


# MY DOG MADE ME DO IT





*Llywelyn Bundy is a  
downtrodden Welsh poet  
who must choose between  
forgiveness and revenge  
after forming a toxic,  
codependent relationship  
with his neighbour's serial  
killing dog.*

**INFORMATION**

<b>FORMAT</b>	FEATURE FILM
<b>GENRE</b>	DARK COMEDY
<b>LOCATION</b>	WALES
<b>BUDGET</b>	£450K - £600K
<b>PRODUCER</b>	ADAM GREGORY SMITH
<b>WRITER / DIRECTOR</b>	BEN S. HYLAND
<b>STAGE</b>	IN DEVELOPMENT

# SYNOPSIS

In the close-knit village of Llanfyllter (twinned with Künt Germany), a struggling poet, Llywelyn Bundy, awkwardly muddles through his pathetic existence.

Lacking meaningful direction, Llywelyn deflects his troubles by proposing to his partner, Meredith, who unceremoniously breaks up with him.

Llywelyn's elderly neighbour, Glenda, suddenly falls ill, and Llywelyn is forced to take charge of her unsettling dog, Dafydd. There's something not quite right, he's soon to discover that the mutt is a serial killer, and helpless Llywelyn is left to clear up the bodies!

At first, Llywelyn is appalled by the discovery, but as Dafydd starts knocking off people for disrespecting Llywelyn, they develop a toxic codependent relationship. Things are complicated further when the new girl in town, Nerys, becomes fascinated by Llywelyn. Captivated by his erratic and mysterious behaviour, his whole world becomes about Nerys and Dafydd.

As the bodies mount up, the net closes as local DI Pollard suspects Llywelyn of foul play. Can Llywelyn wrestle his morals, keep the girl and avoid detection?

# AUDIENCE



## PRIMARY

- 15-24 YEAR-OLDS, COMEDY & HORROR FANS
- 50:50 MALE:FEMALE



## SECONDARY

- 25-34 YEAR-OLDS, REGULAR CINEMAGOERS
- 50:50 MALE:FEMALE

# PSYCHOGRAPHICS

- DARK COMEDY, THRILLER & HORROR FILM FANS
- FANS OF THE CAST, FANS OF BRITISH COMEDIES
- FANS OF COMPS - *SIGHTSEERS*, *PREVENGE* & *BRIAN AND CHARLES*
- TEENAGE FRIEND GROUP & DATE NIGHT CROWD

# OVERALL POSITIONING

GENRE HYBRID / CAN CATER TO DIFFERENT AUDIENCES

## GENRE DEFYING

The campaign should focus on horror / dark comedy but highlight other great genres that the film touches on, such as romance. It gives different Pathways for the audience to find the film.

## BARKABILITY (TALKABILITY)

The story is so fresh and unique that it would appeal to a younger audience/ the newfound horror audience we see in cinema attendance. There is also great support for Welsh indie cinema.

## OUTSIDER/UNDERDOG STORY

It's not a known IP, so not only the characters are outsiders, but the film as well, and everyone loves an underdog story!



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# DIRECTOR'S STATEMENT

*My Dog Made Me Do It* is an unashamedly weird and quirky British Comedy with Horror elements.

I've always been drawn to writing stories about outsiders. It's an underdog story about a Welsh poet trying to find his place in the world; his fortunes change when he discovers this neighbour's dog is a psychotic serial killer. So begins Llywelyn's moral dilemma. Improving his life and becoming implicit in the killings or accepting his failings and doing the right thing.


Tonally this leans into the comedy world. Of course, murder isn't immediately something associated with laughter. We never see the murders taking place, only the bloody aftermath. Blood splattered against shiny bathroom tiles and dripping from porcelain bathroom fixtures shouldn't be funny. But when we see it juxtaposed with the sight of an innocent, adorable butter-wouldn't-melt border terrier dog called Dafydd sitting in amongst the carnage, it's hilarious. Does Llywelyn freak out? No. He simply asks, "Dafydd, Wha' 'av you done?". It's a very matter-of-fact/deadpan film. Its outrageous premise only works because of the believability of the character's actions. In addition to this, because of the way our hapless poet has been treated, the more gruesome the death, the more satisfied we feel. This is where the visual language of the comedy will shine through.

