



# BLACK LEATHER APRON

## LOGLINE

Black Leather Apron, is a suffocating tale of murder, greed, lust, revenge, and insanity.

## SYNOPSIS

BLACK LEATHER APRON is the gritty new crime thriller, pitting hard-boiled private eye John Talion against the vicious serial killer who's murdering, raping and disemboweling his way through the streets of Baltimore.

Terror reigns as each one his victims are lulled into a lustfully false sense of security minutes before being completely destroyed, by the ghoul who's laid hands upon them.

No woman is safe from a man who's mindless killing is dispersed with a surgical skill that resembles outright pleasure. Women of privilege are being ripped apart with the same gruesome indifference as accountants, or ladies of the night.

## BUDGET

BLACK LEATHER APRON is leanly budgeted at just under \$4M, making investor recoupment and revenue on the backend very achievable, while still providing all of the production resources and acumen necessary to make a great film. BLACK LEATHER APRON will earn substantial income from distribution and licensure fees from the initial theatrical release of productions coupled with ongoing royalties earned on the films produced by the company, through DVD, Blu-Ray, online streaming, and merchandising sales, therefore making it possible for investors to recoup their investment through these regular streams of dividends.

## TITLE BLACK LEATHER APRON

GENRE CRIME DRAMA, CRIME THRILLER, NEO-NOIR

DURATION 1 Hour & 57 Seconds

MEDIA HD1080i, Editing: final Cut Pro

SIZZLE REEL: <https://vimeo.com/363648413>

## OPTIONS FOR DISTRIBUTION

Our goal is to open up in no less than 3,000 Theaters, Domestic & Foreign Sales, DVD, Domestic & Foreign online streaming sales.

## MARKETING STRATEGY AND IMPLEMENTATION SUMMARY

*Phillip Noire, LLC*, intends to use a qualified advertising and marketing firm to help the Company reach its intended audience for each production. This campaign will include the use of traditional print and media advertising as well as the internet, and social media platforms. Direct advertising campaigns will be of significant importance to the company. Timely coverage of Phillip Noire, LLC intellectual properties will be further directed through ongoing press relations, news releases and feature stories targeted at key professional communities and other media outlets. Publicity activities will be designed to generate ongoing coverage about our company in targeted media by providing writers and editors with newsworthy releases, features, stories, briefs, and visual material for their columns, blogs and stories.

The Author also wants to synchronize the PR/social media efforts of the feature film with the ongoing PR efforts of the published crime novel

in a marketing strategy to weaponize existing support and target it to the feature film nationally and internationally.

## PRODUCTION TEAM

EXECUTIVE PRODUCER Phillip Gilliam