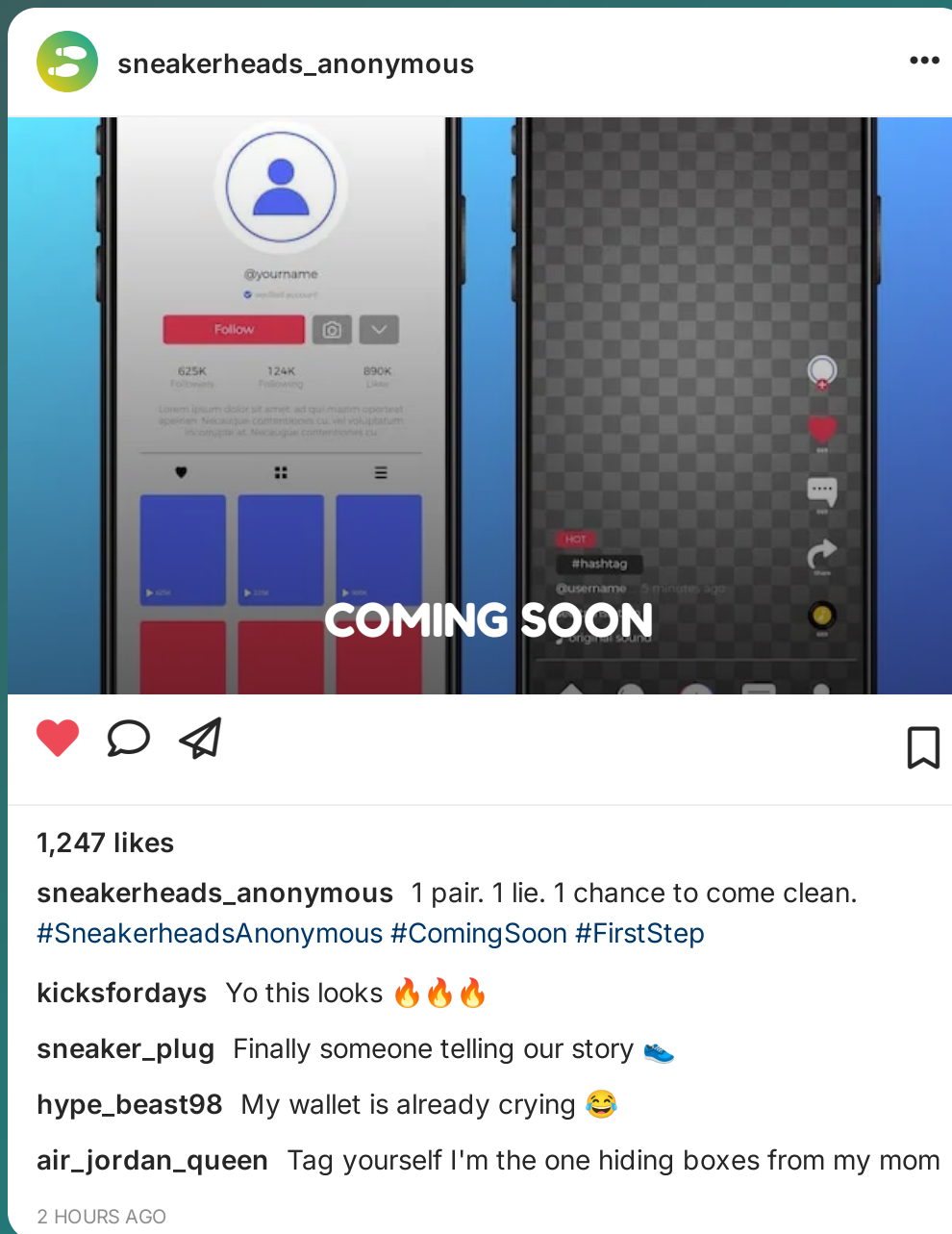
Merch & Tie-In Potential

Branded apparel, limited edition sneaker collaborations, podcast series, and social media content channels create multiple revenue streams beyond the screen.

Franchise Opportunity

Built-in sequel potential with established characters and expanding universe. Perfect for streaming platform multi-season development.

SOCIAL TEASER



 Multi-platform social campaign



TEAM & CONTACT

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