

Love After Likes

A Romantic Dramedy

"Modern love. Real talk. No filters."



LOGLINE

*When a successful beauty influencer's **perfectly curated life** falls apart online, she escapes to a digital detox retreat where she meets a **charming woodworker** who challenges everything she thought she knew about love, authenticity, and what truly matters in the age of social media.*



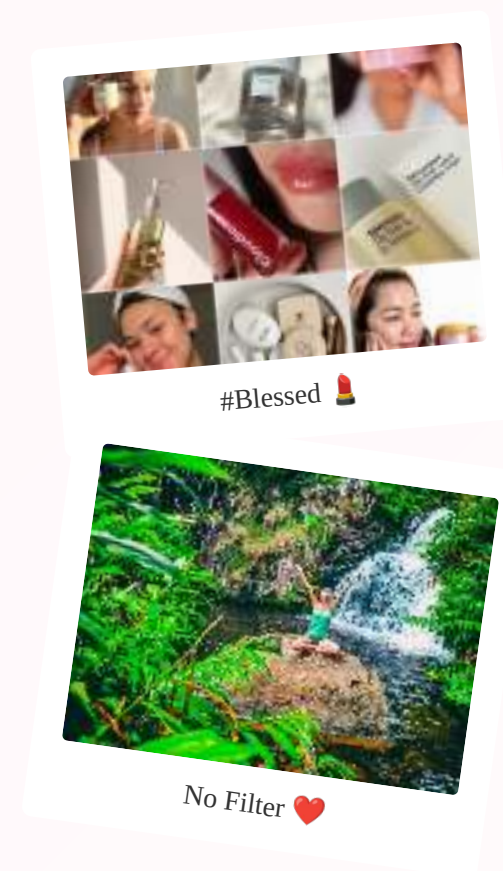


THE HOOK

What happens when your
#PerfectLife becomes your
biggest lie?

Brielle Mason has 2.3 million
followers who think they know her.
But when her engagement falls apart
in the most public way possible, she
discovers that **real love** might be
the one thing you can't fake for the
camera.

Love After Likes asks: In a world
where everything is performed, how
do you find something real?



TONE & COMPARABLES

Love After Likes blends heartfelt romance with sharp social commentary, balancing laugh-out-loud comedy with genuine emotional depth.



