

HEADSHOT

A FILM BY NIKO MAGGI



GENRE

Action / Teen Drama



TARGET

Gen.Z, Millennials



BUDGET

€ 2.100.000



RUNNING TIME

92'



PRODUCTION

Cine 1 Italia Srl





PLOT



A mysterious group called Deep Oblivion organizes **HEADSHOT**, a live action recreation of a death-match inspired by a video game. The participants are 8 gamers, each with a customized suit of armor and an air gun. All are equipped with body-cams to broadcast the show live on the ZZIP platform. What appears to be a competition of cunning and action becomes a fight for survival when the gamers discover that there is a vicious killer among them.

TARGET

- **HEADSHOT** is aimed primarily at a youth audience, referable to Generation Z (people born between 1996 and 2010) and Generation Y (born between 1981 and 1996).
- The film has a strong correlation with the world of video games and streaming platforms.
- Because of the type of language used and the content proposed, **HEADSHOT** is aimed at an international audience that can identify very easily with video game dynamics and slang.
- Among the target audience there is a special focus on three categories of people:
 1. **GAMERS** : All-around video game enthusiasts, sometimes to the point of making it their profession.
 2. **STREAMERS** : Users who broadcast their game progress in real time on dedicated platforms.
 3. **USERS** : Users of the platforms where streamers broadcast their matches live.

Often the three categories merge with each other.

CHARACTERS



CHRIS

A rising star in professional gaming, loved by the public and feared by rivals for his tactical skills.



ACTOR: Alessandro Bedetti



831K



97 K



ANGELA

Former girlfriend of Chris, outsider in the gaming world, enters the tournament to put the past behind her.



ACTRESS : Virginia Diop



MARCO

Samuel's boyfriend, he follows the tournament warily from home.



ACTOR : Francesco Bertozzi



828 K



95 K



SAMUEL

Chris's best friend and longtime teammate. Loyal and kind, he enters HEADSHOT to publicly declare his love for his partner Marco.



ACTOR : Riccardo De Rinaldis



78 K



BARD

A fading gaming star, he has seen his fame overshadowed by Chris, whom he considers his nemesis. He is determined to remind everyone who is the best.



ACTOR : Vittorio Magazzù



119 K



SYCARIA

Incredibly competitive gamer, struggles to "break out" of her character. A war machine.



ACTRESS : Demetra Bellina



66 K



DIRECTOR

HEADSHOT is the debut feature by director Niko Maggi. The film represents an ambitious Teen/Action project that ties in strongly with the context of professional video gaming. The interpersonal events that intertwine in the story allow the viewer to best identify with everyday contexts (love, friendship, rivalry) in the arc of a plot that develops according to the most popular and mainstream canons of the video game world. All this is emphasized by an experimental direction that alternates action sequence plans with shots made with body-cams that broadcast on the fantasy platform ZZIP, repurposing FPS (First Person Shooter) style sequences. The twists and turns and action sequences alternate in a fast-paced manner to keep the attention at all times. The themes and directorial narrative are designed to propose an absolutely innovative product for the Italian and international market.



CINEMATOGRAPHY

Emanuele Pasquet is a young but already very accomplished Italian cinematographer. After attending the Centro Sperimentale di Cinematografia (Experimental Center of Cinematography), he continues his career by directing the cinematography of more than 14 feature films, including *The Nest* (R. De Feo, 2019) and *A Classic Horror Story* (R. De Feo, 2021) and 7 TV series including seasons 3 and 4 of *Skam Italia* (2019 and 2020). On **HEADSHOT** it is worth noting the extensive use of spectacular long takes and the masterful use of natural light, Pasquet's stylistic hallmark

L'IDOVICA PAGANI

Collaborations:



3 mln



MOTOROLA

TEZENIS

CALZEDONIA

MAC

FIORUCCI

PINKO

OPS OBJECTS



948 K



200 K

L'IDOVICA PAGANI is an influencer and journalist, whose success comes from participating in various sports programs. Today she is Radio Speaker for Radio 105, host of E-Seria A Tim and star of the new format Fantacalcio on Tim Vision. She is host of "Casa Pagani," the first late-show made on youtube.



