Strays
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THE MOVIE

STRAYS is an R-rated live action canine comedy about friendship, finding your purpose, and...revenge. More specifically, tracking down one abandoned dog's former abusive owner and biting his dick off.

This is not an animated film. It’s not a spoof movie. And it’s not an earnest golden retriever movie, either. This is a raunchy, cinematic comedy with heart, about finding your people and your purpose. It just happens to star a pack of dogs.

STRAYS is written by Daniel Perrault, the co-creator of Netflix’s hit AMERICAN VANDAL. Perrault is set to produce alongside Louis Leterrier (NOW YOU SEE ME, LUPIN), PICTURESTART, and producers Lord/Miller Productions, the brilliant team behind 21 & 22 JUMP STREET and INTO THE SPIDERVERSE.

Josh Greenbaum, the sharply funny filmmaker with wide-ranging credits from THE SHORT GAME to BARB & STAR TO GO VISTA DEL MAR, is set to direct.

(AKA - THE RATED-R DOG COMEDY DICK-BITING ADVENTURE REVENGE MOVIE)
LANDSCAPE
DOG-OWNERS ARE EVERYWHERE—AND THEY WANT YOU TO KNOW IT

6
How often adult dog-owners post a picture or talk about their dogs each week.

3
How often adult dog-owners check out dog pics or videos each week.

1
Actually, that’s over 100 billion uses of #dog on TikTok and Instagram

Prepare to have your mind blown: 53% of American households own dogs. Worldwide that figure is 33%. Meaning 1 out of every 3 households in the WORLD owns a dog.
They’re all over Reddit, too. The /r/aww subreddit (where users post and comment on content that makes you go “aww”) has over 16 million subscribers. In 2017, more than half of the 100 most popular posts on /r/aww featured dogs outranking less cute stuff like cats and babies.

Clever, off-color dog jokes are racking up the views. #funnydogs has 530M views and #funnydogvideos has 305M views on TikTok and 1.9M posts on Instagram.

Dogs rule, cats drool. Searches for dog videos surpassed searches for cat videos in 2014 and have remained higher ever since. Totally tracks, if you ask us....

28M+

Is the total following of the top 10 dog accounts on Instagram

@Jiffpom 10.4M
@ltsdougthepug 4M
@Marutaro 2.5M

They’re just everywhere, and they’re way more popular than cats. “Internet doggos are supplying a much needed diversion from the humourless drudgery that makes up much of the modern social web,” - BBC
AND OF COURSE, THEY’RE SHAPING CULTURE, TOO

**Gucci’s Year of The Dog Collection**

**Cute Dogs Are Hip Hop’s New Canine Kings**

**A Dog’s Place Is In The White House**

**North West Says The World Will Be Better If People Owned More Dogs**
BTW, DOG MOVIES DO REALLY WELL AT THE BOX OFFICE

**A DOG’S PURPOSE**

- $64M domestic
- $205M worldwide

**MARLEY & ME**

- $143M domestic
- $256M worldwide

**101 DALMATIANS**

- $136M domestic
- $321M worldwide
BUT R-RATED MOVIES SUBVERTING THE FAMILY GENRE DO JUST AS WELL

TED
$219M domestic $549M worldwide

GOOD BOYS
$83M domestic $111M worldwide

SAUSAGE PARTY
$97M domestic $140M worldwide
TARGET AUDIENCE
Greg, 26, the class clown growing up, constantly facetious as he’s trying out his new material and fishing for laughs. He doesn’t really have an ego and is therefore universally liked by everyone he encounters: from friends, to friends of friends, to colleagues – to his newly adopted pandemic dog. Greg is the guy who’s always upbeat, even when he has a cold streak at the casino or the NFT space.

Greg is apolitical – and the only time he will ever shame someone is when they’re disrupting his good time with their political debates. Instead, he’s a TV maximalist, he likes movies as well but network television is his life, with a preference for sitcoms, he can quote every major comedy show aired since 1991.

Nico, 32, former college football player, likes cars, anime, hip-hop, girls–and puppies. He listens to Joe Rogan on a daily basis, watches prank videos on YouTube, and constantly checks in on IG for the memes. He’s brand-loyal as a customer and wears street + high fashion brands like Supreme and Gucci.

