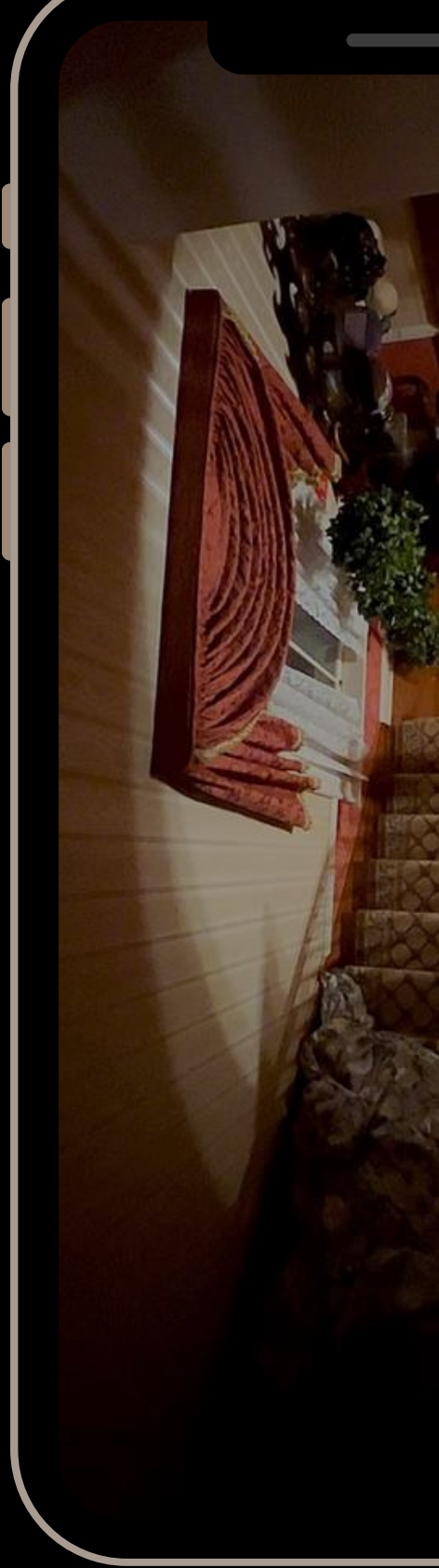
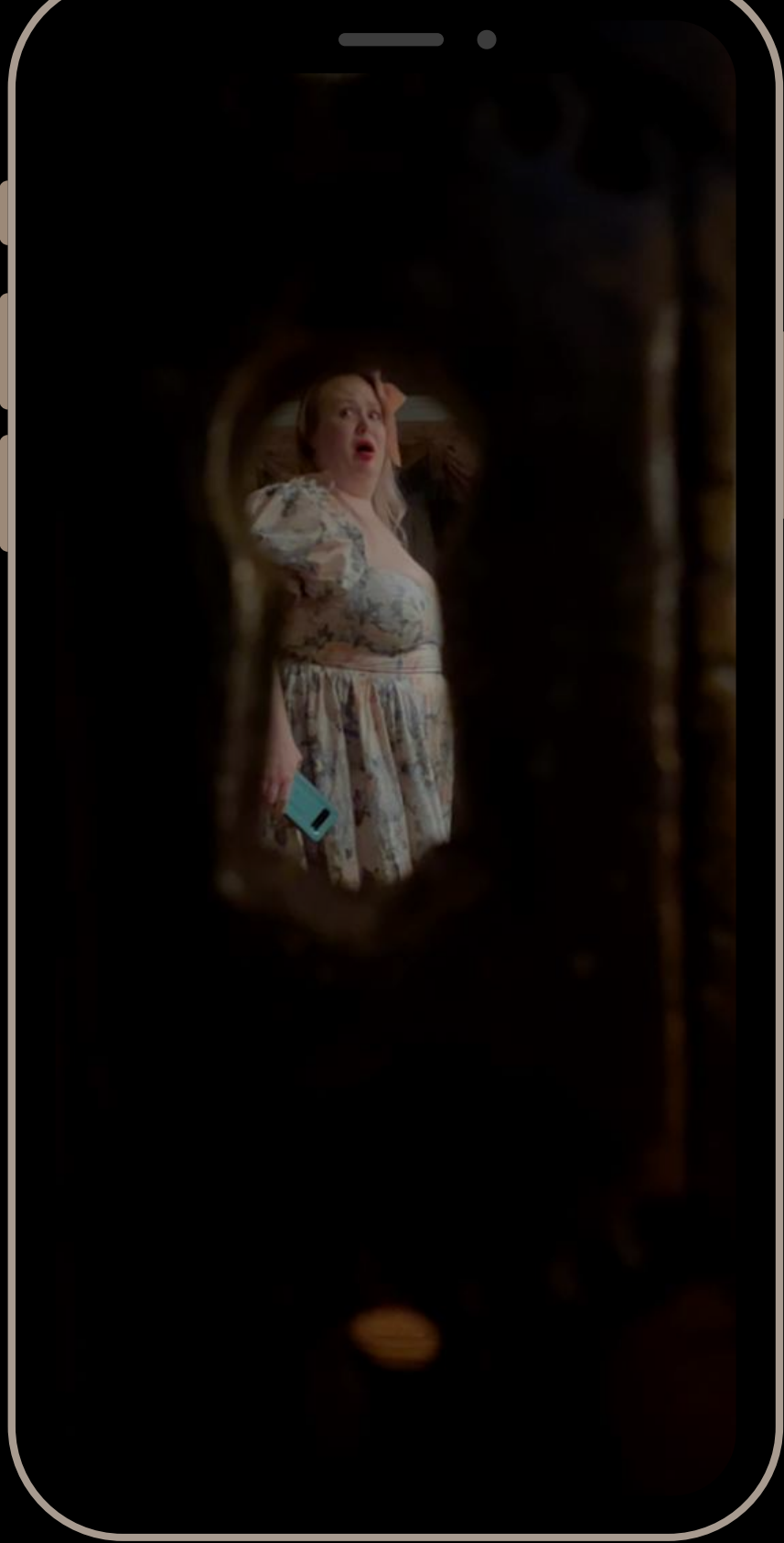