ALESSANDRO BEDETTI



831 K

TikTok



97 K

Partial filmography:

- "Those About to Die" by R. Emmerich
- "Fabbricante di lacrime" by A. Genovesi
- "Alla Luna" by A. Principato
- "Nudes" by L. Luchetti

ALESSANDRO BEDETTI is 20 years old and lives in Bologna, Italy. Having achieved fame on TikTok, Alessandro has continued to cultivate his greatest passion: acting.



VIRGINIA DIOP



Partial filmography:

- "Zero", Netflix
- "Bar Giuseppe" by G. Base
- "Oltre la soglia" by Vullo e Mosca
- "L'ultima notte d'amore" by A. De Stefano

VIRGINIA DIOP, born in Rome in 1998, she began her acting career with her first audition for lead in the film "Bar Giuseppe"

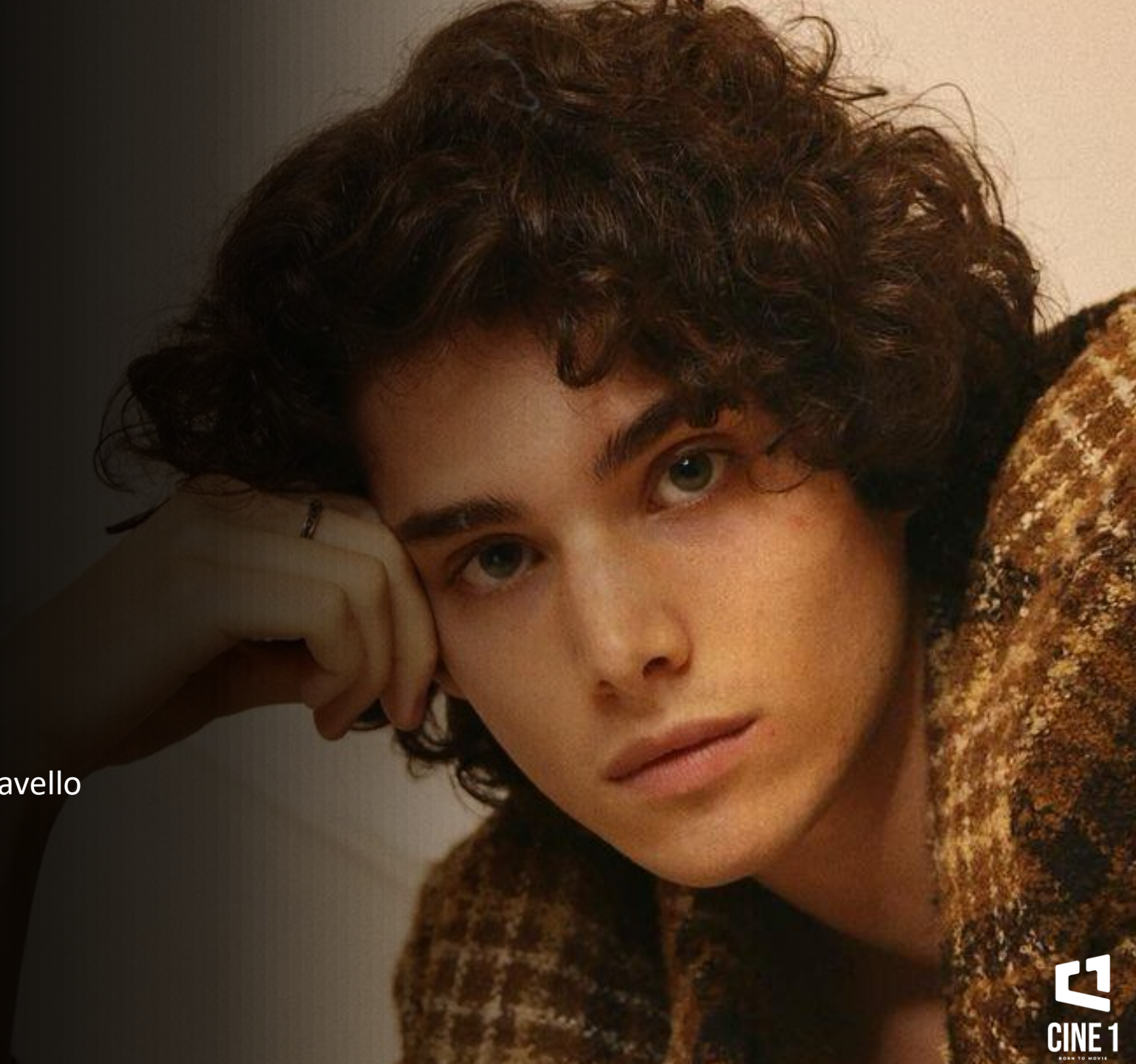
RICCARDO DE RINALDIS



Partial filmography:

- "Non mentire" by G.M. Tavarelli
- "Fratelli Caputo" by A. Inturri
- "Don Matteo 12" by C. Alemà
- "Doc – Nelle tue mani" by J. Michelini
- "Luce dei tuoi occhi" by F. Costa
- "Vivere non è un gioco da ragazzi" by R. Ravello
- "The Klem" by F. Ketalar

RICCARDO DE RINALDIS Was born in Pavia in 1999. He started his career as an actor at the age of 14. His debut came in 2018 with the drama "Non Mentire."



VITTORIO MAGAZZI`J



Partial filmography:

- "The Bad Guy" by G. Fontana e G.G. Stasi
- "Don Matteo 11" by J. Michelini
- "La vita promessa" by R. Tognazzi
- "Blanca" by J. Michelini and G. Martelli
- "Il Delitto Mattarella" by A. Grimaldi
- "Maschile singolare!" by M. Pilati e A. Guida

VITTORIO MAGAZZI`J was born in Palermo in 1997, at the age of 18 he moved to Rome to study acting at the STAT Brancaccio Academy. After his first year of study, he was selected to audition for the drama "Questo nostro amore 80" along with Anna Valle and Neri Marcorè.

DEMETRA BELLINA



Partial filmography:

- “Di padre in figlia” by R. Milani (Rai)
- “Non uccidere 2” by C. Noce (Rai)
- “La Vita promessa 2” by Ricky Tognazzi and S. Izzo (Rai)
- “Tutta colpa di Freud – La serie” by R. Ravanello (Prime Video)
- “Youtopia” by B. Carboni
- “Comedians” by G. Salvatores
- “Greta e le favole nere” by B. Carboni
- “Non mi lasciare” by C. Visco

DEMETRA BELLINA Was born in Udine, Italy. She began acting in theater as a child. She made her film debut in 2021 with Comedians by Gabriele Salvatores. She is also an independent musician, singer, writer and painter.

SIJIA CHEN



Partial filmography:

- “Donnavventura”
- “Omicidio all’italiana” by Maccio Capatonda
- “Untraditional 2”
- “Tutta colpa di Freud – La serie” by R. Ravello
- “Noi siamo leggenda” by C. Elia

SIJIA CHEN is a Chinese national but lives in Milan, where she completed her artistic training at the ICA (International Cinema Academy). She has collaborated with several prestigious brands as a model and appeared in numerous commercials.



CREW



Niko Maggi
DIRECTOR



Emanuele Pasquet
CINEMATOGRAHER



Daniele Camaioni
EDITOR



Michele Priore
BOOM
OPERATOR



Silvia Castellucci
MAKE UP



Angela Chezzi
COSTUMES



LOCATIONS



SAINT JEROME'S
HERMITAGE



MO'JNT FOGLIANO
BEECH FOREST



CHIA WATERFALLS



MO'JNT SORATTE
BUNKER



PRODUCTION COMPANY



Cine 1 Italia is an independent film production and distribution company founded by Pete Maggi in 2009. The company's focus is the creation of Italian projects with an international scope, with the aim of reviving genre cinema in our country without closing the doors to foreign markets. The areas in which the company is active range from the creative development of subjects and scripts to their production and post-production. Among the genre projects in Cine 1 Italia's catalog are Fade Out, The Executioners and Death Party.



THEATRICAL RELEASE



HEADSHOT had its national premiere screening in the presence of the cast on 03/13/2023 at the Cinema Adriano in Rome. It was released in theaters as an event on March 20, 21 and 22 in 27 theaters throughout Italy.





PRESS COVERAGE



“Headshot has grit and charisma to spare ...”

movieplayer.it

“... a bold debut ...”

**SENT
IERI
SELY
AGGI**

“... The first movie to bring eSports to cinema”

**COMING
SOON**



INFLUENCER AMPLIFICATION



On the occasion of the preview screening on 13/03, a digital amplification activity was carried out to activate word of mouth on the target audience.

GIANNOPE



REACH: 10 K



ADA LOMBARDI



REACH: 24 K



EDO FA COSE



REACH: 15 K



NWXSS



REACH: 20 K



VANESSA MIRINNINO



REACH: 4 K

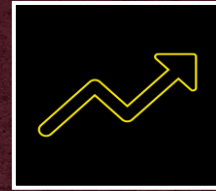




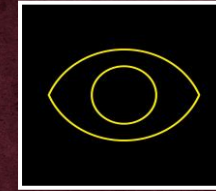
DIGITAL CAMPAIGN OVERVIEW



IMPRESSIONS: **5,5Mio**

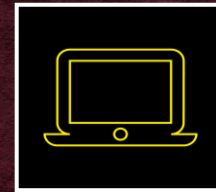


REACH: **1,8Mio**

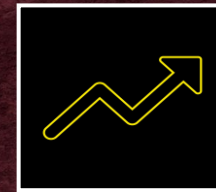


IEWS: **874 K**

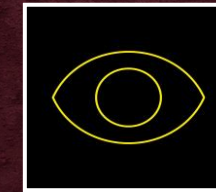
BEST AGE:
25-34



IMPRESSIONS: **8,8Mio**

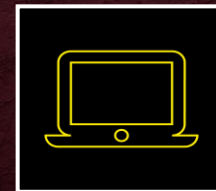


REACH: **1,5Mio**

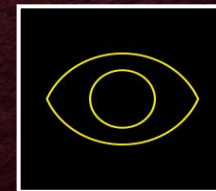


IEWS: **750 K**

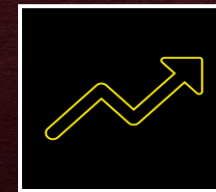
BEST AGE:
18-24



IMPRESSIONS: **3,3Mio**



IEWS: **200 K**



CPV medio: **€ 0,02**

BEST AGE:
18-24



SENTIMENT



On social media, **HEADSHOT** generated positive sentiment, creating curiosity and interest in the target audience.

aleorecampo Grandissimi 🙌
1 sett Rispondi

matiot.b 🔥🔥🔥🔥
4 sett Rispondi

Giggiano Benella
Mi incuriosisce alquanto 😬😬👍 2
Mi piace Rispondi Nascondi 4 sett

linda_pani Non vediamo l'oraaaaaaa ❤️😬
4 sett Rispondi

john_lazar74 🙌🙌🙌
3 sett Rispondi

Giuseppe D'Agostino
Sembra carino penso che lo guarderò..il cinema italiano ha bisogno di variare con i generi..invece della solita commedia che non dispiace mai però portare qualcosa diverso fà sempre bene
Mi piace Rispondi Nascondi 2 sett

ottinsss che figooo 🔥🔥🔥
4 sett Mi piace: 1 Rispondi

flaviatotilo Figata!!! 🙌🙌
4 sett Mi piace: 1 Rispondi

angycosta_ Che hype 🔥🔥🔥🔥
4 sett Mi piace: 1 Rispondi

francescocontinii Woooooooooooooooooooo 😬
1 sett Piace a 2 persone Rispondi

kecco23.3 Spettacolo 😬🙌👍
4 sett Rispondi

HEADSHOT THE SERIES



TARGET

Gen.Z, Millennial



CAST

TBD



EPISODES

8



DIRECTOR

Niko Maggi



BUDGET

€ 1.200.000 / ep.



CONCEPT

With the rise of DEEP OBLIVION, the mystery about their real purpose deepens more and more. What is the final phase of their plan?



RUNNING TIME

50' / ep.



PRODUCTION

Cine 1 Italia Srl

