

# Controversy Jidhar, Camera Udhaar! A Pitch for Video/Reel:

'Scripting' a fight, but the  
scripting becomes the  
fight. (making it seem the  
script writing itself.  
*Fakefire!*)

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# The Meta-Controversy Reel

## Premise

Influencers "scripting" a fight.

## Twist

The scripting *becomes* the fight!

## Result

Hilarious, self-aware content, that keeps viewers hooked.



# Why This Will Blow Up

1

## Relatability

Everyone loves a drama especially when it's self-aware and ironic.

2

## Irony

The audience is in on the joke, making it more engaging and shareable.

3

## Shareability

Perfect for reels and shorts and even for video.

# The Script-Fight Breakdown

1

Start with a dig at ourselves—busy, arrogant, money-focused, and controversial (reality check).

2

Subtle roasts on influencers involved (e.g., duality of portraying Saraswati as a favorite god to viewers while being surrounded by Lakshmi statues in reality). (#Shiksha hai toh #shanti hai to #Paisa hai toh #shanti hai)

3

Influencers preparing "controversial" scripts, only to start fighting within themselves over various topics.

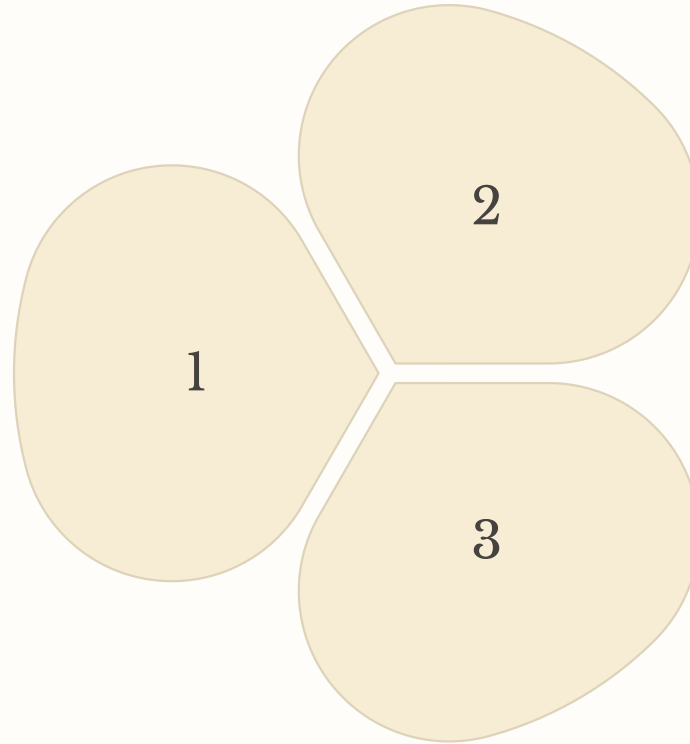
4

Release the Kraken! (collab ho raha hai yah clout chase?)



# The Perfect Touch

Satire + Social  
Commentary = Perfect fit



Known to be of a unique and  
subtle brand of humor.

Authenticity