The Perfect Find

Career revival + romance



Always Be My Maybe

Cultural elements + humor



Someone Great

Female friendship + growth



Set It Up

Workplace + clever dialogue



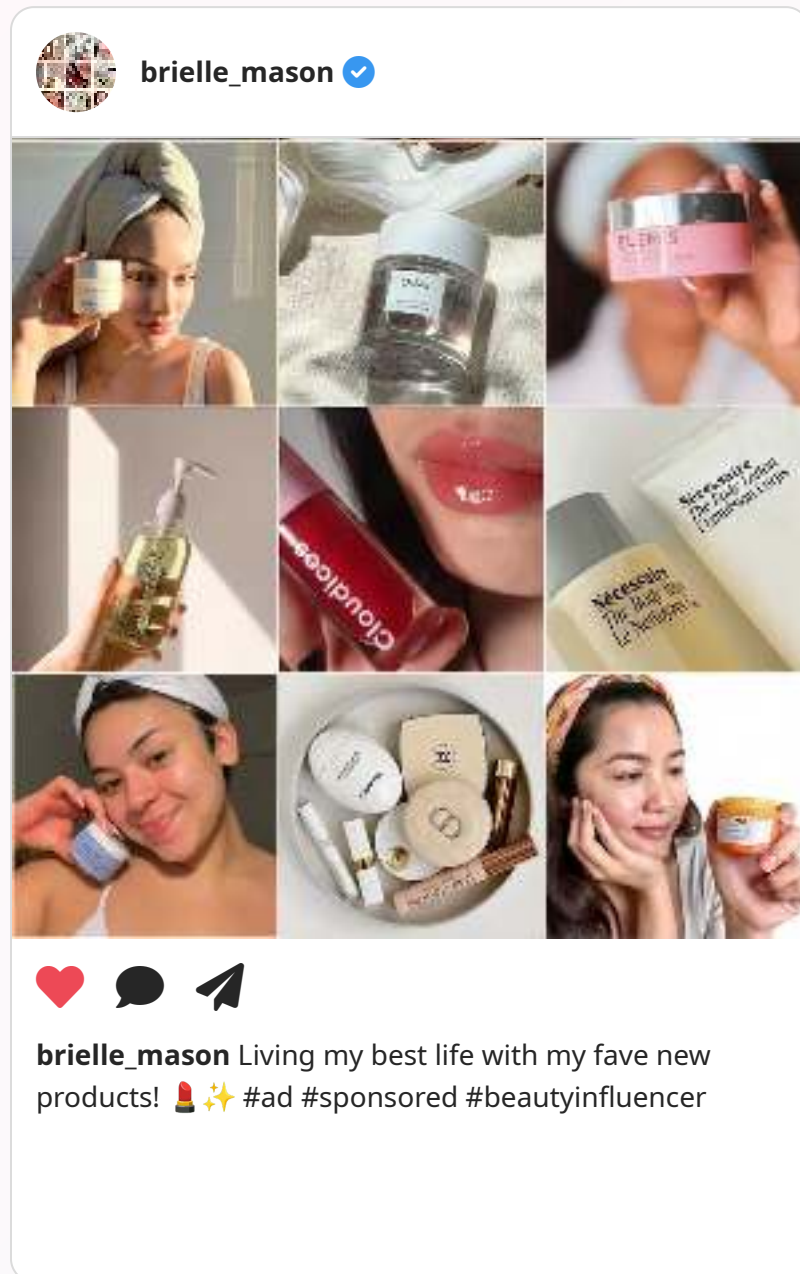
Insecure

Modern Black experience



Emily in Paris

Social media + style



MAIN CHARACTER: BRIELLE MASON

2.3M

Followers

28

Age

\$\$\$

Sponsorships

A rising beauty influencer who built her brand on aspirational perfection. Brielle's carefully curated feed showcases a glamorous life of luxury products, exclusive events, and flawless makeup tutorials.

When her fiancé publicly ends their relationship amid cheating rumors, Brielle's perfect image crumbles. Desperate to escape the backlash and reassess her life, she books a stay at a digital detox retreat in the mountains.

Image-Obsessed

Ambitious

Vulnerable

Searching

Adaptable

Witty



"The Authentic Craftsman"

ROMANTIC LEAD

Malik Everett

- 🔨 Master woodworker who runs the retreat's workshop therapy program
- 🚫 Zero social media presence and proud of it
- 💔 Recovering from his own heartbreak after his ex chose career over love
- 🌲 Values authenticity, craftsmanship, and living in the moment
- 💡 Challenges Brielle to see beyond her curated persona

"The things that last aren't the ones that get the most likes. They're the ones built with patience, intention, and truth."

SUPPORTING CHARACTERS

Maya Johnson

Brielle's Best Friend & Manager

“ Loyal but brutally honest, Maya has been with Brielle since before the fame. She's struggling to balance her role as friend and business manager as Brielle's life unravels.

Ambitious

Protective

Pragmatic

Darius Williams

Malik's Brother & Business Partner

“ The tech-savvy half of the brothers' woodworking business, Darius is suspicious of Brielle's intentions with his brother and protective of their authentic brand.

Skeptical

Innovative

Loyal

Zoe Chen

Wellness Retreat Owner

“ A former tech executive who found peace off the grid, Zoe runs the digital detox retreat with a mix of spiritual wisdom and no-nonsense rules about technology.

Insightful

Serene

Determined

PLOT SUMMARY



FALL



Beauty influencer **Brielle Mason** has it all: fame, fortune, and a picture-perfect engagement.

When publicly dumped, her carefully curated life crumbles as her humiliation goes viral.

She escapes to a remote digital detox retreat.



SHIFT



At the retreat, Brielle meets **Malik Everett**, a charming woodworker with no social media presence.

They develop a genuine connection based on real conversations instead of likes.

A comeback opportunity forces Brielle to decide what kind of life she truly wants.



CHOICE



Back in Atlanta, Brielle struggles to merge her online persona with her newfound authenticity.

When Malik visits, their worlds collide, forcing Brielle to confront what matters most.

She must choose between the **filtered life** she built or the **authentic love** she never knew she needed.

VISUAL STYLE

Color Palette



Typography

Georgia Serif

Arial Sans-Serif

Body text in Arial with clean, modern styling that balances digital aesthetics with warmth and authenticity.

