
PAINT IT
RED
Written & Directed by Douglas Quill
Produced by Megan Holgate



One wrong decision changes everything.

After traveling to Mexico for a cheap paint job on his late father's prized Jeep Cherokee, a grieving young man unknowingly smuggles a fortune in fentanyl across the border—and must navigate cartel violence, betrayal, and his best friend's addiction to save the woman he loves.







Grounded.
Cinematic.
Unforgettable.

TONE

- Crime Thriller • Border Noir
- Character Drama

VISUAL LANGUAGE

- Alexa 35 • Vintage LOMO anamorphic lenses
- Naturalistic lighting • Practical effects over CGI
- Slow-burn compositions • Controlled handheld realism
- Long takes • Film grain texture

INSPIRED BY

No Country for Old Men • *Hell or High Water* • *Sicario* • *Good Time* • *True Romance*

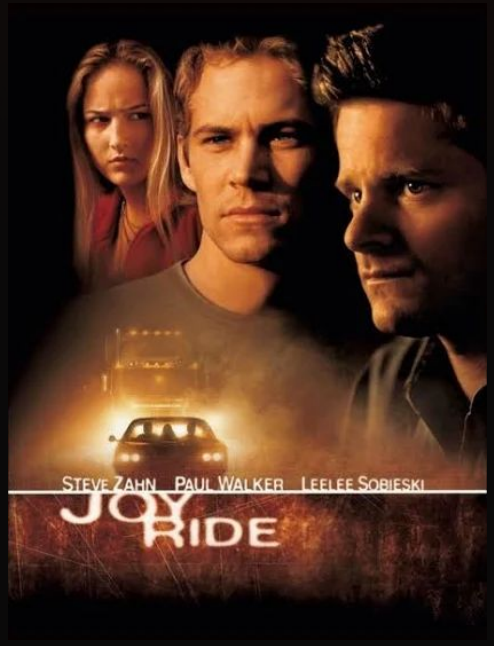
Genre / Tone Comparable Films



Worldwide Box Office
$85M



Worldwide Box Office
$172M



Worldwide Box Office
$37M

A story that feels immediate.

Border Tensions

Growing public awareness surrounding the U.S.–Mexico border and its geopolitical implications.

The Fentanyl Crisis

America's deadliest drug shatters families and communities, becoming a defining nationwide conversation.

Economic Desperation

The story begins with an ordinary person trying to save money—a relatable human instinct.

Universal Emotional Stakes

Love, grief, sacrifice, and how ordinary people respond under extraordinary pressure.

Paint It Red combines timely subject matter with timeless emotional storytelling.

Built for today's thriller audience.

PRIMARY AUDIENCE

- **Crime Thriller / Neo-Western Fans**
- **Elevated Genre / Indie Film Audience**
- **Horror / Midnight Audience**
- **Star-Driven Adult Audience**

Age Range: 18–45, Predominantly Male
Secondary: International audiences

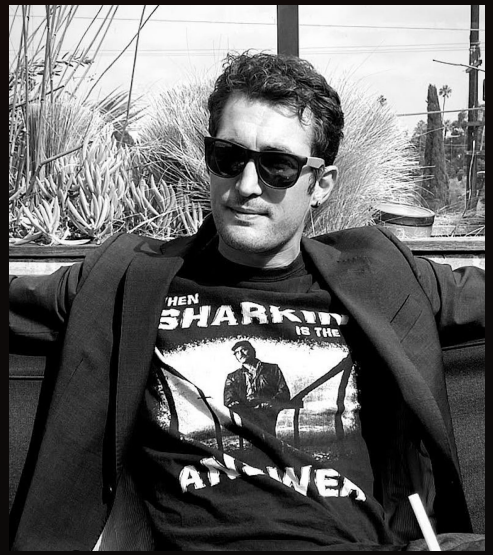


THEMATIC RESONANCE

A character-driven thriller that speaks to contemporary anxieties while exploring timeless human struggles.

