

A close-up, low-angle shot of a man with a full, dark brown beard and mustache. He is looking directly at the camera with a neutral expression. He is positioned behind a light-colored wooden door with several circular peepholes. The lighting is warm and focused on his face and the door.

# Bloodlandia

## Comedy-Horror Feature

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Things are about to get really weird



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# LOGLINE

In the hipster heart of 2012 Portland, ironic deaths are trending, and secretly basic barista Luci Black must dodge the supernatural force behind them before irony outs her, and no one notices from their curated bubbles.



# The Story

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Bloodlandia is a comedy horror feature with supernatural undertones, set in Portland, Oregon, 2012, a time when authenticity was curated, irony was currency, and everyone claimed to like Pavement before you did.

Welcome to the Pacific Northwest, a land of craft beer, fixed-gear bikes, and curated thriftwear. A place where brunch is religion, self-awareness is non-existent, and nothing is ever, ever mainstream.

Luci Black, a 25-year-old barista with secret basic tendencies, is just trying to keep her head down in the city that celebrates being “weird,” which means everything from beard competitions to taxidermy pop-ups to kombucha served in repurposed bird feeders. She’s surrounded by a rotating cast of Portland types: a dreamy folk musician boyfriend, a roommate who reads Marxist theory to her plants, and a social circle of ultra-ironic hipsters whose entire lives are performative art.

But Portland has a new problem: Hipsters are dying. Ironically. And it’s getting weird, even by Portland standards.

- Growler asphyxiation: choking on irony and foam.
- Beer can shankings.
- Dinner party chaos: when charcuterie prep becomes a deadly disaster.

And it’s not stopping.

As the bodies pile up like last season’s mason jars, Luci starts to suspect there’s a deeper pattern beneath the horror, one tangled up in Portland’s obsession with identity, trend-chasing, and authenticity. Now, to survive, Luci must navigate a world where standing out can get you killed, blending in is a death sentence, and being “too ironic” might just make you the next victim.

Because in Bloodlandia...  
The most dangerous thing you can be is yourself.

# TONE & STYLE

Bloodlandia combines sharp satire and deadpan horror, with a clear-eyed critique of hipster culture through an ironic lens. The film plays with absurd, darkly comic deaths, set in the vibrant backdrop of 2012 Portland, a city where individuality is everything, and authenticity is a performance.

This is comedy horror that leans into the supernatural, but with a distinct, subversive tone that keeps the humor both biting and unsettling. Think of it as a blend of gallows humor with whimsical gore, where irony is both a weapon and a punchline. The film offers an absurd, yet grounded look at a world where everyone is trying to be unique, but it's the least "authentic" ones who are dying first.

Visually, it's rich with quirky, indie aesthetics, but with moments of eerie tension that evoke both the absurdity and fear of navigating a city that embraces the strange, without realizing that embracing too much irony could be its own downfall.



# Thematic Imagery

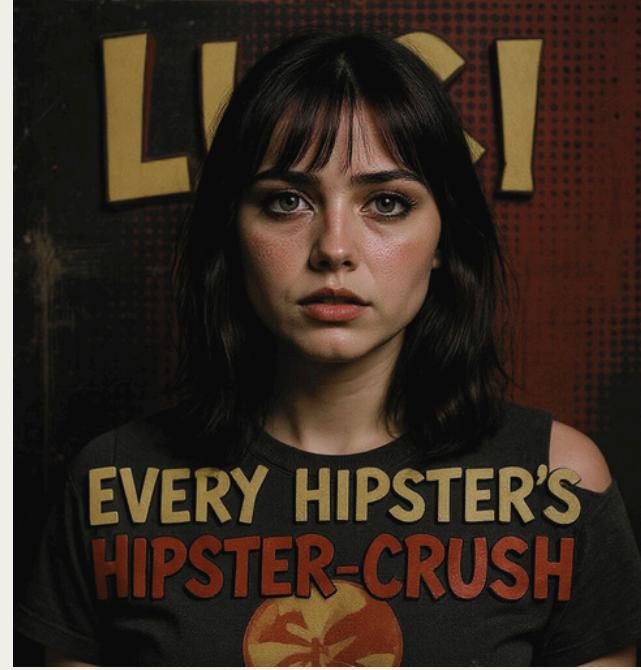


Freaky: Exaggerated horror moments, ironic deaths, and stylized kills.