Visual Elements

Phone Frames

♥ Social Icons

🖼️ Polaroids

🌿 Nature Motifs

💬 Text Bubbles

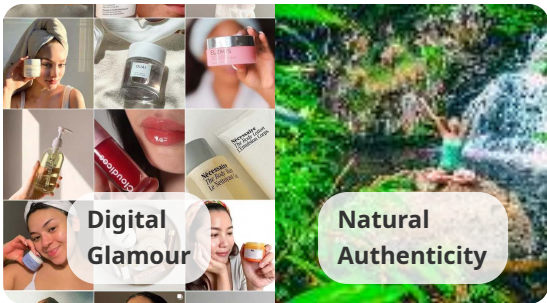
Lighting Reference



Texture Reference



Visual Contrast



CASTING WISHLIST

Dream talent to bring our characters to life



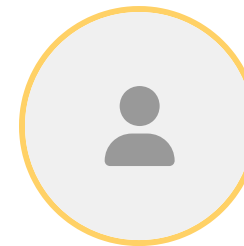
Keke Palmer
as Brielle Mason

Nope, Hustlers



Rome Flynn
as Malik Everett

How to Get Away with Murder



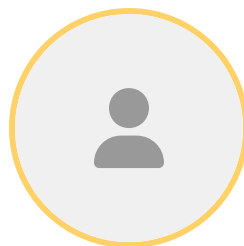
Logan Browning
as Maya Johnson

Dear White People



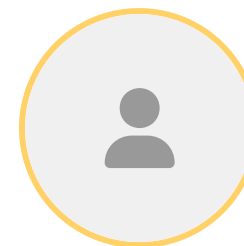
Lakeith Stanfield
as Darius Williams

Atlanta



Gemma Chan
as Zoe Chen

Crazy Rich Asians



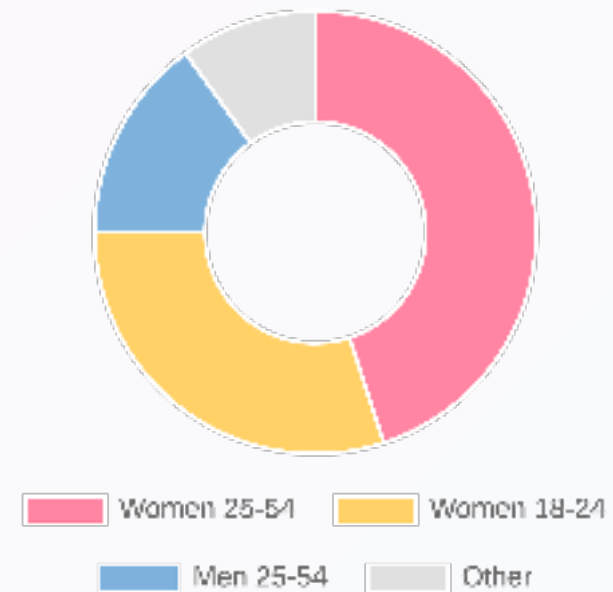
John Boyega
as Tyler (Ex-Fiancé)

Star Wars

WHY IT WORKS FOR LIFETIME

- ✓ **Female-Centered Narrative** that explores modern romance, personal growth, and authentic connection in the digital age
- ✓ **Contemporary Relevance** with social media themes that resonate with Lifetime's core demographic while attracting younger viewers
- ✓ **Aspirational Setting** balancing glamorous influencer lifestyle with serene retreat aesthetics, providing visual appeal and escapism
- ✓ **Emotional Depth** through relatable character journeys, exploring themes of authenticity, vulnerability, and finding true connection
- ✓ **Diverse Cast Potential** with strong roles for Black leads and supporting characters, aligning with Lifetime's commitment to representation
- ✓ **Built-In Marketing Opportunities** through social media tie-ins, influencer partnerships, and digital content extensions

Audience Alignment



Based on comparable romantic dramedy viewership data

DELIVERABLES & NEXT STEPS

Available Deliverables



90-Minute Script (First Draft)

Available Now



Visual Style Guide & Mood Boards

Available Now



Casting Deck with Character Breakdowns

In Progress (2 weeks)



Location Scouting Package

Upcoming (4 weeks)



Marketing & Social Media Strategy

Upcoming (6 weeks)

Production Timeline



February 2026

Script finalization and pre-production planning



March 2026

Casting and location scouting completed



April-May 2026

Principal photography (4-week shoot)



June-July 2026

Post-production and editing



August 2026

Delivery for fall premiere window

Ready to Move Forward?

Contact **Kelly R Tenney** at nccaentertainment@gmail.com to discuss next steps