



DAMN.

THE PITCH.

MEETING THE FAMILY IS HELL.

SCHITT'S CREEK meets **EVIL DEAD**

when working-class Edie meets her girlfriend Mara's wealthy family for the first time at their old beach house.

When the clan accidentally summon a Greed Demon, they learn that the most "fortunate" person amongst them has secretly become possessed and will drag the remaining souls to Hell. **ONE BY ONE.**

with little information and even less time, how will the 1% decide who is worthy of the dishonour of most privileged... therefore a **DEVIL** in **DISGUISE?**

LOVE & MONEY & DEMONS

Beyond the social satire and devilish body horror, Edie and Mara's relationship is the emotional core of the film.

EDIE

The anxiety-prone audience surrogate. She observes Mara's family point fingers as to who has more adversities and thus can't be possessed.



MARA

The Black Sheep. Her carefree soul contrasts her siblings' pretentious spirits. She's kept her hereditary wealth hidden from Edie.

THE BEACH HOUSE

"Symbolically, the house is white privilege and affluence, an extension of the white family living in it"

- Cammie Sublette



LANDSCAPE

Edie's world at the start of the film is grey.

Minimum wage job at a petrol station.

Working class life in Post-Celtic Tiger Ireland, living in the shade of the rich.



DIVIDED

The palette turns golden once they reach the beach house.

It's luxury. But it's also excessive.

Mara's family is used to the sun-lit warmth of inherited wealth.





B L O O D L I N E

The unresolved family tension that Edie steps into amps the anxiety before any demon even arrives.

REBECCA

Mara's sister. No-nonsense.
Eldest daughter syndrome.

ANDREW

Rebecca's husband. Fragile masculinity. Freeloader.

GABE

Mara's brother. Narcissist.
Middle child syndrome.

TOMMY

Gabe's husband. Spineless.
Also a freeloader.

Mara's parents never arrive. Their absence reflects their negligence throughout their children's lives.

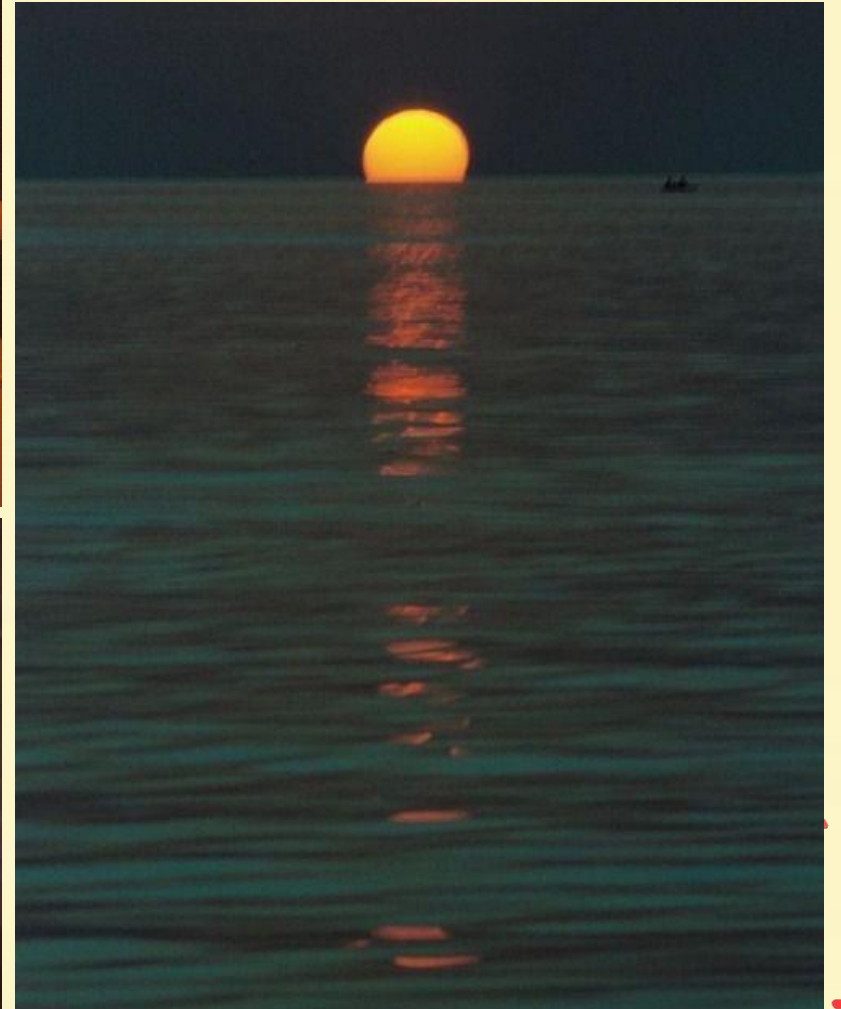


YELLOW

The dominant colour in the film is yellow. Whether it's bloody daffodils or a bright moon cradling the ocean.

Yellow denotes joy. A colour rarely in the horror genre. Making yellow scary would be unique.

Yellow is a symbol of greed. The greed this family exudes is what our demon will prey on.



MAMMON

is the demonic personification of greed.

His presence is made known in the beach house when Tommy's bones inexplicably snap one by one, bringing new meaning to the term 'spineless'.

By hiding his identity behind the so-called "most fortunate" family member, the demon acts as a commentary on the modern citizen who fears being viewed as privileged. The odd desire to be oppressed.



The only way for our characters to prove their innocence is to downplay their advantages.





“The screaming victim is, to be sure, nothing new to the genre, but it is a relatively recent development to make the victim the privileged horrific spectacle while keeping the monster almost totally offscreen”

- Christopher Sharrett



OTHER'D


Like many POCs in Ireland, Edie's identity is questioned by her peers...

Who are you?

Where did you
meet Mara?

No but, like, where are
you actually from?

As trust disintegrates and bodies pile up, the protagonist becomes one with the monster as the other characters convince themselves that Edie is not one of them.



Andrew's masculinity implodes when all his limbs spontaneously combust whilst he pleadingly reassures everyone that he is, in fact, a feminist.

As paranoia reaches boiling point...

Edie and Mara fall apart once Edie learns of her girlfriend's wealth,

whilst Rebecca and Gabe learn why their parents never arrived...

That morning, Mara's parents discovered that the family is bankrupt. They're **BROKE**.

The realization is scarier than any demon could be.

FIRST WORLD PROBLEMS



CAUGHT GOLD HANDED

A large black silhouette of a hand holding a lottery ticket, with a smaller, textured hand pointing at it.

A lottery ticket Edie bought at the start of the film is revealed.

She's just won 150 million.

A serpent-like, yellow-eyed Edie attacks the siblings.

More focused on the lottery ticket than the demon, both Rebecca and Gabe are killed.

Mara fights to get Edie back, choosing love over wealth.

She gets a hold of the ticket... and destroys it.

Leaving Mammon with nothing to cling to. No greed left to fulfill.



HEAVEN IS A PLACE ON EARTH

As Edie's soul returns to her body... Mara is left wondering if she still loves her despite lying about her wealth.

Edie's answer is simple: there's nothing more romantic than being dragged back from Hell.

The Girl

EAT THE
RICH
AND SPIT
THEM OUT