*Cont...*

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My Dog Made Me Do It encompasses everything I love about cinema. It's set in a world inhabited by oddballs, loners and misfits. A glittering array of strange characters that somehow fit into the tiny village of Llancwnmawrphilly (twinned with Künt, Germany). A place that time forgot and probably for the best. It unravels away from major cities and explores 'small town' life that is often under-represented in film. Rural Wales is a place I have fond childhood memories from family holidays. The wide open spaces that appear endless, the warm accents with vowels that roll off the tongue, and the small villages that look like the time they existed in a completely different era.

Rural locations also increase the sense of isolation. Remote places away from significant infrastructure are undoubtedly beautiful, but they can also be unforgiving, exposed to elements, battered by wind and rain, often bleak and dreary and very much a sense they're sitting on the edge of the world.

To further cement our film's identity, it's also scored by an all-males Welsh choir. When you hear the glorious swell of sound, it evokes an iconic part of Welsh history. The perfect emotional journey to help narrate Llywelyn's story.

Visually it's a dark film with rich textures allowing the detailed production design to punch through. You'd expect to see the kind of visual in End of the F\*\*kin' World.

My Dog Made Me Do It, has taken inspiration from films such as Napoleon Dynamite, Eagle Vs Shark and Safety Not Guaranteed but with the dark tone and dry humour of The End of the F\*\*king World.

My Dog Made Me Do It, is a hilarious, sweet and often weird comedy about forgiveness, retribution and the importance of being accepted for being oneself.

*Ben S. Hyland*

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CRAIG  
ROBERTS

SUBMARINE  
BAD NEIGHBOURS  
THE FUNDAMENTALS OF CARING



IWAN  
RHEON

GAME OF THRONES  
MISFITS  
VICIOUS

CAST WISHLIST

# LLYWELYN BUNDY

Shy and socially awkward. Llywelyn lacks confidence and has anxiety. He's an outcast and finds human interactions challenging.

Outwardly he aspires to obtain greatness through his poetry but like most people he would be happy just being accepted for who he is. He knows he's odd but he can't do anything about that.

He published a book of poetry when he was a child which caused controversy in the village because it was about his difficult upbringing. He has since failed to write anything worthy of going to print. His aspiration is still to be the most famous poet from Wales.

He has a strained relationship with his parents. His father, Hugh, is the local vicar and was embarrassed by his book being published. There is a great deal that hasn't been said between father and son. His mother seemingly caught in the middle.

***"I'm going through a bit of an existential crisis actually."***

**MY DOG MADE ME DO IT**

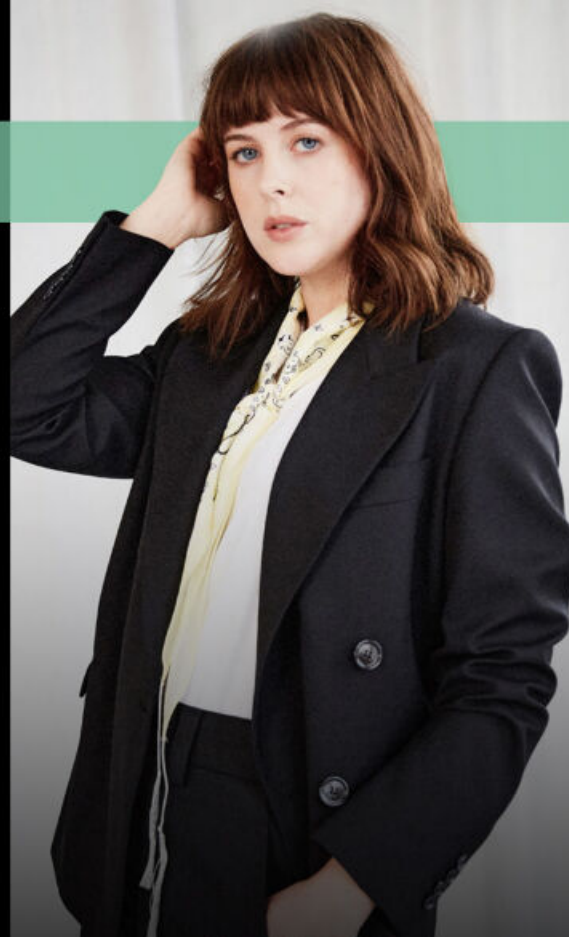
CAST WISHLIST

# NERYS GRIFFITH

Strong willed and confident. Nerys has an obsession with true crime and serial killers. She is drawn to odd things and odd people. Because of a difficult upbringing she is cautious to let her true personality show and can use sarcasm as a defence mechanism.

