

A cinematic still from a film showing a group of men in a city at night. The men are in the foreground, looking towards the right. In the background, there are blurred figures of people and city lights. The title 'THE PICKUP GAME' is overlaid in the center in a white, sans-serif font, with the word 'PICKUP' in red.

THE PICKUP GAME

Ivy Film and New Zealand Features Films present a TMI Pictures / Two Man Crew / Voodoo Productions film

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SYNOPSIS

The Pickup Game is an inside look at the emergence of the 'pickup' business - an industry where self-styled seduction coaches travel the world, charging a small fortune to teach men skills they claim will guarantee success with women.

For the instructors who are successful, it is a highly lucrative occupation, with many companies earning millions of dollars a year. It is also an industry rife with controversy and scandal. Several teachers have been deported from countries for their contentious methodologies and pickup businesses are often the subject of fierce public criticism.

Despite this, men the world over collectively spend hundreds of millions of dollars to attend seminars, download online courses and have one-on-one coaching sessions with instructors they feel can give them the dating life of their dreams.

In the minds of students, many of these instructors become more than just teachers. They become idols.

From the glossy exterior, where courses are packaged as self-improvement, to the dark underbelly of sexual assault, pyramid scheme marketing and secret collusion *The Pickup Game* pulls back the curtain to reveal a world that is fascinating and horrific in equal measure.

HOW TO GET THE WOMEN YOU DESIRE INTO BED



The Book That Started It All

“How To Get The Women You Desire Into Bed” by Ross Jeffries

Written in the 1980s, this is the book largely credited with starting the pickup industry. It took concepts of Neuro-Linguistic Programming (NLP) and various sales patterns and applied them directly to dating.

ABOUT THE FILM

Four years in the making and the result of a global, coordinated shoot across multiple countries, The Pickup Game cracks open a worldwide, underground subculture that many people know in passing but few understand.

With hereto unprecedented access to the biggest and most controversial names in the industry, it goes behind the scenes to explore the motivations of people that get involved in this pervasive subculture, the techniques they employ to 'seduce' women and the near fanatical following many of the instructors build.

It also looks at just how these instructors use social media to turn themselves into global multi-million dollar brands. What quickly becomes apparent is that in this business, nothing is what it seems.

The documentary lays bare the inherent dangers many of the attitudes put forward by the industry's more unsavory characters espouse. These include a pushy, entitled attitude to sex and psychologically manipulative techniques to catch people off guard, pressuring them into compromising situations. This results in - at minimum - bothersome harassment and - at the more extreme end - criminal behavior.

At a time when sexual harassment is a huge part of the current social conversation, we hope to shine a light on this hidden world and help jump start a discussion regarding the dangers of this industry; both to the women that may become victims of it and the lonely students that fall prey to its darker side.

Barcelona, Present Day

Instructor Robert Beck, also known as 'Beckster' prepares to take his students 'infield' at a popular beach night club. Over the course of the next few hours they will put into practice many of the pickup techniques he has spent the day teaching them in a classroom.

'THE COLD APPROACH' BOOTCAMP

DAY 1: EVENING "INFIELD" SESSION

ABOUT THE DIRECTORS

Brothers Matthew and Barnaby O'Connor have been co-directing since they started making short films together over a decade ago.

In their time as a partnership, they have directed several music videos, numerous commercials and one previous feature documentary California High.

Released in April 2016, California High went on to become a hit on pay per view platforms, peaking at number 5 in the iTunes top ten documentary charts in June 2016.

Following a childhood spent largely in rural Kenya, East Africa, they now work out of London, England.

