

Public Relations 535: Headlines and Creative Brief

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PR 535: Persuasive Writing

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"In My Skin" movie billboard/busboard headline: Obsession cuts deepest when it comes from within.



"In My Skin" movie poster headline: Transformation always leaves a mark.

1. What is the task?

Create a gripping, emotionally charged tagline for the film “In My Skin” that captures its psychological intensity and themes of self-destruction and transformation.

2. What is the goal?

Build intrigue and tension while communicating that the film is a disturbing, character-driven psychological horror story. The tagline should draw audiences in and differentiate the film from mainstream horror.

3. Why do we need this?

A strong, memorable tagline is essential for marketing materials such as posters, trailers and billboards. It must quickly convey the film’s tone and help position “In My Skin” as a bold, elevated horror film that appeals to genre fans and arthouse viewers.

4. Who are we speaking to?

Primarily Gen Z and Millennial psychological-horror fans, along with film festival audiences, indie film lovers and followers of prestige female-led horror. The tagline also targets casual moviegoers looking for something intense, artistic and emotionally unsettling.

5. What will make them listen to or read our material?

They respond to psychological depth, visceral emotional stakes and bold storytelling. A dark, introspective tagline hints at both body horror and internal struggle, signaling that the film offers more than surface-level scares. The tone of the copy draws readers in by piquing their interest and leaving them wanting more.

6. Where will this story get told?

It will be told on large-format outdoor posters, billboards and busboards in major urban cities with high population density, including subway stations, transit shelters and high-traffic commercial areas (e.g., New York, Los Angeles, Austin). It will serve as a key marketing phrase throughout the film’s festival run and commercial release.

Mockups for billboard and poster:

