

OnlyFans VS



A mockumentary about an Onlyfans model that is forced to live with a men's rights activist

Luke Hunter

Introduction

It's 2022 and Onlyfans has taken the world by storm, most people think it's just porn, but there's so much more. The digital revolution has given women and men the chance to make more money they could have ever dreamed of, by doing some of the strangest things.

When Camille Blake, a documentary film maker, finds out about the Onlyfans boom she invites her old university friend Ophelia to live with her, in an attempt to create a gritty, down-to-earth documentary about the life of an Onlyfans girl.

The only problem is that Camille also lives with her brother Ian, an alt-right, incel streamer who hates Onlyfans and everything it stands for.

As the series progresses, Camille finds that the opposition between a strong, feminist Onlyfans model and a red-pilled men's rights activist is the real heart of the documentary.

Onlyfans vs The Red Pill explores modern ways of living, political ideologies, the age old men vs women debate, mental health issues, and what it means to be a millennial in the 2020s. All through the lens of an *anything-can-happen*, fast paced documentary.

Onlyfans vs The Red Pill is a 7x30 minute mockumentary sitcom, mostly based in one London flat.

A pitch pilot has already been filmed: <https://www.youtube.com/watch?v=oN4q6pOYmtU>

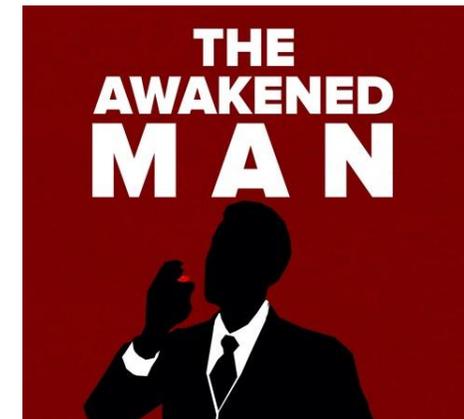
Onlyfans and The Red Pill - What are they?



- Onlyfans is a content subscription service, where creators make any content they like and subscribers will pay to see it.
- Of course this means the majority is porn (like anything on the internet) but there are many hidden niches on onlyfans: – cooking, online girlfriends, parental support, self-help – whatever your imagination can create!



- This is a male-dominated philosophy that comes from the movie The Matrix – you take the blue pill to stay in the simulation, or you take the red pill and wake up in reality. In the modern context, you reject the new wave of wokeness, you believe in traditional values, you fight back against feminism and become the most alpha male you can be.
- Unfortunately, there are large sectors of the red-pill that advocate slut-shaming, toxic masculinity, trolling, pick-up artistry and alt-right conspiracies.



The key comparison is that on the surface they seem like a genuine way of living, but underneath there are dark and brutal secrets.

Ophelia Lovegood

- An optimistic early 20s woman who is rising through the ranks of onlyfans as a non-nude model, specializing in fitness and feet.
- She takes videos of herself working out, doing yoga, going for runs, wearing heels and gets paid by simps to do it.
- She claims to be a strong feminist, regurgitating rhetoric she has read online.
- She projects herself as a successful model, but is really just scraping enough to pay the rent. She desperately wants to be popular, but is worried that her lack of confidence is what is holding her back.

She is compelling and likable for her tenacity, empathy and determination. We relate to her struggle to be taken seriously, her fears of rejection and her innate loneliness. But we also can't help but laugh at some of her attempts at being popular and quotable.