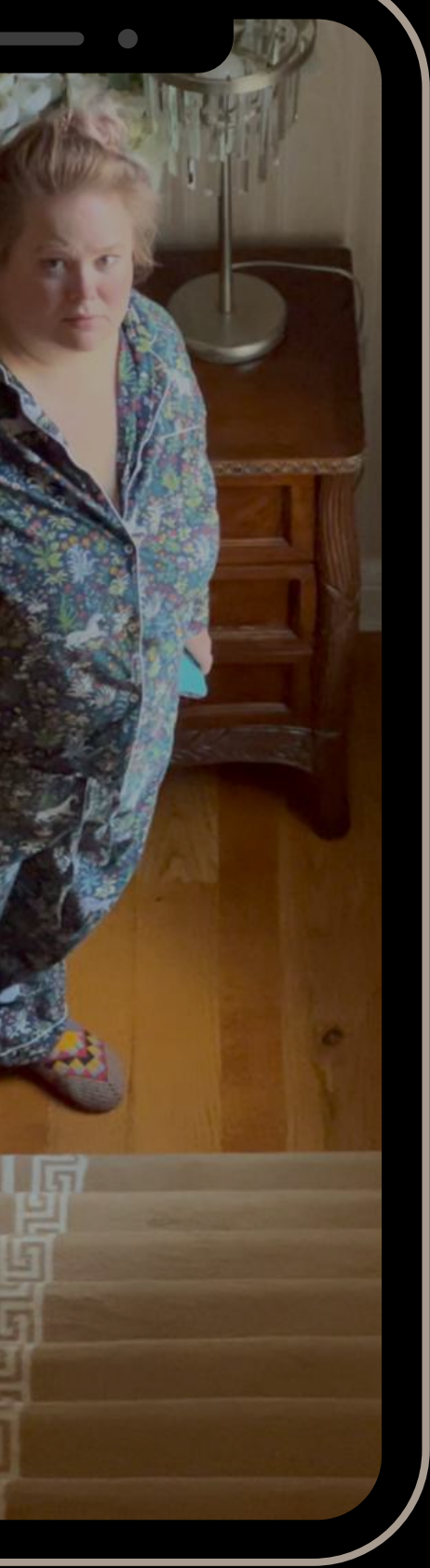


