

Glory & Gore



GLORY & GORE MEDIA KIT

CONTACT:

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OUR MISSION:

Glory & Gore is an independent film following Brooks Vaughn (Mateo Bailey), notorious ex-president of an elite university's Symposium Club, as he returns to seemingly reclaim his role in a twisted game of power with Cassius Sinclair (Javier Garcia)—an old friend who replaced him. Written and directed by Gianna Cavarozzi and Lyanna Zammass, the film is composed of and created by a team of 60 student filmmakers. *Glory & Gore* is a proof-of-concept piece that its creators hope will become a greater feature film, and is available to stream [HERE](#).

COMPANY BACKGROUNDER:

In November of 2022, *Glory & Gore* began as a 10-minute pilot episode with a limited budget of only \$700. Its writers hired 6 Emerson actors and 25 students to bring their concept to life. With limited funding and resources, they knew that social media marketing would be their strongest asset: A TikTok posted after their first day on set quickly gained traction, and has since accumulated over 8 million views. From this point forward, the two young writers knew they had captivated an audience of dark academia fans across the globe.

Gianna and Lyanna had only one month that summer to rework their script into a 45-minute short before entering pre-production once again. The team of students behind the camera doubled, and the project raised nearly \$6k through grassroots fundraising initiatives. They shot for three consecutive weekends in March of 2024, releasing the final project in December of that same year. The film serves as a proof-of-concept for what its writers hope to become something greater.

Glory & Gore is a labor of love. Its writers formed their friendship through fervent discussion surrounding their favorite works of literature, philosophy, and film. At its core, it was created to uplift those with marginalized genders and identities who are so often overshadowed by their male counterparts in the industry. Gianna and Lyanna have received countless messages from young female filmmakers, writers, and creatives expressing how inspired they are to see those similar to them succeed; the film's reception has exceeded all they could have hoped for.

Gianna and Lyanna are both current Juniors at Emerson College. Gianna is pursuing a degree in Visual Media Arts, with a double minor in Literature and Philosophy. Lyanna is pursuing a degree in Writing, Literature, and Publishing with a minor in Women's, Gender, and Sexuality Studies. *Glory & Gore* is not only their first film together, but their first experience writing and directing a project of this magnitude. You can stream *Glory & Gore* [HERE](#), and follow the film on [Social Media](#).

EXECUTIVE BIO:

[Gianna and Lyanna PHOTO](#)

Gianna Cavarozzi and Lyanna Zammis became creative partners during their first year at Emerson College in the fall of 2022. A true Los Angeles native, Gianna is studying Visual Media Arts with a focus in directing for the screen. Lyanna came to Boston from Miami, Florida to pursue a degree in Writing, Literature, and Publishing in the college's Honors Program. The two began writing *Glory & Gore* that following spring, inspired by a shared love for the dark academia genre and works of ancient Greek philosophy.

Prior to *Glory & Gore*, Gianna and Lyanna had little concrete experience as writer/directors. The project began as a 10-minute pilot episode, with limited equipment and a total budget of \$700. In November of last year, a TikTok from their first day on set quickly picked up traction, ultimately reaching over 8 million views. The two knew they had created something special; with an audience of 64k on TikTok and 43k on Instagram, *Glory & Gore* amassed a community that inspired Gianna and Lyanna to take their story even further. They returned to the drawing board, and wrote a 40-minute short film with new characters, more crew members, upgraded equipment, and a greatly increased budget of \$6k—almost all of which they fundraised themselves. Gianna and Lyanna play off of each other, butt heads to reach better ideas, and above all else, support one another. They are co-writers, co-directors, college roommates, and best friends.

Hailing from opposite ends of the continent, Gianna and Lyanna discovered after meeting in college that they'd actually known each other for much longer than that. The two first met online under pseudonyms, participating in the same internet communities for fans of specific books and films. *Glory & Gore* quickly connected with viewers because its creators not only understand, but embody them: a facet of the project that Gianna and Lyanna knew they could work to their advantage from the very beginning. They are resourceful, passionate, intelligent young women eager to continue learning hands-on.

IMAGES AND LOGOS:

[Glory & Gore Logo \[WHITE\]](#)

[Glory & Gore Logo \[BLACK\]](#)

[Cast Photoshoot](#)

[Poster Photoshoot](#)

[Stills](#)

SOCIAL MEDIA:

We interact with followers on all social media platforms almost daily. This is a critical aspect of our marketing strategy, and one of the most important ways to maintain audience engagement. Beyond this, viewers want to connect with us. Many fans are young filmmakers, actors, and artists hoping to create projects of their own; this project is intended for people like them, thus we value interacting with these viewers as much as possible.