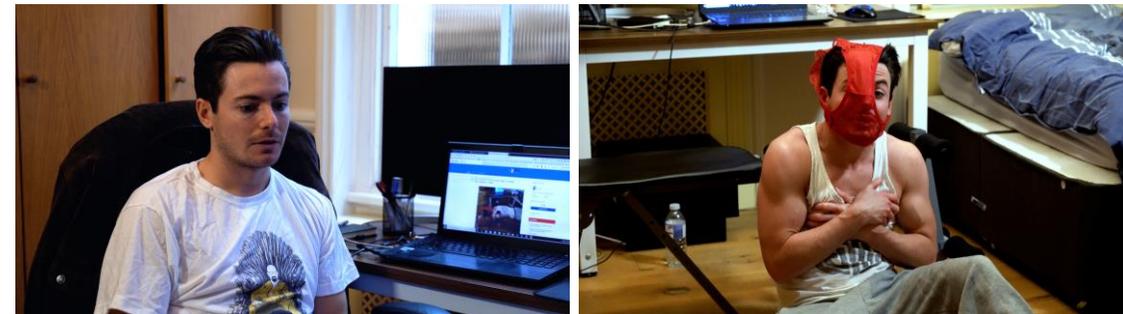


“Onlyfans is for women what Abraham Lincoln was for the slaves.”

Ian Blake

- A red-pill men's rights activist, who spends 14 hours a day in his room, playing games on the streaming platform twitch and creating youtube videos.
- He thinks women have it easy, all they have to do is take off their clothes and their life is sorted right?
- He is jealous and frustrated by Ophelia and does everything he can to prove to her that her life is vacuous, whilst dealing with the banality of his own life.
- Pressured by his family to get a real job, he has a few months to make his streaming profitable or he will be cut off forever, and as the pressure mounts he just lashes out more and more at Ophelia.

At first we see Ian as the villain, but soon realise he is dealing with his own issues and is simply doing so in a toxic way. We see deep down that he is hurting and root for him to pull himself out of this spiral. But his rants, mania and obsessions still have us laughing.



“The only thing stopping a woman from being a millionaire is her morals.”

Camille Blake

- A newly graduated filmmaker who dreams of making a once in a generation documentary about what it means to be a millennial in the 2020s. She spends most of her time beyond camera, delivering quips and asking probing questions.
- She is Ian's step-sister and loves him dearly, but wishes he would grow up.
- She envisages her project "Life as Onlyfans Model" to be a feminist triumph, a political powerhouse, a seminal piece of filmmaking, but as Ophelia and Ian bicker, fight and compete it devolves into farce.
- She breaks her documentarian oath and starts pushing Ian and Ophelia to oppose each other to heighten the drama of the piece, at the cost of her relationship with both of them.

Camille acts as the viewers window into the world, providing a balance between the extremes of Ophelia and Ian. Through her eyes and commentary we can find the humour in serious issues and potentially dark situations.



“I promise I’ll edit it to favour you!”

Style

- Shot with a single camera, mimicking the style of a low-budget documentary there is a mix of long takes, comedic jump cuts, candid moments and talking head interviews – all of which never go to plan for Camille.
- The deadpan comedy is reminiscent of *The Office* and *This Country*.
- A mix of quickfire dialogue and feminist/alt-right jargon make certain scenes feel like *The Thick of It*.
- At its heart, this is a coming of age character study, where each character learns that life isn't as serious as they make it.

Why a Mockumentary

- Low budget yet still stylistic and fits the fast-paced deadpan humour.
- **Potential for stylistic scenes:** silent scenes (where the mic has cut out) which require Ian and Ophelia to give audio commentary over the top of.
- In one episode Camille is pressured by a producer to change the editing of the doc to make it more youtube like to be “down with the kids” – this has disastrous consequences.
- Fits thematically for both main characters who spent their lives videoing themselves.



Season 1 Arcs

A Plot: Camille challenges Ophelia to convert Ian and vice versa, resulting in a constant battle. Camille hopes that by the end of the series Ian will have an onlyfans account, or Ophelia will have taken the red pill.

Ian and Ophelia compete to prove their way of living is better and that they have the moral high ground through various, rants, physical fights, arguments and challenges.

They begin by hating each other, but as the series progresses, they learn they are not so different, they are both young millennials, struggling to find their place in the world and adapt to the digital age.

B plot: Camille tries to make a unique documentary but ends up pushing for more drama than reality.

Personal plots:

Ophelia worries about her lack of confidence and begins to push herself to move past her limits, but finds that she is not comfortable with who she is becoming.