Jennifer's Body: Ironic femininity, and creepy beauty.

Ingrid Goes West: Obsession, loneliness, and filtered hipsterism.

# THE HIPSTERS



## Luci Black

Luci is the quintessential Portland hipster who isn't actually a hipster. A 25-year-old barista at the ironically named Sweet Irony, Luci plays the role of the city's perfect "it" girl, while secretly binging on reality TV and shopping at Forever 21. She's got the looks, the latte skills (barely), and the charm, but deep down, she's a mainstream girl drowning in a sea of kale and craft beer. As hipsters start dying in increasingly bizarre ways, Luci faces her greatest challenge: surviving in a world where being true to yourself might just get you killed.

## Craigen

Craigen is the ultimate indie music hipster, effortlessly checking every box: mandolin player, Mumford and Sons wannabe, and purveyor of sensitive, ironic renditions of rap songs. But despite his self-assuredness, Craigen is clueless about the growing number of hipster deaths around him, using the murders as inspiration for his band's album. Obsessed with authenticity, he's too caught up in his own musical ego to see that the world around him is starting to unravel.

## Kelly

A gender-fluid hipster with a love for Corgis and an ever-changing identity, Kelly embodies the paradox of trying too hard to be authentic. Vegan, political, and obsessed with making Corgis the Oregon state animal, Kelly constantly reinvents themselves, blending contradictory ideals and trends into an art form. They might be confusing at times, but one thing's for sure: Kelly cuts through the BS of Portland's hipster scene like a hot knife through kombucha.

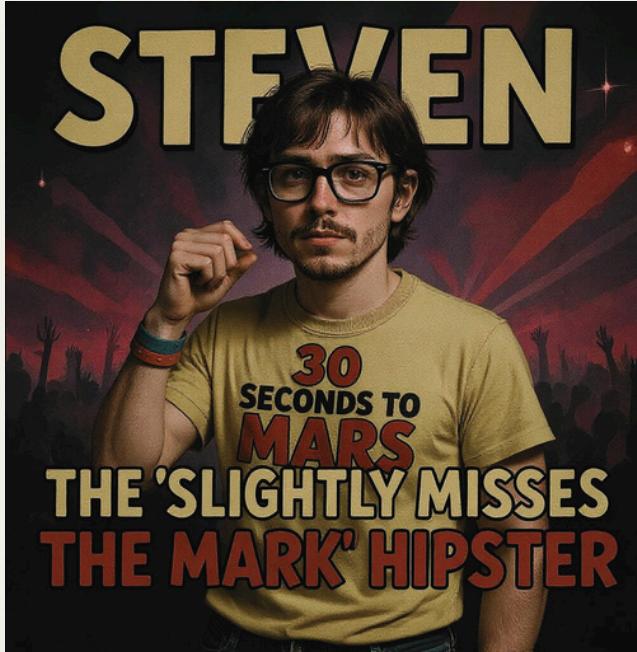
## Josie

Josie is the Instagram yogi who's all about self-love, #Fitspo, and empowering women through hashtags and yoga poses, that is. The "hipster hottie" who lacks Luci's self-awareness, Josie lives for likes and filters, seeing herself as the ultimate symbol of self-empowerment. But beneath her perfectly curated feed is a woman desperate for validation and constantly running from the deep vulnerability that lies just beneath the surface.

