THE INFLUENCER'S LAST POST

Her perfect image was everything—until one viral death turned her into the suspect of the century.

NCCA Entertainment | Kelly Tenney

STORY & HOOK – WHY THIS STORY MATTERS NOW

In a digital age where online identity often outweighs reality, **The Influencer's Last Post** explores the price of curated perfection. As influencer culture dominates youth and media behavior, this tech thriller uncovers the sinister world behind likes, bots, and brand deals—where murder can be livestreamed, and fame weaponized.

Why Now:

- Rise in influencer-related crime headlines
- Mainstream concern about deepfakes, AI, and online harassment
- Perfect for Gen Z and Millennial audiences invested in online culture
- Culturally relevant themes: surveillance, reputation, and truth in a post-truth world

Guide to:
Social Media
Content Cre

SOCIAL MEDIA USERS
4.9 BILLION
61% of global population

INFLUENCER MARKET
$16.4 BILLION
Industry value in 2022

SYNOPSIS – THREE-ACT STRUCTURE

INCITING INCIDENT   PLOT POINT 1   MIDPOINT   PLOT POINT 2   CLIMAX

ACT 1 – THE MASK SLIPS

Taylor Monroe, a lifestyle influencer on the decline, becomes public enemy #1 after rival Nina Carter is found dead, seemingly by suicide. Viral evidence and a damning video point to Taylor–but something doesn't add up.

■ Establishing the digital facade

ACT 2 – BENEATH THE FILTER

Taylor teams up with Marcus Webb, a disgraced investigative journalist, to uncover a conspiracy involving fake followers, deepfakes, and influencer extortion. As their emotional connection grows, so do the stakes–especially when they discover Nina faked her death.

■ Uncovering the digital conspiracy

ACT 3 – LIVE EXPOSURE

Taylor and Marcus track Nina to a trap set by the real villain: her former manager, Derek. In a final livestream showdown, truth is exposed, reputations are shattered, and Taylor risks everything for justice–and redemption.

■ Authenticity vs. curated reality

THE INFLUENCER'S LAST POST

MAIN CHARACTERS

TAYLOR MONROE

Black female, late 20s, lifestyle influencer

From performative perfection to raw authenticity. Obsessed with online validation but finds the courage to reclaim her voice and identity when everything is at stake.

PROTAGONIST   COMPLEX   RESILIENT

MARCUS WEBB

White male, 30s, ex-journalist

From cynical loner to emotionally invested protector. Carries guilt from past betrayal but remains a truth-seeker with integrity who helps Taylor uncover the conspiracy.

ALLY   MENTOR   SKEPTIC

Arc: Digital facade → Authentic truth

NINA CARTER

Mixed-race, late 20s, influencer-turned-whistleblower

From fame addict to survivalist. Plays dead to escape a system she helped build, adding a complex layer to the mystery and forcing Taylor to confront uncomfortable truths.

CATALYST   MORALLY GRAY   SURVIVOR

Arc: Cynical detachment → Committed involvement

DEREK LOCKE

Supporting Antagonist, Taylor's ex and manager

Manipulative kingmaker in the influencer world—pulling strings with money, secrets, and blackmail. The true villain behind the conspiracy who weaponizes social media for control.