Ian is pressured to find a job by his father, stop this *videogame nonsense* and “man up”. Though he hates Ophelia at first, he begins to learn from her and soon finds ways to use her philosophy on life to better himself.



Episodes

Moving In (pilot):

Ophelia moves in with Camille and Ian and begins making her onlyfans content, only to be sabotaged by Ian. Camille senses the potential for drama and begins to pit Ophelia and Ian against each other.



Views:

Ian and Ophelia adjust to living together as they compete to see who can get more views of content by the end of the week. Ian exhausts himself with a 24 hour livestream that Ophelia disrupts, while Ophelia decides to put out slightly racier content to win the competition.



Episodes

Dating:

Ophelia and Ian realise they have no lives outside their work, but try to prove to each other that they do. They both end up on dates at the same pub, Ophelia tries to hide she does Onlyfans, Ian tries to hide he is alt-right - of course both dates go horrible awry.



Life-swap:

Ian and Ophelia swap lives, with Ophelia taking up streaming on twitch, and Ian creating a fake fin-dom onlyfans. Both do better on their new platforms, but the pressure and morality of each platform gets to them.



Episodes

Out of touch:

All three of the housemates realize they are reaching their mid 20s and don't understand the new teenage generation. Ian is called a boomer by the teenagers in his Twitch chat. Ophelia finds out that underage teenagers are watching her content and is morally horrified. Camille is pressured by a producer to make her content more youtube friendly with stylistic editing, music choices and memes (the rest of the episode is filmed in this horrible style).



Camille's Birthday:

It's Camille's 25th birthday and the only present she wants is a better documentary. She insists that Ian and Ophelia get drunk and give candid drunken interviews. Meanwhile Ophelia is pressured by her subscribers to finally post nudes and Ian gets a final ultimatum from his Dad that unless he gets a job, his Dad will stop helping with rent.



Episodes

End of Tenancy (finale):

The end of their tenancy is coming up and they need to decide whether to re-sign. Camille shows a rough cut of the doc to Ian and Ophelia and they are horrified by how they come across, resulting in them banning her from showing it. Meanwhile Ophelia is getting blackmailed by a subscriber, who says he will send her nudes to her father, Ian debates whether to intervene.



In the end...

- Ian secretly DOXs Ophelia's blackmailer (he finds his real address and threatens him). Ophelia is amazed the blackmailer has stopped, she doesn't know it is Ian, but suspects he helped her and decides to re-sign with him and Camille to film more of the doc.
- Ian gets a part-time job as bartender and realizes proper adult work isn't all that bad.
- Ophelia and Ian apologize to Camille and allow her to show the doc, realizing maybe they both have a lot to learn.

Season 2

- The gang continue to live together as Camille shows the documentary to distributors and tries to get it into festivals.
- Ophelia's popularity grows, but Ophelia's newfound fame gets her recognized in public, which she doesn't know whether she can handle.
- Ian finds a balance between streaming and actual work and contemplates getting a "real job", but Ophelia pushes him to focus on his passion (in a rare touching moment).

Episode ideas:

The Simps – Camille tracks down one of Ophelia's hardcore fans who buys her dirty yoga leggings, and also finds Ian's biggest fan – an 8 year old who loves Minecraft (much to Ian's embarrassment).

Parent's Day – Ian and Camille's parents and Ophelia's parents all come for a visit, the gang cook them a meal together and try to keep each other's secrets in check.

Us But Worse – Camille arranges for Ian and Ophelia to meet more extreme versions of themselves: an Onlyfans model who specialises in fetish porn; and a misogynist, women-hating incel.