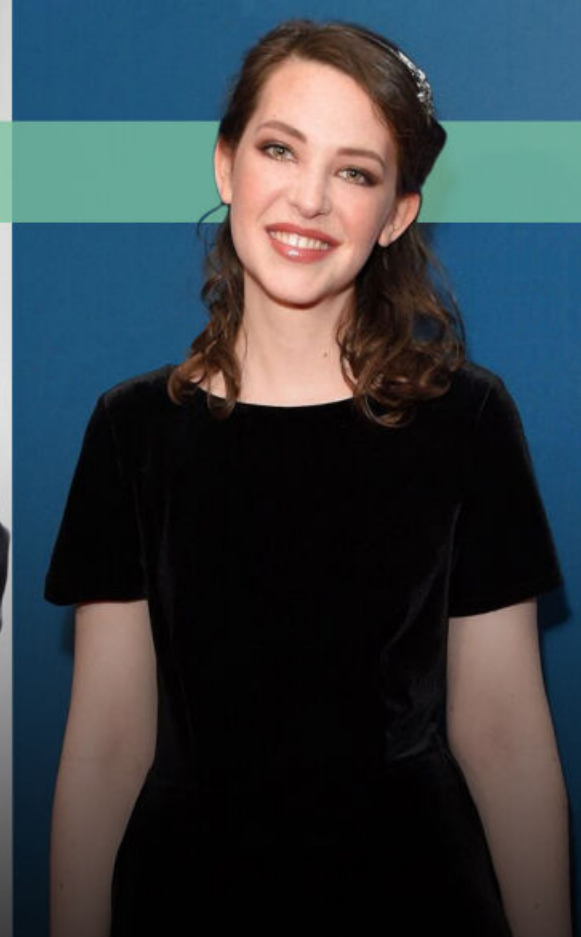
Nerys has only just recently moved to Llanfyllter and works at a local pharmacy. In such a small village she has attracted the attention of many local young men. However Nerys pushes off any potential suiters. She has no interest in 'normal' men. They're so dull and uninteresting for her. She craves depth and a spiritual connection with someone. She doesn't place any value in superficial attraction.

***“You’re the third man  
this morning tha’s come  
in looking for extra  
large condoms so now  
I’m totally confused.”***