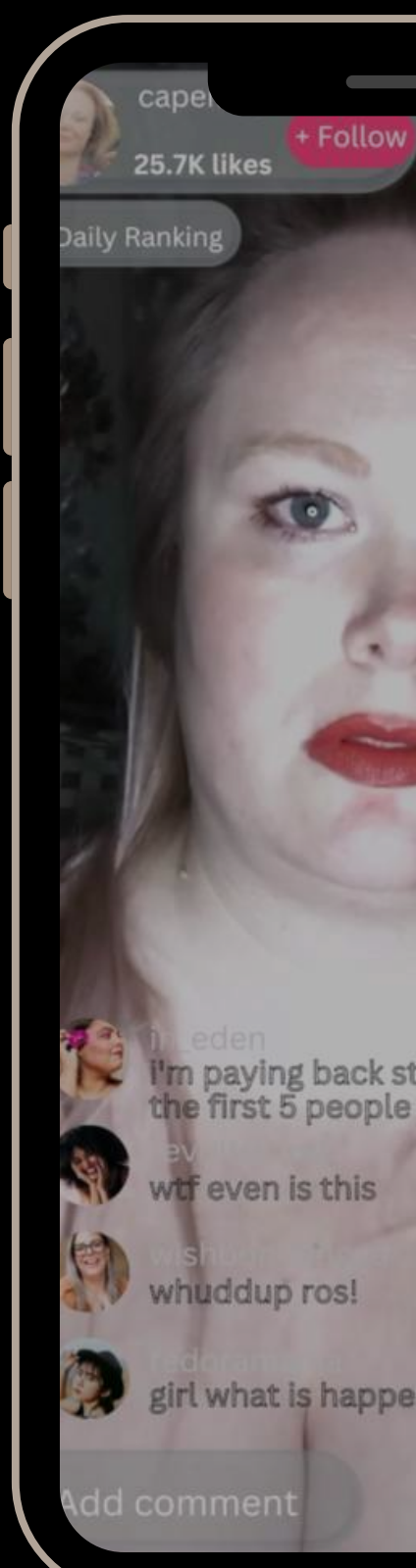
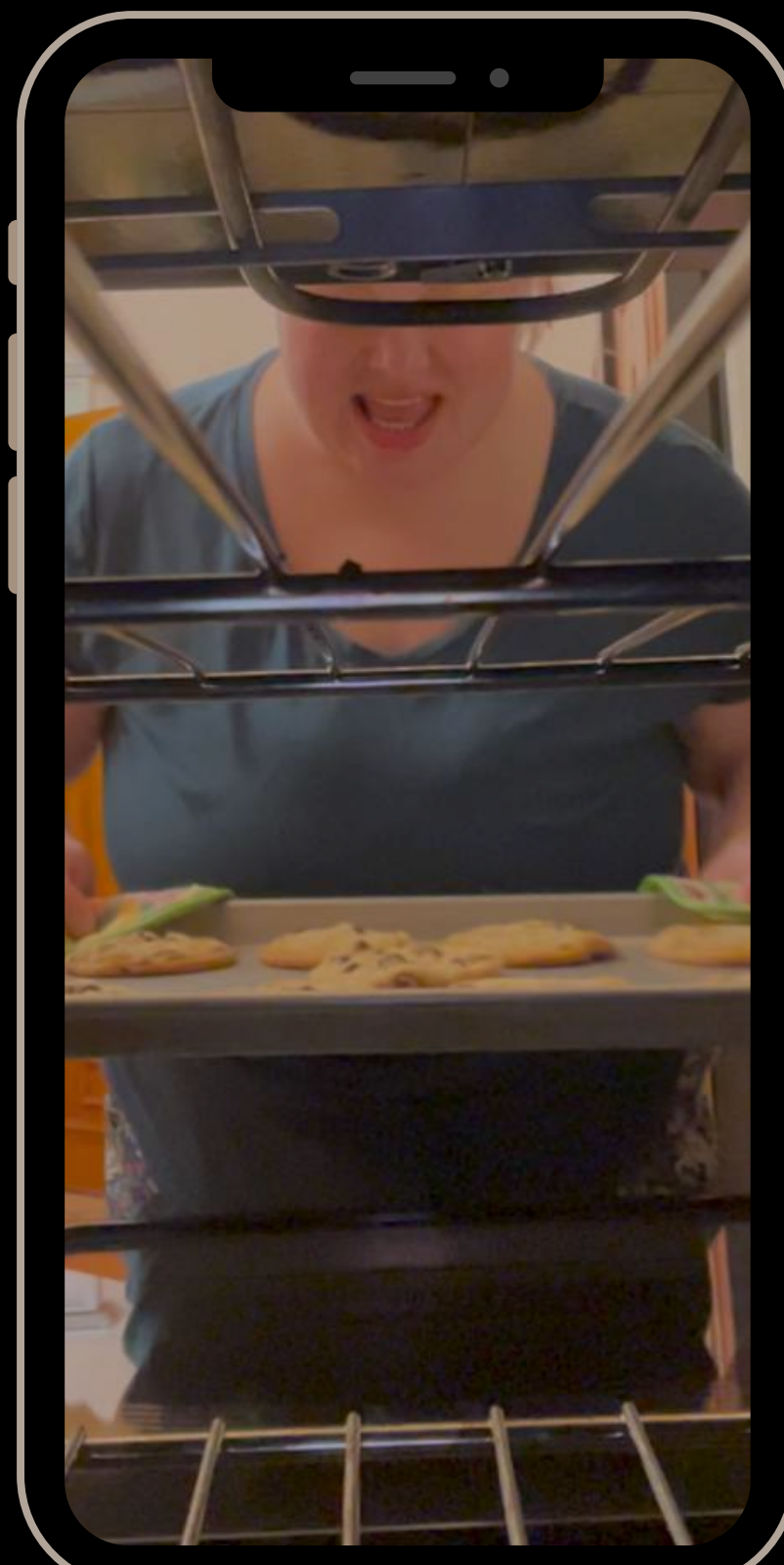
