

The Dangers Of Online Dating

Media Engagement Plan / #DOOD Team

Corey Tracey / Version 1 / April 12th, 2013

The Hook

Online Dating as a cultural phenomenon ... yes that's correct.

Have you ever stood in a line up, and noticed that no-one really looks at one another anymore? People are often so focussed on their “smart” phones that the opportunity to strike up a conversation has disappeared. How has this new reality impacted the face-to-face element of romantic social interaction? For the “digital native” and the “digital immigrant” (the majority of people between 18-40) the internet and connected devices offer a bridge to these (anti)social behaviors - allowing digital connections - with each other and potential romantic partners.

There is a new “normal” in dating behavior - and that is a digital introduction. A digital window-shopping experience is now available for those looking for love, or “dating but no commitment”; you can choose the “WholeFoods” version of online dating or the bulk shopping at “Walmart”. Each online choice offers the possibility of a new romantic spark.

Ask anyone walking down the street, and they will have an online dating story to share. Many of these stories are amazing, some have a worse than ideal ending, and others are the kinds of things that only happen in a movie. These stories of virtual connection are the foundation of **The Dangers Of Online Dating**.

Logline

When Paula takes her dating life online, only the experience and reasoning of her best friends can help her navigate a virtual sea of eligible (?) men.

Synopsis

The Dangers of Online Dating is a feature film following 24-year-old Paula, as she delves into the world of online dating. With the help of her roommate Molly, the voice of reason, Paula finds a slew of seemingly respectable men to take her out for new adventures. Alexander, Paula's sassy best friend, pushes her closer to the kinky and farther from average dating rules.

The Links

The Dangers Of Online Dating

<http://www.cinecoup.com/TheDangersOfOnlineDating>

Mission 6 - Hype It

<http://www.cinecoup.com/TheDangersOfOnlineDating/hype-it>

Top 15 - The Vancouver 7 Cinecoup Party

<https://www.facebook.com/events/127954060731102/>

Media Channels

The #DOOD team has a strategic plan to distribute content within general interest news articles across Canadian digital channels, as well as content created specifically for targeted internet dating sites to interest and engage audience.

General Interest (digital reach)

CBC.ca

1265 Worldwide (Rank of www traffic)
31 Canada
1498 USA

CTVNews.ca

5528 Worldwide
118 Canada
6459 USA

Specific Interest (digital reach)

Plenty Of Fish (www.pof.com)

283 Worldwide (Rank of www traffic)
41 Canada
87 USA

Match.com

369 Worldwide
140 Canada
102 USA

eHarmony.com

3167 Worldwide
1673 Canada
542 USA

Interest among established media channels has proven to be high when “online dating” is the source for discussion.

- <http://www.cbc.ca/onlinedating>
- <http://www2.macleans.ca/true-loves/>
- <http://www.mtv.ca/shows/catfish>

Team

Brianne Nord-Stewart

Director, Writer

Brianne was forced into online dating with the promise of intelligent, attractive & socially competent men. Despite her half-invested efforts, Brianne's status remains: Married to her work.

Being a captivating writer & director of wildly witty award-winning comedies is hard work.
www.nord-stewart.com

*Bearded Lumberjacks may apply

Corey Tracey

Producer, Marketing Strategist

Corey Tracey breathes deeply all things digital, and so it makes sense that he seeks a match in the online world. He revels in the creative abilities of others and is looking for the perfect inspiration to spark him into a new partnership.

Corey surrounds himself with people that can make things happen and is currently accepting applications.

Benjamin Larose

Writer

Benjamin Larose's dating history is a spiral of comical tribulations, which are core to this queer man's finest, and most humiliating episodes. Larose also happens to be an emerging artist, designer and writer. In 2009, he completed a Bachelor of Media Arts at the Emily Carr University in Vancouver.

www.benjaminlarose.com