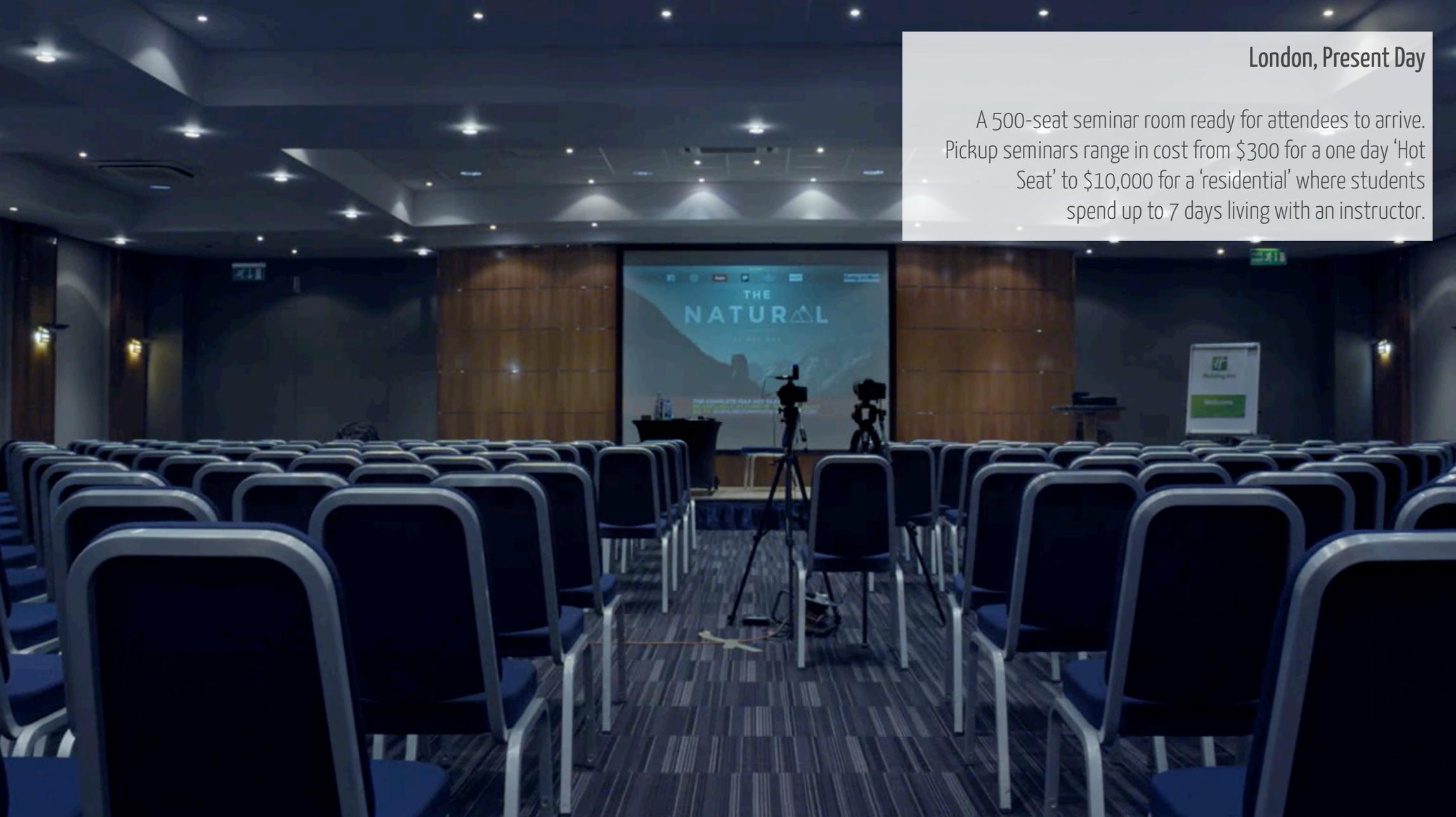
Their aim is to create bold, provocative films that inspire discussion.

media contact: rachel@ivyfilm.com



London, Present Day

A 500-seat seminar room ready for attendees to arrive. Pickup seminars range in cost from \$300 for a one day 'Hot Seat' to \$10,000 for a 'residential' where students spend up to 7 days living with an instructor.



C R E D I T S / T E C H N I C A L I N F O R M A T I O N

Executive Producers

Stephen Robert Morse & William Watson

Produced by

Mike Willoughby James De Val
Giselle Fryatt William Watson

Cinematography

Vince Knight Claire Buxton
Tom Webster

Directed by

Matthew & Barnaby O'Connor

Online/Finishing Services

Coda Post Production

Consulting Producer

Cassandra Roberts

Acquisition Format

4K

Edited by

Matthew & Barnaby O'Connor

Run time

96 mins

Spy cam glasses demonstration, New York City

Marcus Nero also known as 'Justin Wayne' demonstrates the spy cam glasses technology he uses to secretly record his interactions with women. The faint blue dot on the inside of the glasses (unobservable from the front) indicates the hidden camera has started recording.





ABOUT THE PRODUCERS (I)

Stephen Robert Morse, Executive Producer (Observatory Pictures) *1st photograph left-right*

An Emmy-nominated Producer for his work on the Netflix Original “Amanda Knox”, Stephen is also the writer/producer/director of the critically acclaimed “Eurotrump” (Hulu/VICE) and Executive Producer of the 2018 Slamdance Audience Award winner “Freedom for the Wolf”. He also holds a BA from the University of Pennsylvania and an MBA from Oxford.

Cassandra Roberts, Consulting Producer/Story Editor *2nd photograph left-right*

Cassandra Roberts has worked as a Film Editor and Edit Producer for over fifteen years around the world in London, Sydney and New York. She has crafted over fifty long form documentaries and has credits on most of the major global television networks including the BBC, PBS, National Geographic, Discovery Networks, Vice, MTV and many more.



ABOUT THE PRODUCERS (II)

Mike Willoughby, Producer (Voodoo Productions) *3rd photograph left-right*

Mike Willoughby is an English Director, Producer, Writer and Actor. Mike went into the business world working as a senior manager for multinationals. This gave him a firm grounding in finance, legal, project management and IT, but his primary love has always been the arts. Mike has worked in theatre since his teens and done just about every job possible from Junior Stage Hand to Director. Since partnering with James de'Val, he has made the leap from theatre to film.

