THE BONE COLLECTOR'S DAUGHTER

A handmade horror story about memory, identity, and inherited power

NCCA
ENTERTAINMENT INC.

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LOGLINE & GENRE

When a skeptical woman inherits her estranged mother's Appalachian home, she discovers her mother's dark legacy, communicating with spirits through ancient bone magic. Now haunted by vengeful entities, she must embrace her lineage or succumb to a deadly family curse.

A handmade horror story about memory, identity, and inherited power.

Visual references:

The Witch • Relic • La Llorona • The Babadook

THE HOOK

While settling up her estranged mother's estate, the daughter uncovers a chilling legacy of **bone conjuring**, an ancient ritual used to bind spirits through memory and names.

But after accidentally releasing the **Hollow-Eyed**, vengeful shapeshifters that feed on forgotten identity, she must confront her family's buried secrets and embrace the dark magic she's always feared.

> *To survive, she must choose what to remember, what to bury, and who she truly is, before the past devours her whole.*

AVA CAMPBELL

THE ONE WHO STAYED

LOGICAL. CONTROLLED. FORGETFUL BY CHOICE.

At first, Ava Campbell is a woman who curated her identity to survive—a city-dwelling strategist whose polished life leaves no room for ghosts.

BUT GRIEF HOLLOW REMEMBERS.

With each step deeper into the woods, the mirrors shift. The bones rattle. And what Ava tried to bury begins to wake.

HER TRANSFORMATION:

URBAN ARMOR → RITUAL WEAR

REFLECTIONS AS DECORATION → REFLECTIONS AS WARNINGS

BRAND STRATEGIST → MEMORY KEEPER

SUPPORTING CHARACTERS

RUTH CAMPBELL

Ava's estranged mother (deceased)

The bone collector who fled Grief Hollow but couldn't escape its pull. Ruth's journals reveal a woman torn between protecting her daughter and preserving ancient knowledge that kept the Hollow-Eyed at bay.

GRANNY MAE

60s-70s, tough-love mountain witch

Grounded in folk power and Appalachian tradition, Granny Mae is the last living keeper of bone magic in Grief Hollow. She's been waiting for Ava's return, knowing the Hollow-Eyed would eventually break free.

Suggested Casting:

Ruth: Viola Davis, Lorraine Toussaint, Alfre Woodard

Granny Mae: Irma P. Hall, CCH Pounder, Phylicia Rashad

THE HOLLOW-EYED

HOW THE HOLLOW-EYED WORK:

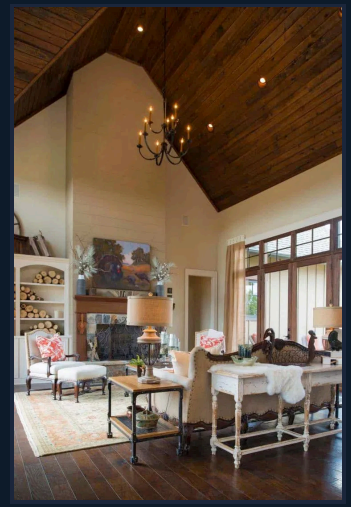
- They Feed on Forgotten Memory — The Hollow-Eyed are drawn to trauma, secrets, and self-erasure.
- What you bury, they feed on.
- What you forget, they can take.
- What you name, they lose the ability to wear.

> *"They don't come for the strong. They come for the silent—what you hide, they wear better than you."*

SETTING: GRIEF HOLLOW

A forgotten Appalachian community where folk magic and modern isolation collide. Grief Hollow exists in the liminal space between remembered and forgotten—a place where the past refuses to stay buried.

- **The Campbell House** — Ruth's childhood home, now filled with bone artifacts, mirrors covered in ash markings, and journals documenting generations of bone conjuring.
- **The Binding Woods** — Ancient forest where the Hollow-Eyed were first bound by Ava's ancestors. Marked by bone totems and memory stones.
- **Granny Mae's Cabin** — A sanctuary of folk knowledge, filled with handcrafted protection charms and bone-binding tools.

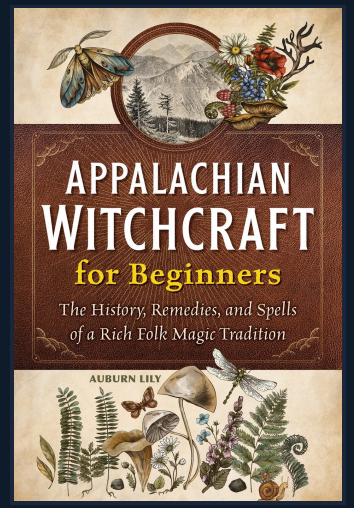


MYTHOLOGY & LORE

VULNERABILITIES OF THE HOLLOW-EYED:

- Cannot enter uninvited. Requires broken seal + name.
- Cannot wear what has been bound by memory.
- Lose power when named. Naming a mimic collapses it.
- Disoriented by iron, fresh blood, and ancestral fire (burnt kin-bone).

Bone Conjuring: An ancient Appalachian practice of binding memories to bones to preserve identity and protect against entities that feed on forgotten history.



AUDIENCE & COMPARABLES

A smart, emotionally layered folk horror for fans of **Hereditary**, **The Witch**, and **The Haunting of Hill House**.

- Rich, haunting world rooted in culture, history, and trauma.
- Complex Black female lead with a layered arc.
- Evocative prose with minimal exposition dumps.
- Distinctly handcrafted horror tone.

Ideal Platforms:

A24 | Blumhouse | Netflix | Shudder

CREATOR INFO & CASTING

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SUGGESTED CASTING

AVA CAMPBELL

Gugu Mbatha-Raw, Teyonah Parris, Logan Browning, Jurnee Smollett

RUTH CAMPBELL

Viola Davis, Lorraine Toussaint, Alfre Woodard, Kimberly Elise

GRANNY MAE

Irma P. Hall, CCH Pounder, Phylicia Rashad

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