ANTAGONIST   MANIPULATOR   POWER-HUNGRY

VISUAL STYLE & TONE

COLOR PALETTE

Deep Teal
Digital world

Noir Black
Mystery elements

Viral Red
Danger & tension

Cool Gray
Secondary elements

CINEMATOGRAPHY

Inspired by *The Girl on the Train* and *Searching*

- Mix of handheld intimacy and stylized digital overlays

- Use of screens, text overlays, social media UIs as storytelling tools

- Split-screen techniques to show digital/physical contrast

AESTHETIC DIRECTION

Neo-noir meets Gen Z digital thriller

- Contrasts polished influencer lighting with raw, analog reality

- Sharp transitions between curated vs. authentic life

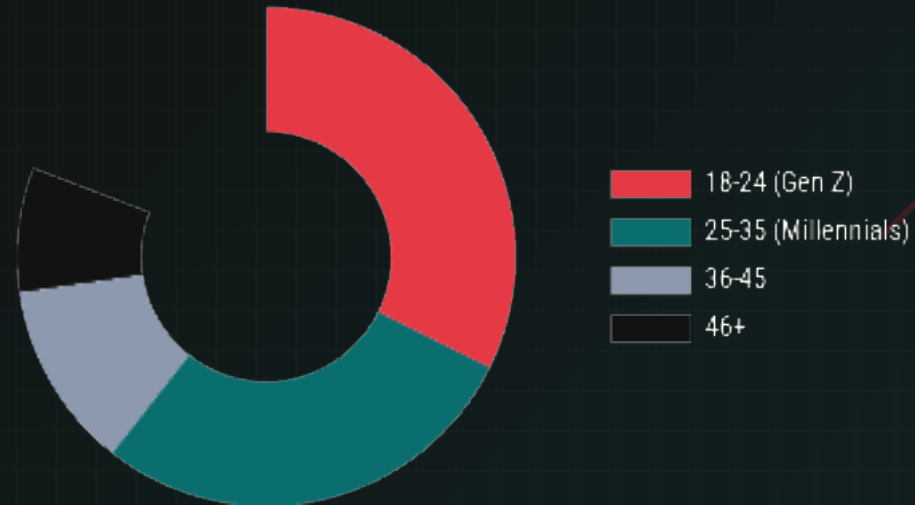- Digital glitches and artifacts as visual metaphors

Neo-noir aesthetic with digital elements

Tech thriller visual language with screen interfaces

TARGET AUDIENCE & MARKET

DEMOGRAPHICS

- **18-24 (Gen Z)**
- **25-35 (Millennials)**
- **36-45**
- **46+**

- Age: 18–35, urban/suburban
- Socially savvy, tech-literate
- Female-skewing with crossover appeal

WHY IT SELLS

✓ Built-in social media marketing hooks

CORE AUDIENCE

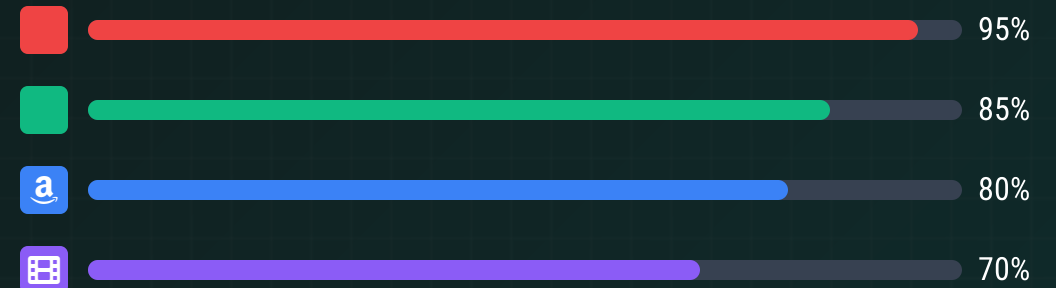Viewers of Netflix thrillers, Lifetime Originals, Hulu dramas with high engagement potential for social media promotion.
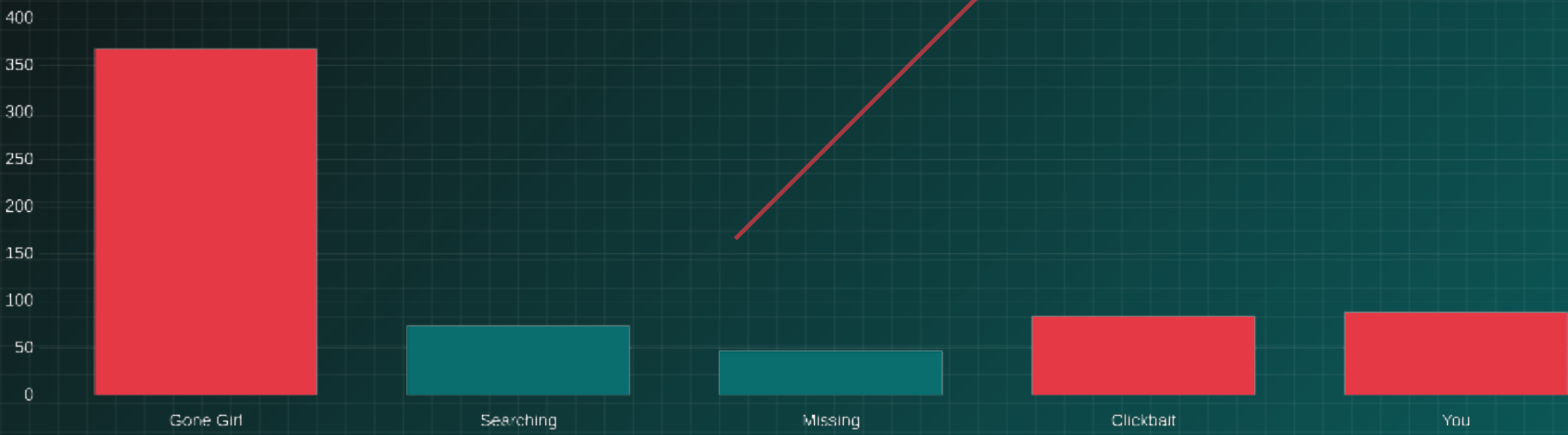
TRUE CRIME FANS	TECH THRILLER VIEWERS	SOCIAL MEDIA USERS