## Kevin

The "black hipster" who refuses to die, Kevin, stands out in a sea of Portland's white-washed indie culture. He's cool under pressure, managing to dodge death at every turn despite the absurdity of the situation. An avid gamer with a style so sharp it could cut through flannel, Kevin's laid-back demeanor hides a world of contradictions, and it's his defiant resilience that keeps him alive in a city where survival is an art form.

# THE HIPSTERS



## Bradford

Bradford is the bro hipster, a man torn between his jock roots and his attempt to fit in with Portland's indie elite. He wears skinny jeans but still talks about the Dallas Cowboys like they're his family. His sensitive side often collides with his inner "bro," leading to moments of awkwardness and misplaced machismo. He's the guy who loves craft beer but secretly dreams of slapping some bros on the back at a football game. He's a walking contradiction, and that's what makes him stand out.

## Steven

The "trying too hard" hipster, Steven, is always on a quest to be the first to discover the next big thing. Obsessed with being ahead of the trends, he's a social media addict, constantly sharing his "cool finds" and looking for validation from anyone who'll listen. His wardrobe is a mix of women's jeans and outdated band t-shirts, a perfect reflection of his inability to quite get it right. He's all about finding himself, even if that means never quite fitting in.

## Kai

Kai is the ironic IT nerd who's somehow managed to strike it rich in cryptocurrency while still clinging to the retro aesthetic of 1986. He's got the '80s glasses, the vintage clothes, and the MySpace profile to match. His wealth lets him live the hipster dream, fixie bike rides, craft beer in hand, all while indulging in his love for self-indulgence. To Kai, life is about avoiding work, sipping craft beer, and checking his Bitcoin balance. He's effortlessly cool, in an "I really don't care" kind of way.

## The Wild Wolf

The Wild Wolf is the enigmatic Portland legend who shows up at Sweet Irony every day, muttering cryptic haikus and pondering the mystical secrets of the universe. A washed-up yogi-shaman with more eccentricities than anyone can count, he's a throwback to a time before Portland's hipster scene even existed. Is he insane? Or does he know something the rest of the city doesn't? Either way, he's more likely to inspire confusion than clarity.

## Iris

Iris is the Reiki master whose cosmic aura is in constant flux. A practitioner of spiritual healing and holistic remedies, she's the type who will realign her chakras while talking about the latest Portland band. Unbeknownst to her, however, she has become a vessel for supernatural evil, her aura, once full of good vibes, has attracted an entity with a vendetta. She's well-meaning, but when it comes to the battle between good and evil, Iris might just be in way over her head.



## Simon

# THE KILLER

Simon is the hipster serial killer with a tragic backstory, a man rejected by the very culture he tried to infiltrate. In death, he takes on a strange kind of social acceptance by murdering the very people who once rejected him, using the supernatural as his tool. Simon isn't your typical killer. He's a lonely, misunderstood soul who seeks acceptance in a world that embraces irony above all else, using Portland's hipster culture as his stage for revenge.



# MOOD MIX

## Hipstery Yours

Hipsters aren't just a scene in the Rose City; they are a result of their environment. We challenge the elitist mindset that dictates your beer selection, your culinary choices, your style of dress, and, above all, the music that moves your soul.

# KEY SELLING POINTS

## Unique Blend of Comedy & Horror:

Bloodlandia offers a fresh, hilarious, and thrilling spin on supernatural horror. With its unique ability to blend biting satire and genre thrills, it will stand out in a crowded market and appeal to a wide audience, including horror fans, comedy lovers, and those intrigued by subversive cultural commentary.

## Strong Female Lead with Mass Appeal:

At the heart of Bloodlandia is Luci Black, a relatable, yet endearing protagonist who navigates her journey through a quirky, darkly comic world. Played by an indie darling or established actress, Luci's character is set to resonate deeply with fans of strong female-driven narratives.

## Authentic Portland Setting:

Set against the backdrop of Portland in 2012, Bloodlandia perfectly captures the city's iconic, quirky atmosphere, from its craft beer culture to its eccentric, ever-evolving hipster scene. This setting isn't just a backdrop; it's a character in itself, bringing a unique authenticity and charm to the film.