- **Love & Loss**
- **Survival**
- **Friendship**
- **Addiction**
- **Border Tension**

About Us



Douglas Quill – Writer / Director

A working commercial and music video director based in Hollywood, California. Doug has directed music videos for acclaimed artists including **The Doors, Dee Snider, R.A. the Rugged Man & Atmosphere**.

Commercial work spans **Panasonic, DJI, Puma, Netflix, MGM,** and **Warner Bros.** Most recently directed the 28-spot Christmas campaign for Jazwares' Squishmallows. An entrepreneur managing 28 residential real estate units in Boston and Los Angeles.



Megan Holgate - Producer

A producer with **20+ years of experience** at the intersection of brand marketing, creative strategy, and original production. Credits span **Sony Pictures, DreamWorks, Lionsgate, Jazwares,** and **Mattel**.

She brings a producer's discipline and a marketer's understanding of what makes a story connect—positioning the film to succeed both on screen and in the marketplace.

Summary

Paint It Red is a tense crime thriller wrapped inside a deeply personal story about grief, loyalty, addiction, and the dangerous consequences of cutting corners.

After inheriting his late father's beloved 1987 Jeep Cherokee, Will drives to Tijuana with his girlfriend Megan and his troubled best friend Waylon to get the vehicle repainted on the cheap. What begins as a rough-but-lighthearted border adventure quickly spirals into chaos after the men are beaten and jailed.

Back in Los Angeles, Will discovers that a massive quantity of fentanyl has been hidden inside one of the Jeep's tires and smuggled across the border without his knowledge. As cartel operatives close in and Megan is kidnapped as leverage, Will is forced into a desperate race against time while his friendship with the self-destructive Waylon implodes under pressure.

The screenplay balances dark humor, emotional realism, and escalating suspense while exploring themes of inherited trauma, masculinity, economic desperation, and the lengths ordinary people will go to protect the ones they love.

WILL

Age: 29
Role: Lead protagonist
Character Type: Reserved everyman / blue-collar romantic forced into survival mode

Will is practical, emotionally guarded, and more vulnerable than he initially appears. At the beginning of the film, Will avoids confrontation and believes problems can be managed through reason, preparation, and restraint. When Megan is abducted, Will's cautious nature gives way to desperation. The story forces him to become increasingly decisive, courageous and violent.

His arc is that of an ordinary man discovering how far he will go to protect the woman he loves. By the climax, the same screwdriver that once represented his dependence on his father's ingenuity becomes a weapon and symbol of Will's own survival instinct.



Tom Blyth



Logan Lerman



Alex Wolff



Austin Butler



Joe Keery

WAYLON

Age: 30s - 40s
Role: Principal supporting character
Character Type: Self-destructive best friend / tragic comic catalyst

Waylon is a former musician and “lost soul” whose intelligence and life experience have been overwhelmed by addiction, regret, and lack of direction. He is funny, provocative, unpredictable, and often charismatic enough to temporarily disguise how dangerous his behavior has become; nearly every major escalation in the story is connected to one of Waylon’s impulsive choices. Despite his recklessness, Waylon genuinely loves Will and Megan and eventually agrees to help Will rescue her, suggesting that beneath the addiction and selfishness remains a desire to redeem himself. His brutal death is both the consequence of his decisions and the film’s most tragic loss.



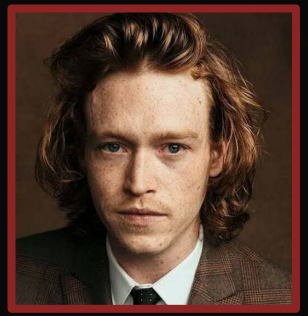
Dacre Montgomery



Dane DeHaan



Bill Skarsgård



Caleb Landry Jones



Jeremy Allen White

MEGAN

Age: Late 20s
Role: Female lead
Character Type: Emotionally intelligent partner / capable survivor

Megan is warm, grounded, and adventurous. She provides emotional balance between Will and Waylon and is frequently the most socially aware and practically responsible member of the trio. Her relationship with Will is loving and committed, but not naïve. She recognizes the damage Waylon's addiction causes and challenges Will's habit of excusing it. Megan's abduction initially places her in physical jeopardy, but she is not written solely as a passive hostage. Megan's arc reinforces that she is not merely the person Will rescues; she is his partner in their survival. Her final acceptance of his proposal carries weight because both characters have demonstrated what they are willing to endure for one another.