MYSTERY ENTHUSIASTS

PLATFORM POTENTIAL

- 95%
- 85%
- 80%
- 70%

COMPARABLE FILMS

	400				
	350				
	300				
	250				
	200				
	150				
	100				
	50				
	0				

Gone Girl   Searching   Missing   Clickbait   You

SEARCHING
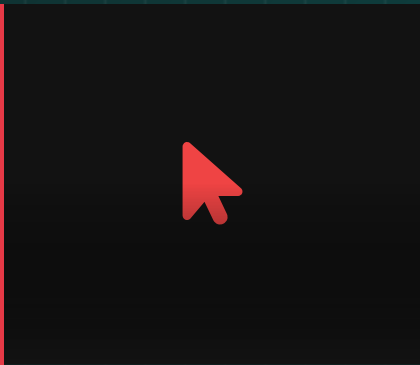
Theatrical

CLICKBAIT

Netflix

GONE GIRL

Theatrical
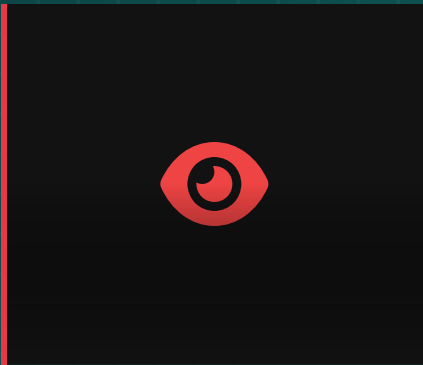
YOU

Netflix
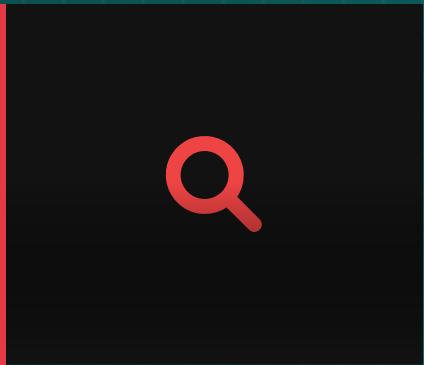
MISSING

Theatrical

SETTING & WORLD

PRIMARY SETTING

SECONDARY SETTING

ATLANTA, GA

The heart of Black creative entrepreneurship and a booming tech hub, providing the perfect backdrop for Taylor's influencer world.

Urban Landscape
Rooftop influencer parties, minimalist condos, media studios

Digital Hub
Tech startups, social media agencies, content creation studios

NORTH GEORGIA MOUNTAINS

The isolation of the influencer "retreat" turned trap, reflecting disconnect from reality and the escape from curated lives.

Isolated Retreat
Luxury cabin, limited connectivity, natural seclusion

Atmospheric Tension
Fog-covered forests, winding roads, atmospheric isolation

THEMATIC CONTRAST

MARKETING & MUSIC STRATEGY

SOCIAL MEDIA INTEGRATION

Instagram
Character accounts with real posts leading up to release

TikTok
"Last Post" challenge tied to the film's climax

Twitter
Live mystery unfolding through character tweets

MUSICAL DIRECTION

Dark synth-pop and ambient electronic underscore that enhances the tech thriller atmosphere while appealing to the target demographic.

FEATURED ARTISTS

FKA Twigs | SZA | James Blake | Chloe x Halle | Billie Eilish

SOUNDTRACK STRATEGY

- Diegetic influencer music for ironic contrast (auto-tuned pop, promo jingles)
- Original score with digital glitches and distortion reflecting the story's themes
- Signature "viral" theme that evolves throughout the film

VIRAL CAMPAIGN: "THE LAST POST"

1 Launch mysterious countdown on social media

MARKETING INTEGRATION

✓ Use of TikTok/Instagram Reels for character teasers

NEXT STEPS & CONTACT

PRODUCTION TIMELINE

2025
Pre-production & casting

2025
Principal photography in Atlanta

2026
Post-production & VFX

2026
Festival circuit & release

INVESTMENT OPPORTUNITY

Seeking production partners and financing for this timely tech thriller with built-in marketing hooks and strong audience appeal.

CONTACT INFORMATION

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