Season 3+

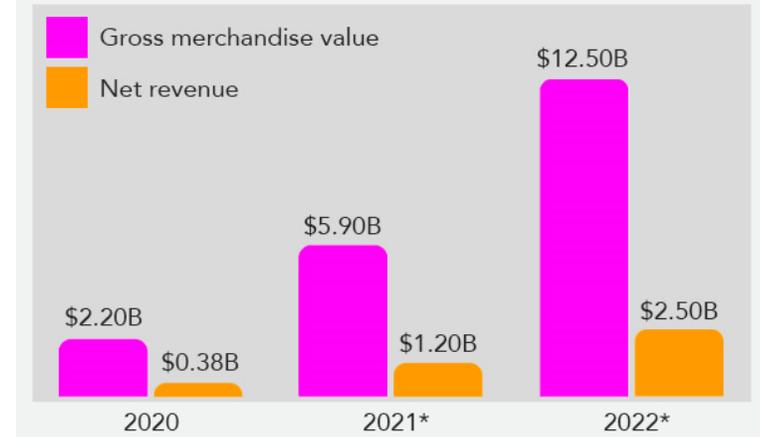
- Camille's documentary comes out and is a smash hit on the festival circuit. Ian and Ophelia become semi-famous online, but now must deal with it.
- Ian is frequently trolled and invited on the news as a 4-chan misogynist (something he no longer is).
- Ophelia is slut-shamed and has to deal with her father finding out what she does for a living, but surprisingly he is supportive about it.

Why this needs to be made

- In July 2019 Onlyfans had just 8 million users, in Jan' 22 it had 170 million users with 1.5 million creators, showing that it is growing massively and is culturally relevant.
- Sexual expression as an identity is being talked about more and more and embraced by mainstream media. Celebrities on Onlyfans include Cardi B, Bella Thorne, Tyler Posey, DJ Khaled, Kerry Katona.
- The red pill is being talked about more and more, the red pill subreddit had 400,000 users before being banned for being too controversial. Documentaries have been made and the idea is moving more mainstream.
- These are new, 21st century ideologies and are ripe for exploration.
- Young people are feeling more and more lost in the digital landscape and disconnected from others. This could be the first truly Gen-Z program to explore this in a grounded, yet funny manner.
- Both Ophelia and Ian have been drawn into ideologies that may not be right for them, simply because they feel they have nothing to attach to and desperately desire connection and validation. A lot of young people feel like this, and aside from being hilarious and poignant, this series will show them that it's okay to just be normal.

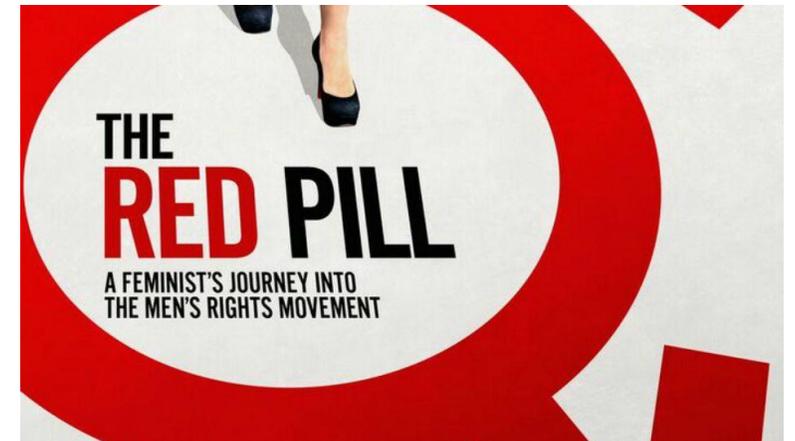
The explosive growth of OnlyFans

Actual and projected gross merchandise value and revenue of OnlyFans



DATA: OnlyFans via Axios, Statista
*NOTE: 2021, '22 based on projections from OnlyFans

theHUSTLE



Production

- The pitch pilot was filmed for just £600 and completed over two days to the desired standard, showing this kind of filming is fast and efficient.
- The first season is designed to take place mainly in one London flat, so could be shot on location or in studio.
- Due to the mockumentary nature, there is scope for improvisation and quick takes, making shooting quicker, easier and cheaper.
- The mockumentary nature allows the focus to be on the performances and the comedy.