**Fear The Walking Dead – Season 4th**

*If civilization ends. It ends fast.*

**Cultural context**

We chose the fans of The Walking Dead as the primary target audience. We are going to reach and make awareness among people who loved The Walking Dead but still did not start to watch the FEAR.
Numbers are on our side. While TWD has got 36M Facebook followers, FEAR reached only a follower group of 3.2M. That’s a huge a difference, even if the just take a look to the Eastern European region.

We used carefully the cultural contexts and avoided to use any particular cultural elements in order to keep the trailer on a general level and easy to communicate to the whole Eastern European region.

Our goal was to create an abstract, fictional environment out of the reality, space and time of the series. In this way we let the two characters to meet without any consequences of the future season.

**INSIGHT/CONCEPT/IDEA***Explanation of the movie*

To use the predicted story about colliding the two Worlds exposed by the brief was more than unavoidable. But we did not stop at this fact while seeking an insight, we wanted to dig even deeper. As none of us saw any episode of the two series before, we made a huge research before making any decisions. By the end of the zombie training it was clear that we aim to add the presence of Morgan.

*So how did we do that?*

We used an original Aikido stick. Haha, true – but not only.

We took as an **insight** the remarkable repeated words of Morgan from TWD. Words like RED or CLEAR sharply appear in the most viewed series but still are moderate enough to create only a sophisticated linking of the two Worlds.
The **concept** of the movie was to depict the switch role of the characters in the next season. Based on the insight our **idea** was to give the mentioned words to Madison, so we wrote a heavy copy using the thoughts coming from Morgan. This attitude of her merges together with the past of Morgan. Madison uses his terms to describe her tragedy and experiences after occurring the Zombie apocalypse.

While the tension gradually intensifies through Madisons’ thoughts and the visuals, we reach the culmination point. Madison adds the question: Who can she trust now?

We tried to keep the tension as high as possible and also our main goal was to leave a significant question mark in the end. We want to confuse the viewers about the role of Morgan: was him a bad or a good character before his story in TWB? By the solution of ending our movie we leave this question open.

**What do we see?**

We stayed loyal to the visual language and style of the FEAR. In order to create the most authentic scenes we chose shooting and we also used some shutter pictures.

In the first part of the movie we used unclear and blurry pictures of Madison. We did not show her face as we think it’s important not to ruin the credibility of a well-known character. We can hear Madison thoughts as a summary of her previous experiences. At the end of the movie she puts the question which cannot be answered without seeing the 4th season. The presence of Morgan by the end is a mist: What can we expect from arriving of a character with such a big inconstant story? Inconstant because of changing his role through TWD: he appeared as a hero in the first season, he became a killer, then defecated when met his Aikido master.