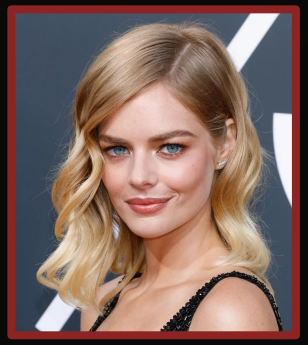
Adria Arjona



Margaret Qualley



Maika Monroe



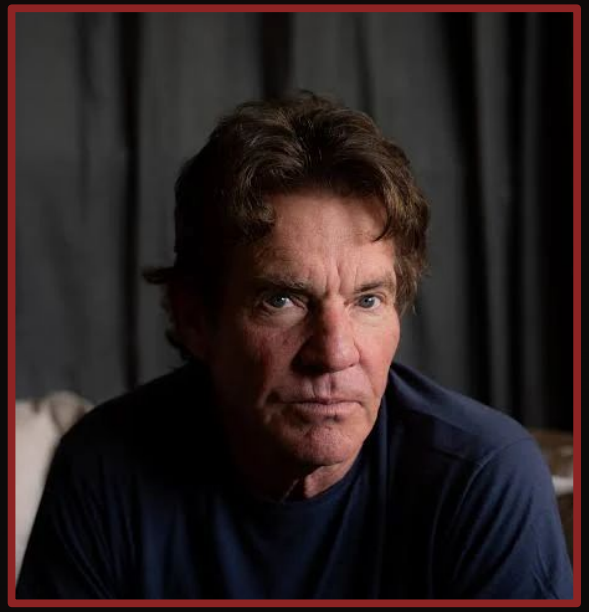
Samara Weaving



Haley Bennett

UNCLE RONNIE

Age: 60s
Role: Major supporting character introduced in Act III
Character Type: Isolated war veteran / western avenger



Dennis Quaid

Uncle Ronnie is Waylon's estranged uncle, a Vietnam veteran who exists on the fringes of society, living alone on a deteriorating ranch.

His presence looms allegorically over the narrative like a warning sign, representing inherited trauma, isolation, masculinity without healing, and the long-term cost of surviving violence.

Where Will still believes in love, home, and a future, Ronnie represents what happens when a man loses faith in all three. Will's plea gives Ronnie a final purpose and allows him to transform accumulated rage into action.

HECTOR

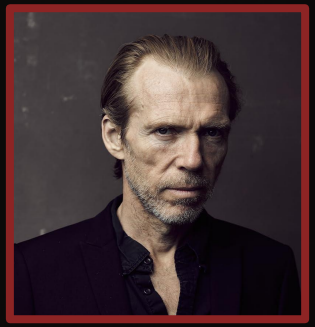
Age: 40s
Role: Primary antagonist
Character Type: Charismatic criminal operator / sadistic control figure

Hector is calculated and his defining quality is control. He maintains a calm, almost hospitable demeanor even while threatening, torturing, and killing people. Rather than behaving like an impulsive thug, he approaches violence theatrically and psychologically. He enjoys forcing others to participate in their own suffering; his mistake is underestimating Will's capacity for endurance and Megan's willingness to fight back.

The character should feel dangerous before he openly demonstrates violence. His charm must be credible enough that the audience understands why Will initially trusts him.