## Social Commentary with Bite:

The film's self-aware humor critiques modern identity, the hipster aesthetic, and the cult of cool, while never losing its edge. It's the perfect satire for today's cultural landscape, attracting viewers who appreciate films like Ingrid Goes West and Jennifer's Body.

## Franchise Potential:

With its rich world-building, Bloodlandia offers opportunities for sequels, spin-offs, and even merchandise. Whether it's new subcultures, new victims, or new "hipster deaths," the potential to expand the world is endless. This film has all the elements of a long-lasting franchise in the making.

## Cultural & Brand Integration:

Bloodlandia presents unique opportunities for partnerships, especially with Portland's vibrant craft beer scene. Product placements, collaborations with local businesses, and fan-driven events (such as beer collaborations) make this an ideal film for brand integration and cross-promotion with relevant cultural icons.

# FRANCHISE POTENTIAL

## BLOODLANDIA

**Overview:** Set in the ironic epicenter of 2012 Portland, “Bloodlandia” is a supernatural comedy-horror that turns hipster culture into both the backdrop and the body count. With its blend of deadpan satire and genre thrills, the world of “Bloodlandia” is uniquely positioned for franchise expansion, appealing to fans of films like “Scream,” “What We Do in the Shadows,” and “Bodies Bodies Bodies.”

**Expanded Universe:** The “Bloodlandia” world is rich with potential. Future films can explore new urban subcultures (goth revivalists, tech bros, eco-minimalists) or move to other cities with their own niche tribes. An anthology format or serialized spin-offs could explore the strange ripple effects of the original supernatural force or follow new “cool kills” that emerge with each cultural wave.

**Organic Brand Integration:** Craft beer culture isn’t just part of the story, it’s part of the DNA. Partnering with regional or national breweries allows for subtle, story-driven brand placement, from fictional brews to themed tasting events. Each installment can showcase a different local craft scene, allowing for rotating sponsorships that enhance the authenticity of the world.

**Audience Strategy:** “Bloodlandia” targets viewers 18–35 who gravitate toward irreverent, genre-bending films with social commentary. This demo thrives on shareable aesthetics, quotable humor, and “in-the-know” cultural nods. Strategic social rollouts, memes, hipster-death TikToks, and brewery collabs will build community buzz and brand stickiness.

**Conclusion:** “Bloodlandia” isn’t just a film, it’s a stylized genre playground that satirizes identity, trend culture, and the eternal fear of being basic. Its rich world-building, layered tone, and cultural relevance set the stage for a franchise with legs, cult potential, and ironic staying power.



# MARKETING & STRATEGY

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## Audience Engagement & Social Presence:

Targeting 18-35-year-olds with a love for hipster culture and irony, *Bloodlandia* will engage audiences on social media platforms like Instagram, TikTok, and X. Strategies include:

- **Meme Culture:** Shareable content centered around the film's comedic, ironic elements.
- **Interactive Campaigns:** Fan contests, voting on "hipster death scenes," and behind-the-scenes sneak peeks.

## Collaborations & Cross-Promotions:

- **Beer Brand Partnerships:** Custom beers with local breweries linked to the film's aesthetic, featured in both scenes and marketing.
- **Local Businesses:** Exclusive Portland-based events, screenings, and pop-up shops.

## Influencer & Viral Marketing:

- **Sneak Peeks & Behind-the-Scenes:** Influencers share exclusive footage.
- **User-Generated Content:** Fans create content (e.g., "Portland Death Trends" memes).

## Film Festivals & Indie Screenings:

Targeting festivals like SXSW and Tribeca to build buzz, establish credibility, and amplify social media presence. Partnerships with indie distributors or streaming services will expand the audience.

## Fan-Centric Marketing:

- **Crowd-Sourced Soundtrack:** Fans vote for indie tracks tied to Portland's music scene.
- **Merch & Fan Art:** Limited-run merchandise (tees, tote bags) and fan submissions to build excitement.