Nico’s favorite content lives between American Vandal, Southpark, Just Mercy and he’s always down for those crime movies with the wisecrack humor of the Sopranos actors (who remind him of his Italian friends he grew up with in Detroit).
Sarah has always loved all things comedy. She spends at least one night a week at a comedy show and secretly hopes to be a standup comedian herself one day. All kinds of comedy interest her, and in recent years she became super passionate about creating sketch comedy videos on TikTok. She loves making her friends laugh by quipping jokes about the latest happenings in pop culture. When she’s not sending her friends content on Twitter and TikTok, Sarah is a regular at movie theaters. She prides herself on the fact that she has reviewed pretty much every comedy on Letterbox’d.

As he gets older, Richard loves to watch movies that he can appreciate with his wife and two kids, and as a family they often gravitate to comedies to end their long work and school days on a high note. He and his family also love pranking one another and are always plotting out their next joke. Nostalgic for the heyday of comedy movies dominating theaters, Richard has always enjoyed classic comedies and can quote every single Adam Sandler movie out there.

Richard works as an HR representative as his company and loves being social...he always looks forward to watercooler conversations with his coworkers. The highlight of his year is the week he and his brothers rent out a lake house for their families to enjoy.
TONE
THEMES

Friendship

Finding Yourself

Revenge
TONE: COMPS

Every dog happens for a reason.
W. BRUCE CAMERON
A DOG’S PURPOSE
THE NEW YORK TIMES AND USA TODAY BESTSELLER

Steve Carell
The 40 Year-Old Virgin
Better Late Than Never.

the first motion picture from the creator of family guy
mark wahlberg mila kunis
with macfarlane
this summer

STRAYS | PICTURESSTART
TONE: THE VOICE

**SUBVERSIVE**
Subversive and boundary-pushing, equal parts biting and loving—like any skeptical stray

**FAST-PACED**
Smartly witty, but never off-putting or unwelcoming

**REAL**
AND most importantly, it makes everyone feel like they’re in on the joke.
THE IDEA
This space is less about traditional film marketing and more about creating shareable moments with a relatable and personality-driven voice in the tone of Bug.

- In-character gifs and memes of our leads
- BTS footage showcasing how a live-action dog movie is made
- BTS dog training footage
- Commentary from filmmakers
THE STRATEGY
STRATEGIC IDEAS

DURING PRODUCTION

ACTIVATE THE FANS
Activate dog lovers, fans of celeb dogs, and raunchy comedy fans to get invested in the project while we’re still in production.

Let’s invite the fans to be storymaking participants and encourage self-expression through UGC and experiential activations.

POST-PRODUCTION

BRING THE CHARACTERS TO LIFE
Lean into the different personas of our characters and flesh them out through social, experiential and physical product touchpoints.

At the same time, leverage the cast’s social media presence to drive organic social growth, build awareness and excitement around the film, and acquire target audience.

PRE-RELEASE

SUBVERSIVE MARKETING & CAUSE-MARKETING
Using the heart-felt but still humorous tone, let’s give our leaned in dog lovers, fans of celeb dogs, and raunchy comedy fans a way to contribute to building the buzz around this film.

And let’s align with non-profit partners (like ASCPA, The Dodo, NKLA etc) for screenings and promotions to drive organic social growth, build awareness, and acquire target audience.
ACTIVATE THE FANS DURING PRODUCTION
THE IDEA
Let’s invite some A-list K9 influencers for unexpected cameos in the film.

Knowing we make jokes about all the feel-good dog movie tropes, but from a place of love, bringing bonafide dog celebs into those jokes will allow us to tap into fandoms in a respectful way that’s funny but never off putting.
THE IDEA
We all know the real influencers among us are those dogs we just looked at, like @marutaro and @jiffpom. But there’s another kind of influencer out there, who might just get really excited to watch this movie—and tell their fans about it.

I’m talking, of course, about the celebs who can’t stop posting about their dogs.

➔  List of celebs here
THE IDEA
We’ve all seen the dog challenges littering TikTok: “the happy dog”, the obstacle challenge etc. Let’s have @straysmovie be the launchpad for the next big challenge! And let’s include the best of the best in the film as digital extras or clips running over the end credits. Some challenge ideas:

- **Shit Dogs Says**: We’ll upload a few iconic lines from our characters that can be overlaid on top of clips of their dogs (in the vein of LOOK WHO’S TALKING).

- **If Dogs Could Talk**: Short stories where dogs narrate their own existence.

