

GUIDE ON: HOW TO HOOK THRILLER LOVERS WITHOUT GORE

MAGAZINE INTERVIEW

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**How does your product
engage with audiences?**

**"We didn't want to rely on gore,"
-Cody Burnand (head director)**

**"Suspense, emotional tension, and layered characters
grip audiences much more, as it is more relatable."**

the director says

and they have proved... it works!

**Viewers are drawn in by the openings slow-building
danger and subtle LGBTQ+ representation, even if some
admit the romantic twist wasn't obvious at first.**

By exploring teenage relationships, jealousy, and mental health without the usual blood-soaked clichés, the film connects with audiences on a deeper level. Particularly targeting those who enjoy complex characters and are apart of the LGBTQ+ community. It is both thought-provoking and thrilling.

**How would it be distributed
as a real media text?**

**"The first step is always film festivals"
told the crew, with hopes to secure spots at different New Zealand
based film festivals.**

**"After that, we will focus on going digital" "using platforms like
Prime Video Direct, or MUBI, along with a YouTube release for easy
access for audiences"**

**To help with promotion and "getting the film out there"
Social media teasers and coverage in LGBTQ+ outlets would help
the film reach its target audience.
Additionally, the opening could serve as a pitch for a full-length
feature.**