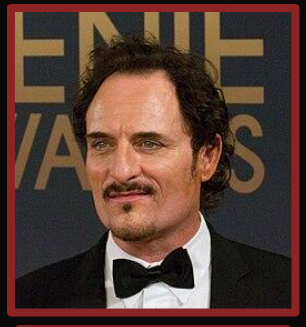
Javier Bardem



Richard Brake



Clifton Collins Jr.



Kim Coates



Wagner Moura

Development

Script, financing, and planning

Pre-Production

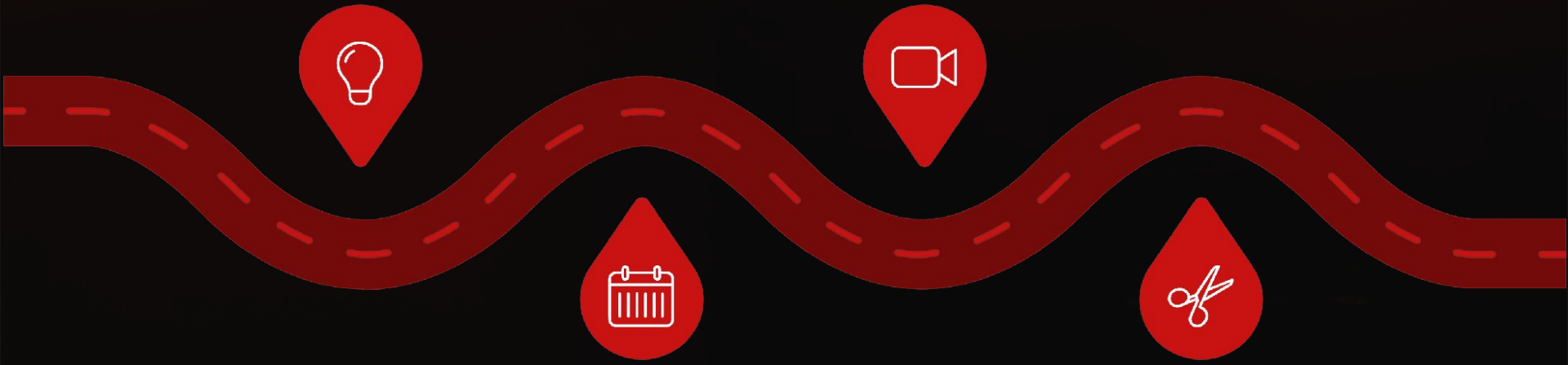
Casting, locations, and scheduling

Principal Photography

20-day shoot on real locations

Post-Production

Edit, sound, and color timing



A 20-day principal photography schedule—disciplined budgeting for maximum creative and commercial impact.

Designed for Efficient Independent Production





Production Scope

85% USA • 15% Mexico

Primarily domestic production with targeted cross-border locations.

Practical Effects

Limited company moves. Limited CGI dependency. Real locations, real tension.

Contained Cast

High production value achieved through disciplined creative choices.