TikTok [64.9k followers]

Top Videos:

1. 8.9M views
2. 2.2M views
3. 913k views

Instagram [43.5k followers]

Top Reels:

1. 4.8M
2. 4M
3. 3.6M
4. 1.2M
5. 823k

Youtube [2.9k subscribers]

Film (6 Dec. 2024): 31k views

Trailer (1 Oct. 2024): 6.9k views

Teaser (20 Sept. 2024): 2.1k views

YOUTUBE ANALYTICS — *for the month of December, 2024*

Overview:

45.5k total views

- 35.7k video views

4.4k hours watch time

+1.7k subscribers

Traffic Source:

1. Channel pages
2. YouTube search
3. External
4. Browse features

5. Direct/unknown

Top Countries:

1. US
2. UK
3. Canada
4. India
5. Germany

Top Cities:

1. Boston, MA, USA
2. New York, NY, USA
3. Los Angeles, CA, USA
4. London, UK
5. Sydney NSW, Australia

Viewer Age:

1. 18-24 [61%]
2. 25-34 [18.4%]
3. 13-17 [9.9%]
4. 35-44 [4.9%]

Viewer Gender:

1. Female [86.1%]
2. Male [12%]
3. Other [1.9%]

TARGET AUDIENCE:

Our target audience skews younger, ranging (broadly) from 14-25. These viewers are primarily female, and are located in the US and the UK. We have received viewership from countries across the globe, but can only interact with English-speaking users at this time.

Target audiences are interested in dark academia novels, such as *The Secret History* by Donna Tartt, *If We Were Villains* by M.L. Rio, and *Vicious* by V.E. Schwab. Fans of *Fight Club*, *Dead Poets Society*, *Saltdorn*, and even *Harry Potter* tend to interact with our posts as well. Dark academia is more than a literary genre—for many viewers, it's a lifestyle. Targeting these audiences requires particular color palettes, song choices, and even verbiage. *Glory & Gore* clears these bases, as its creators were once members of dark academia fandoms themselves.

Most notably, Gianna was a popular Instagram editor for a number of years. Anonymous at the time, she began posting videos in middle school; she grew not only to become part of, but to dominate the community itself. Instagram edits are essentially fan-made videos of characters from television shows or films set to popular snippets of songs. They generally have unique visual elements, design choices, and portray the character in a particular light.

The editing community is particularly passionate about the media they consume. From the beginning, Gianna and Lyanna knew they needed to land with editors and those who participate in fandom-culture. The key factor in attaining this was the project's encapsulation of the dark academia aesthetic, audio and visual choices when posting videos, hashtag usage, and consistency in both posting and interacting with followers.

Viewers interact with these hashtags most frequently:

#darkacademia #deadpoetsociety #thesearethestories #darkacademiamen #indiefilm #fightclub #darkacademiaaesthetic #oldmoney #iwwv #marauders

SAMPLE PITCHES:

Title: **Viral short film now available to stream**

Glory & Gore premieres online to massive success

FOR IMMEDIATE RELEASE [7 December 2024]

- Announce the film's release on YouTube and provide links. Include information about the sold-out theatrical release at the Coolidge Corner Theatre in Boston, MA on December 5th.
- *Glory & Gore* as you are able to view it today is a proof-of-concept piece for what its creators hope to eventually become a feature film. Its writers are prepared to pursue it wherever it may take them; however quickly they need to pivot, they will!
- This is the actors first ever film of this magnitude, and the theatrical premiere was their first time seeing themselves on a screen like that. All involved are still students; this is a huge accomplishment.

Title: **First-ever interview with viral short film actors**

Glory & Gore releases exclusive interview footage with actors and creators

FOR IMMEDIATE RELEASE [16 December 2024]

- *Glory & Gore* has done incredible numbers since its online premiere only nine days ago, already surpassing 31.k views on YouTube. This is an incredible moment for the entire team. The creators of *Glory & Gore* used to laugh at the hypothetical idea of someone else editing their characters, using their names in a hashtag, or even watching the film itself; this is a wonderful moment for everyone involved. Hear what they have to say about mitigating the feedback.