- **The Oscars**: Using sounds from famous movies paired with clips of peoples dogs

- **Good Bois**: And some of that wholesome content – we’ll ask people to share things that dogs does that make him a #GoodBoi.
THE IDEA
In addition to the standard still photography and set tours, and “why this project” content capture, we can do a few interesting things while on set:

- **Voice Talent Improv Fly on the Wall**
  Insight to the process of voice recording + compilations of hilarious bloopers.

- **Guest Special Unit Photographers**
  Work with influencers photographers to cover digital first unit photography.

- **Furreal - How To Train A Movie Star**
  Behind every great cinematic dog is a trainer who made the dog’s performance possible - we get to meet them and see how scenes like “biting the dick” scene actually was made.

- **How a Normal Dog Becomes a Talking Dog**
  Demystify the FX magic of making our dogs talk and walk and swagger, but in a tongue in cheek way, playing into this genre of FX/production tiktoks.
BRING THE DOGS TO LIFE
THE IDEA
An early guerilla marketing campaign where we bring STRAYS’ one and only influencer, Jenna, to life. We treat this as any other influencer dog account, and create a sort of extended narrative where we get to see—mostly images of Bella—but if you scroll far back enough, you’ll find images of Maggie.

As we gear up for release of the movie, we of course get to hear about it here and follow along with Jenna in typical influencer fashion.
POST PRODUCTION - BRING THE CHARACTERS LIFE

SUPERPLASTIC PARTNERSHIP

THE IDEA
Partner with Superplastic and bring our characters to life in limited edition art toys, accompanied by TikTok and Instagram accounts dedicated to those same characters, generating organic buzz and interest that can build slowly over the course of a year+ in advance of release.

Some of Superplastic’s previous collaborators include Rico Nasty, Gorillaz, Gucci and more.
POST PRODUCTION - BRING THE CHARACTERS LIFE

DICK PROTECTOR

THE IDEA
Inspired by, ehem, Doug, we create a branded limited edition, dick protector—of course signed by our characters.
If the human brings one bag, poop twice.

POST PRODUCTION - BRING THE CHARACTERS LIFE

AUDIO: BUG’S REVENGE

THE IDEA

We set up a phone line for Bug to give revenge advice. Funny, disturbing and engaging (this could also be a partnership with a phone company like T-mobile).

We’ll place missing/found looking posters around town and in parks with a 1-800 number set up.

Let’s put this out in the world while the movie is still in production, untethered to the actual film, picquing some curiosity, and allowing us to capture great audio content from the hotline, which we can knit together for an audio ad campaign, and animate for social promo in the lead-up to the film’s release.

As a follow up, we could do a limited edition “black book” with Bug’s Revenge Tips.
SUBVERT THE MESSAGE
PRE-RELEASE - SUBVERT THE MESSAGE

OOH: THE SNARKY PUG

THE IDEA
Personality driven OOH campaign in the voice of Bug.

We will place the billboards in and around dog parks, pet stores like PETCO other high traffic dog friendly areas.

This is inspired by the personality driven, sassy campaign that your team did for the grinch last year.
THE IDEA
It’s everyone’s dream to be able to talk to their dog. How about a filter that overlays on the dogs face so it looks like your dog actually is talking.

And of course, we’ll seed the filter with some pre-fab phrases that only Bug could get away with.
THE IDEA
A boundary-pushing but tantalizingly simple single-player casual game where you play as one of the dogs from the film and...try to get to Doug so you can bite his dick off.
**BEST BUDS**

**THE IDEA**

We’ll provide some unconditional love for students by teaming up with local shelters and bringing them puppies for some de-stressing during finals.

Think Uber Kittens, but with pups.
PRE-RELEASE - SUBVERT THE MESSAGE

SHOULDER CONTENT

THE IDEA

**Hip Hop’s True Royalty** - Hosted by Snoop Dog (or another featured artist on the soundtrack) we spend the day with some of America’s favorite rappers and their puppies. 5 episode extended narrative to be launch within the month pre-release.

**Snoop Doggy Dog Day** - Snoop teams up with local shelters to deliver puppies to families who have been waiting to adopt a furry friend. Social live stream event to launch on TikTok within a month of pre-release.
THE IDEA
Partner with a best-in-class consumer goods company to create STRAYS merch drops that will sell out instantly. A few key partners we’ve gotten early interest from:

Pride+Groom - Currently in discussion with the beloved dog grooming products company about co-creating a line of products including leashes, collars, dog beds and more.

The Good Sh*t - Exploring this more fully in upcoming weeks, but there’s a great opportunity for a branded dog food partnership with a company like Chewy.com.
K. LET'S DO THIS!