James De Val, Producer (Voodoo Productions) *4th photograph left-right*

James De Val has worked across the film and TV industry for over a decade as an Actor, Producer and Writer. James is the co-owner and joint Creative Director of Voodoo Productions. Voodoo's latest thriller starring Steve Guttenberg, Dani Dyer and Clark Gable 3rd is currently in post production.



ABOUT THE PRODUCERS (III)

William Watson, Executive Producer (TMI Pictures) *5th photograph left-right*

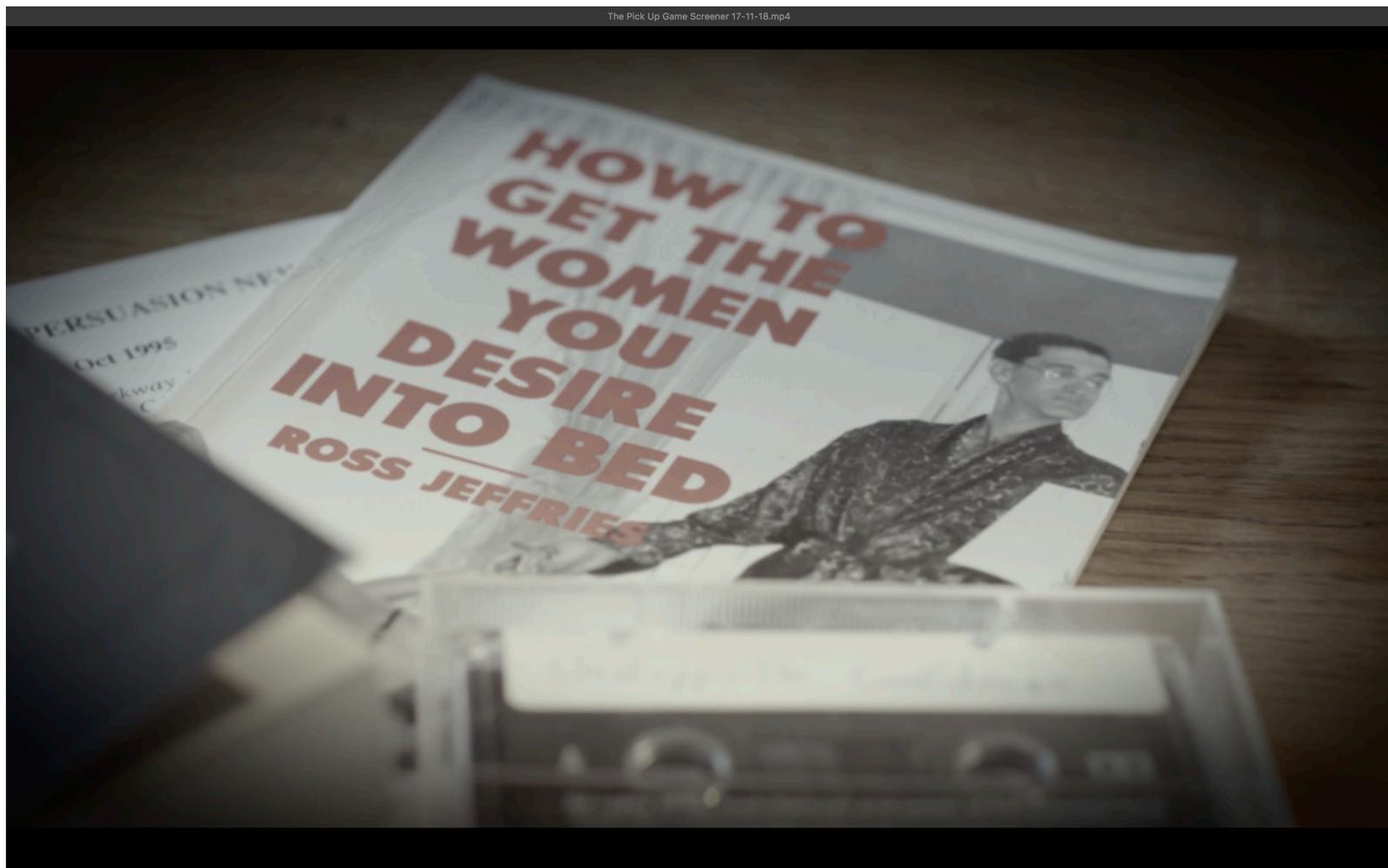
Will Watson is an International award-winning Filmmaker, TEDx Speaker and Humanitarian. His last film, Haka and Guitars, screened at 31 festivals around the world and won 6 best international documentary awards. In 2017, Haka and Guitars played at the Palais during the Cannes Film Festival having won the best World Peace Documentary.

Giselle Fryatt (Post Religion), Co-Producer *6th photograph left-right*

Giselle Fryatt is an award winning, independent Creative Producer from the United States. Her primary focus is telling stories with a social impact and she passionately drives a project from inception to completion. Under the age of 30, she already has eight years experience in the industry and a BAFTA albert certification in sustainable film and TV.

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