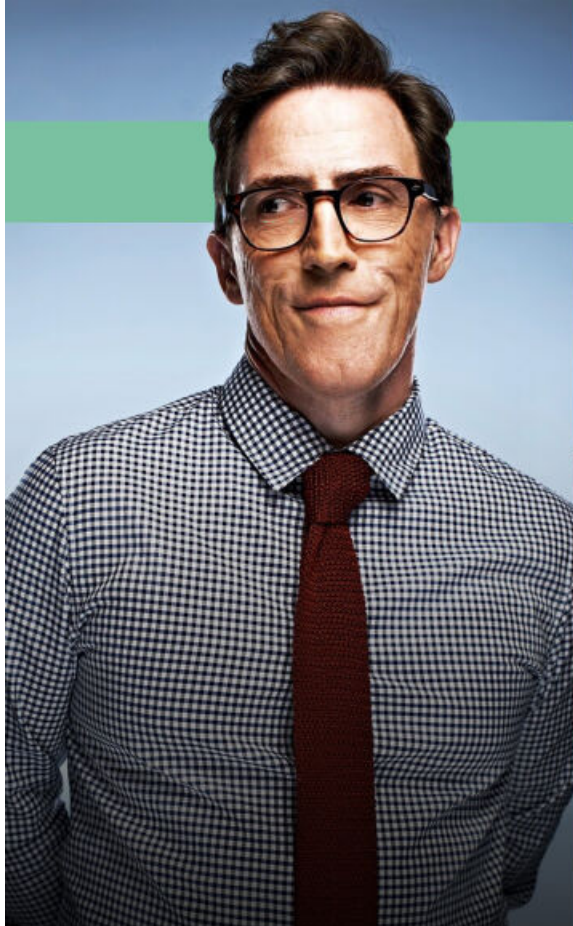
**ALEXANDRA  
ROACH**

THE LIGHT IN THE HALL  
A GUIDE TO SECOND DATE SEX  
ANNA KARENINA



**ANNES  
ELWY**

LITTLE WOMAN  
HIDDEN  
ELECTRIC DREAMS



**ROB  
BRYDON**

GAVIN & STACY  
MARION & GEOFF  
THE TRIP



**STEFFAN  
RHODRI**

SUBMARINE  
HARRY POTTER  
WONDER WOAMN

CAST WISHLIST

# DI POLLARD

Adrenaline fuelled and extraverted. DI Pollard craves a criminal element to come into the village. He misses the high octane car chases, drug dealers and murderers that ran the streets of Abergavenny (at least that's how he remembered it). He polices the village with his eight year old son, Glen.

Beneath the bravado lies a very insecure man. Someone that had made many mistakes in his life. Someone that only has himself to blame for where he finds himself. Someone that carries the burden of guilt for those that's he's lost.

As stubborn as he is clueless DI Pollard won't sleep until he gets his man. Even if it's the wrong man that he's chasing.

***“Wha’ I’d do for a killin’  
spree ‘round ‘ere. Make  
me feel young again.”***

# DAFYDD

Exuding the innocent and loveable exterior of a border terrier but the urges of a bloodthirsty psychopath. Dafydd is a manipulator, an abuser and a cold blooded killer. But boy does he look adorable.

*“Bloody hell Dafydd.  
You got me in a right  
pickle 'ere.”*

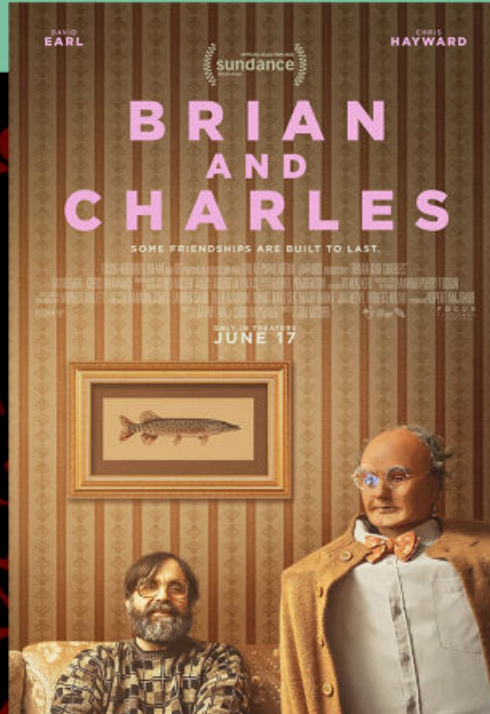


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# COMPARABLE FILMS



THE THEME OF

# ***FORGIVENESS*** IN *MY DOG MADE ME DO IT*

Forgiveness is a powerful action, both to give or to receive it. It can change a life, but it has the power to save a life. Holding back forgiveness can be damaging. It can breed resentment and anger and completely ruin relationships.

Llywelyn's father has never forgiven him for a book of poetry that he wrote about his experiences growing up as a child. Llywelyn longs for his father to forgive him, to tell him that he loves him. His father, a proud, God-fearing man, will never forgive his son.

Then there's a long list of people in Llywelyn's life that have wronged him. His cheating girlfriend, his arrogant brother, and his old-school bully. So begins Llywelyn's moral dilemma throughout the film. When he wields the power of having a killer dog at his beck and call, he must decide what to do with this gift. His decision to forgive becomes a life-or-death decision, literally. The film is essentially a Greek moral tragedy. A fallible young hero looks to improve his life by exploiting a higher power—exactng revenge along the way.