- The actors have never experienced anything like this before. Hear them comment on how they prepared for these roles, their favorite moments on set, how they're handling the social media feedback, and what they're looking forward to for the future of the film.
 - Notable: Andrew Bova and Jason Serrano-Korn do the BFF's test. David Staats, Javier Garcia, Mateo Bailey, and Nate Oaks participate in a group interview. Javier and Mateo do a separate interview about playing the two lead characters, and their experience filming a particularly tense scene that audiences have loved.
 - Writer/directors Gianna and Lyanna share their thoughts on the feedback and intentions for the future.

PRESS RELEASE:

The most recent press release for *Glory & Gore* was shared with local media outlets in Boston, MA to promote an upcoming early screening of the film at the Coolidge Corner Theatre on December 5th, as well as a press event taking place at Emerson College that following Monday. We specifically targeted student journalists at Harvard, Boston University, Boston College, Northeastern, and Emerson College. It was also shared with WIFVNE (Women in Film and Video of New England), L.A. Indies, The Independent, and The Boston Globe, among others. We heard back from all student outlets, The Boston Globe, and WIFVNE. An example of my email template is outlined below.

Hello!

My name is Dailey, and I'm a producer writing on the behalf of an independent student film titled *Glory & Gore* based here in Boston. We're all students at Emerson, and are looking to connect with neighboring colleges! Our film has a really special origin story, and has also experienced a surge in social media attention over the past 6 months. Being a film school, Emerson produces a ton of projects every semester. However, ours shook things up on campus and did a lot of really wonderful things; not only for our cast, but for the countless non-male filmmakers behind the camera. We're the only Emerson film in recent years to reach people all over the world, and before we even released! Which is so wild and awesome to be able to say.

We're hosting an early screening at the Coolidge theatre on December 5th, and are holding a media day on the 9th. I'm wondering if The Heights would be interested in stopping by to interview our writer/directors and actors on our media day, or if the arts team would be interested in reviewing the film itself—we would love to have one of you at the screening! To have this project covered in absolutely any form would be fantastic.

We are incredibly proud of it, and would be honored to share it with The Heights' readers. You can watch the trailer [HERE](#)!

Further information on the media day is outlined below. If you'd like to send a reporter to attend the screening, please let us know and we'll reserve a ticket right away. You can reach me at (708) 937-8172 with any questions!

—
Dailey Newcomb

Producer | [Glory & Gore](#)

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Glory & Gore



MEDIA ADVISORY

Viral short film *Glory & Gore* to host press event post-premiere

WHO: Writer/directors Gianna Cavarozzi and Lyanna Zammass, alongside members of the *Glory & Gore* cast: Mateo Bailey (Brooks Vaughn), Javier Garcia (Cassius Sinclair), Nate Oaks (Florence Cromwell), Andrew Bova (Will Astor), Jason Serrano-Korn (Monroe Astor).

WHAT: Media day in celebration of the film's debut at the historic Coolidge Corner theatre, and official online premiere. Writer/directors and cast members will be available for questions about the making of *Glory & Gore* and exciting plans for the near future.

WHERE: Emerson College's Di Bona Family Production Studio, located on the 8th floor of the Tufte Performance and Production Center (PPC):
10 Boylston Pl, Boston, MA 02116.

WHEN: Monday December 9th, 6pm-9pm.

*****Specific time slots will be applied based on outlet availability***

WHY: Gianna Cavarozzi and Lyanna Zammass are excited not only to share their project, but to introduce the 7 cast members who brought their characters to life. A tell-all about the trials of independent filmmaking, collaboration on-set, and the early origins of *Glory & Gore*.

To RSVP, call Producer and Event Coordinator Dailey Newcomb at (708) 937-8172, or contact gloryandgoretv@gmail.com

About Glory & Gore

Glory & Gore is an independent student film following Brooks Vaughn, notorious ex-president of an elite university's Symposium Club, as he returns to seemingly reclaim his role in a twisted game of power with Cassius Sinclair, an old friend who replaced him. Written and directed by Gianna Cavarozzi and Lyanna Zammass, the film is composed of and created by a team of 60 students at Emerson College. The cast is exclusively male, and great emphasis was placed on hiring as many non-male crew members as possible to bring this story to life. *Glory & Gore* is an examination of wealth, class, cult mentalities, corruption, and masculinity through a feminine lens. The film will be available to stream on December 6th, 2024. Watch the trailer [HERE](#), and [FOLLOW US](#) for more updates!

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