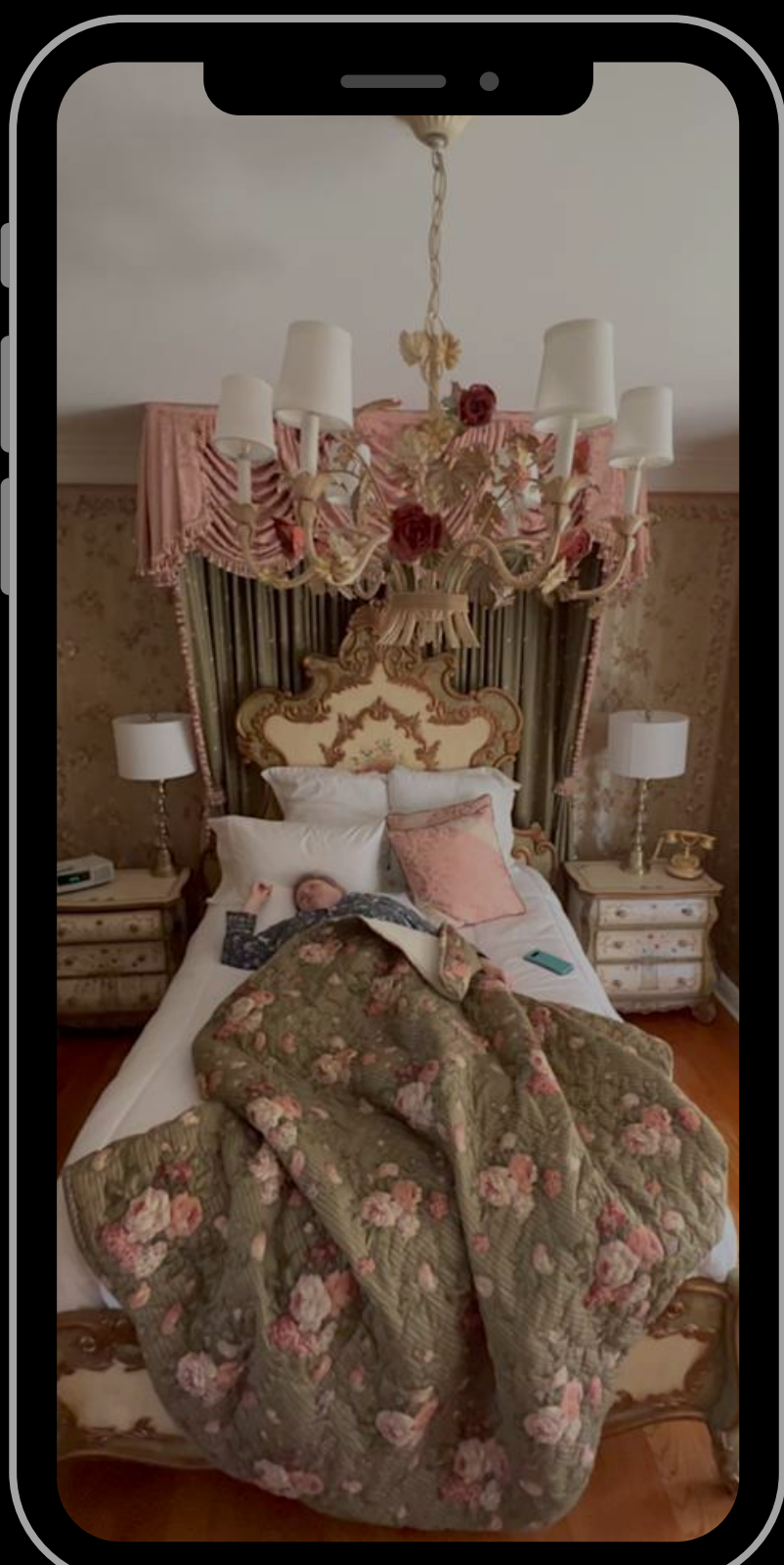
CARETAKER