There is a wisdom that, in my experience, comes with age. The power to forgive does not just bring relief to the person receiving it. It elevates the heavy burden for the person giving.





# Ben S. Hyland

**DIRECTORS UK**

**WRITER / DIRECTOR**

Ben has written and directed for some of the hottest comedy talent in the UK. He's directed Edinburgh Fringe BEST NEWCOMER Ciaran Dowd in THE SNIP, comedy royalty Julia Deakin and Tim Key in TALK RADIO, Amit Shah and Emma Sidi in QUIET CARRIAGE.

He's the 2023 winner of the prestigious BAFTA Roccliffe Writing Competition with his comedy feature screenplay JUMPERS. His sitcom THE TWINS won the 2022 British Comedy Guide Spring Sitcom competition, which has since been optioned and developed with a major UK production company.

His comedy shorts have taken the festival circuit by storm with Official Selections at a host of BAFTA, BIFA and OSCAR qualifying festivals, such as Show Me Shorts, Encounters, LSFF, LOCO, LA Shorts, Cleveland and Rhode Island. His work has also been selected for Short-of-the-Week and Omeleto.

His current short, BLEEP, had its world premiere at Frightfest to critical acclaim and has since been accepted into BAFTA and BIFA qualifying festivals.

Most recently, Ben's feature My Dog Made Me Do It was Longlisted for Creative UK/Netflix Breakout and TV series shortlisted for C4 #4Stories.

Other notable achievements include being a 2019 finalist in the ENTER THE PITCH competition. Ben was the 2019 recipient of the CHARITY FILM OF THE YEAR AWARDS with his film ROLE MODELS and winning the 2017 LaCie #PushPlay European filmmaking competition with his film '88'. The same year, he was shortlisted (top 20) for the JAMESON'S FIRST SHOT from 2722 entries.

Ben is a member of DIRECTORS UK.

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# Adam Gregory Smith

PRODUCER

A published Marine Biologist turned independent film producer, Adam attended Central Film School London, The Production Guild's Production Management Training Scheme, and NFTS's Produce Your First Feature courses.

Adam is a BAFTA Connect member and has been on the Edinburgh International Film Festival Talent Lab with the project MY DOG MADE ME DO IT. He has participated in Creative England, Creative Enterprise Foundations of Film & TV program and Creative England's Market Trader scheme.

Adam has attended Reykjavik Talent Lab, spent four years on the BFI Network x BAFTA Crew producers' program, Talking Point Mentoring Scheme and is a Producers Collective UK committee member.

His short films have screened at BAFTA Qualifying, Academy Award Qualifying, BIFA, European Film Award and Canadian Screen Award qualifying festivals internationally.

Adam founded Hidden Art Films, a PACT affiliate production company creating shorts and features. The company demands well-drawn characters, clear-genre movies and stories that allow the nurturing and expression of strong directorial voices from New and Emerging Talent.

Adam has a track record of producing high-quality films starring established talent such as Julia Deakin, Tim Key, Amit Shah, Emma Sidi, Gemma Jones, Shirley Henderson and many more.

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Hidden Art Films is a UK-based production company founded in 2014 by Adam Gregory Smith.

We feel that the hidden art of original storytelling is the nurturing and development of New and Emerging talent in both live-action and animation forms.

We achieve this by taking a multi-medium approach when working with our talent pool—encouraging, supporting and facilitating new writers and directors. We develop and execute short- and long-form projects to cement a body of work that best expresses their intentions for the present and future career stages.

The Company looks for stories that suspend an audience in emotion, primarily with laughter, but we enjoy a good cry. We look for well-drawn characters, genre movies, and stories that allow clear directorial voices.

The Company has a track record of producing high-quality short films starring established talent such as Julia Deakin, Tim Key, Amit Shah, Emma Sidi, Gemma Jones, and Shirley Henderson.

Films have been screened internationally at BAFTA recognised, Academy Award Qualifying, BIFA qualifying, European Screen Award and Canadian Screen Award nominating festivals.

# CONTACT

ADAM GREGORY SMITH

PRODUCER

[adam@hiddenartfilms.com](mailto:adam@hiddenartfilms.com)

+44 7511 205 859



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