Budget Comparable Films



Worldwide Box Office
$993k
Budget: $420k



Worldwide Box Office
$3.3M
Budget: $4.5M



Worldwide Box Office
$38M
Budget: $12M

Executive Producers

Robby Krieger

Waylon Krieger



Director of Photography

Production Designer

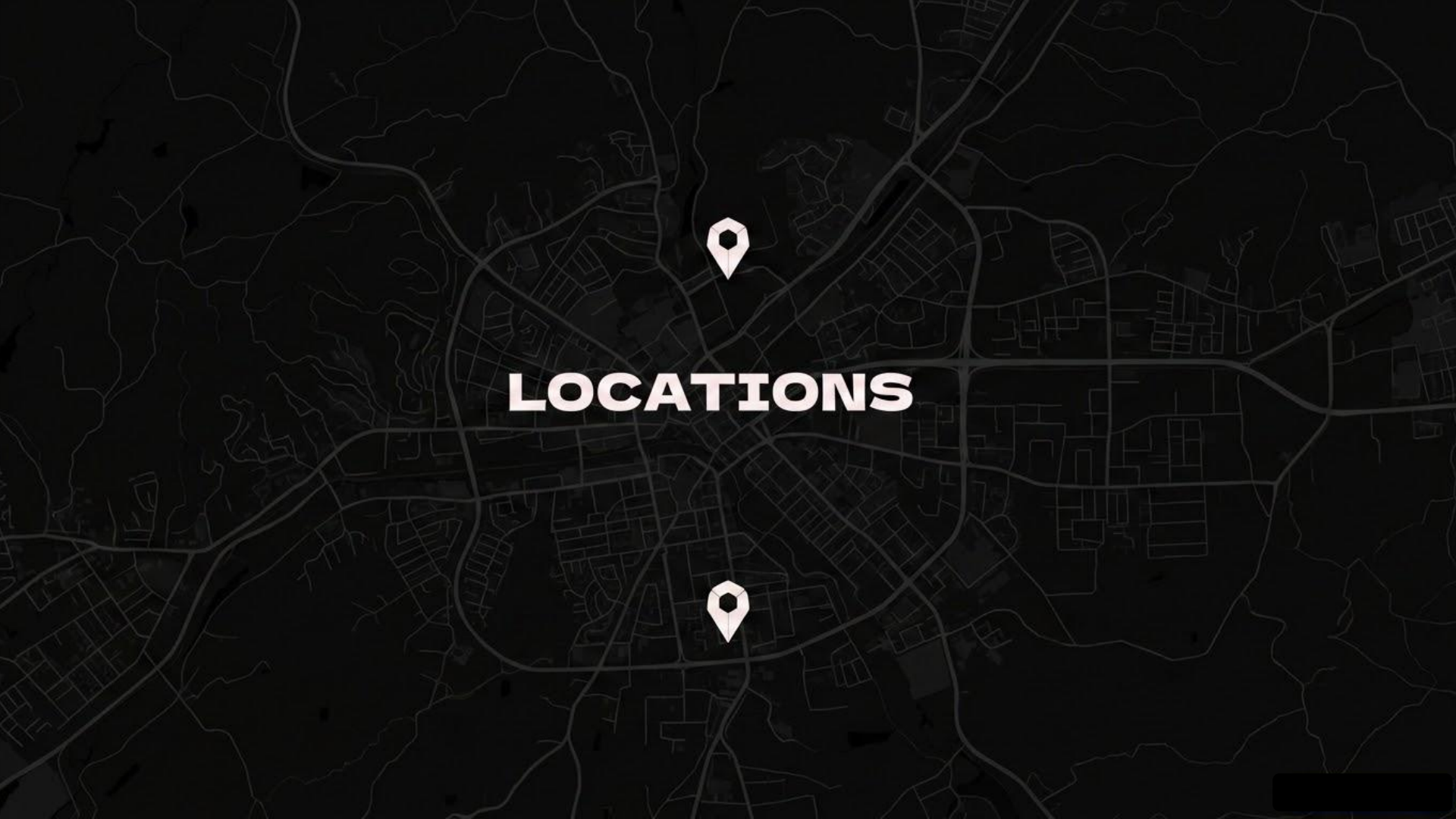
Editor

Visual Effects

Composer


Let's blow this movie up.
Doug Quill: doug@quillfilms.com
Megan Holgate: megan.holgate@gmail.com


PAINT IT
RED


LOCATIONS

Gas Station


AIR
NDITIONING


DRINK
NEHI
BEVERAGES
ATLAS
POWER DRIVE BELTS


REGULAR
TOTAL SALE
GALLONS

Uncle Ronnie's Ranch







USA / Mexico Border



Mexico Automotive Spray Shop







Mexico Motel







Mexico Market



Mexico Taqueria





Mexico Dive Bar





Mexico Police Station / Jail Cell







Waylon's Home





Derek’s Apartment





Cartel HQ / The Mine









Will & Megan's Home (TBD)