A TIKTOK HORROR EVENT

PRESS KIT



EMBRACING AN INCREASINGLY SWIPE-THROUGH SCREEN CULTURE, FILMMAKERS JEN PONTON AND JLM HAVE CRAFTED AN IMMERSIVE SOCIAL MEDIA HORROR EXPERIENCE.





FOR THE FULLEST EXPERIENCE, USERS WILL HAVE TO GATHER THE BREADCRUMBS BETWEEN TWO TIKTOK ACCOUNTS TO GET THE FULL SCOPE OF WHAT EXACTLY IS HAPPENING IN THIS EERIE GOTHIC HORROR STORY.

@CARETAKERFILM
@CAPEMAYCARETAKER



LOGLINE

A SEEMINGLY EASY JOB TURNS INTO A NIGHTMARE
WHEN ROS WATCHES OVER
A SHUTTERED B&B...

...AND THE MYSTERIOUS OLD WOMAN
WHO LIVES IN THE ATTIC.

#BRANDEDCONTENT



CARETAKER IS FULL OF INFLUENCER AND NARRATIVE PRODUCT PLACEMENT, BOTH FOR MEGA COMPANIES (HONDA, MICROSOFT, NESTLE)

AS WELL AS SMALLER BOUTIQUE BRANDS (SELKIE, PRINTFRESH, BOMBAS)

ALL OF WHOM WORK WITH INFLUENCER MARKETING



PRESS OPPORTUNITIES

TRADES:

INDIEWIRE, FILM SCHOOL REJECTS, WOMEN AND HOLLYWOOD, DEADLINE, THE HOLLYWOOD REPORTER, VARIETY, HUFFPO, LA TIMES

HORROR:

DREAD CENTRAL, BLOODY DISGUSTING, FANGORIA, DAILY DEAD NEWS, VULTURE

ADVERTISING:

SHOOT ONLINE, AD AGE, ADWEEK, FAST COMPANY, DIGIDAY, ENTREPRENERU, INC, FORBES

TECH:

GIZMODO, WIRED, SLATE, INSIDER, FORBES

POP CULTURE:

ROLLING STONE, BUZZFEED, REFINERY29, THRILLIST, ENTERTAINMENT WEEKLY

PODCASTS: BLOODY GOOD HORROR, THIS IS HORROR, FACULTY OF HORROR, MAKING MOVIES IS HARD, NO FILM SCHOOL, INDIE FILM SCHOOL, NYWIFT, BECHDEL CAST, MAKING IT: WOMEN IN FILM




THE TEAM

JEN PONTON AND JLM COMBINED TO:
WRITE, SHOOT, ACT, EDIT, MIX, COLOR CORRECT,
MARKET AND POST THIS ENTIRE PRODUCTION.

DIY BUDGET:
\$600

JLM IS AN AWARD-WINNING DIRECTOR AND
WRITER KNOWN FOR HER COMMERCIAL WORK.
JODYLAURENMILLER.COM

JEN PONTON IS A NOTABLE ACTOR, PRODUCER
AND WRITER, CURRENTLY IN LISA TADDEO'S
THREE WOMEN. JENPONTON.COM



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A FILM BY JEN PONTON AND JODY LAUREN MILLER

CARETAKER

A TIDE OF TERROR AWAITS.

3.1.23