## Long-Term Engagement:

Maintain buzz through ongoing social media updates, memes, and teasers for future installments, keeping *Bloodlandia* relevant and part of the cultural conversation.

# TARGETED DISTRIBUTION STRATEGY

## OVERVIEW

Bloodlandia is positioned for success in both traditional and modern distribution channels, capitalizing on its genre-bending blend of comedy and horror. Our primary focus is reaching the right audience, millennials and Gen Zers who are passionate about supernatural horror, satire, and hipster culture.

### Primary Distribution Channels:

- **Streaming Platforms:**
- With the film's ironic humor and supernatural edge, Bloodlandia is a perfect fit for streaming platforms like Netflix, Hulu, Prime Video, and Shudder, where horror comedies and cult films thrive. These platforms offer the broadest reach to our target audience and will be key for expanding the film's visibility globally.
- **Film Festivals:**

A strategic festival run, beginning with genre-focused events like **SXSW**, **Tribeca**, and **Fantasia**, will help build buzz, secure early reviews, and establish Bloodlandia as a cult hit. Genre fans, critics, and indie lovers will be excited to champion a film that blends social commentary with supernatural horror.

- **Theatrical Distribution:**

Limited theater engagement with a focus on indie/art house chains and hipster-friendly venues in key cities (Portland, Seattle, Los Angeles) will create a fun, viral moment for the film and elevate its credibility. A successful festival circuit will make this route viable.

- **Digital & Home Entertainment:**

A focus on VOD platforms (iTunes, Google Play, etc.) will allow fans to rewatch and collect. Offering exclusive bonus features (behind-the-scenes footage, director interviews) could also further build a community around the film.

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## BUDGET & PACKAGING OVERVIEW

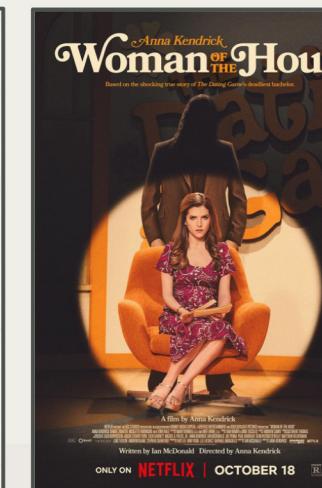
Bloodlandia is designed as a low-to-mid budget genre film, targeting a production range of \$1.5M–\$4M. With its contained structure, stylized horror-comedy tone, and franchise potential, it's well-positioned for indie financing models, streaming acquisition, or genre-forward partnerships.



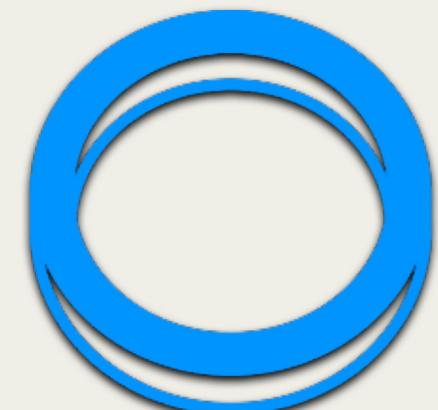
# EXECUTIVE PRODUCERS

Founded in 2012 by partners Matthew Helderman & Luke Taylor, Buffalo 8 is a full-service film and media company, focused on production, post-production, and finance based in Santa Monica, California, with films premiering and awarded at Sundance, Berlin, Toronto, and SXSW.

Buffalo 8 is built on the fusion of entrepreneurial ethos and quality filmmaking. The company is also partnered with industry-leader BondIt Media Capital, enabling streamlined production and finance opportunities, and ABS Payroll for payroll accounting services for indie projects of all sizes.



b u f f a l o 8  
A BONDIT COMPANY



BondIt  
MEDIA CAPITAL



PAYROLL  
A BONDIT COMPANY

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