CELEBRITY SCARES

Fear reveals
what performance
hides.

A new interview format built for real reactions.

CELEBRITIES ARE TRAINED TO PERFORM.

Every interview is prepped.
Every moment is managed.
Every anecdote is rehearsed.
The PR layer is impenetrable.

UNTIL THE LIGHTS GO OUT.

Drop the Act. Enter the Dark.

Celebrity Scares drops high-profile talent into the country's top-tier haunted attractions and films exactly what happens. Hosted by comedian Spooky Kisses, it's a candid, humorous, and unscripted walkthrough where control is lost and the real person emerges.

"No one gets through it without breaking character."

STAGE 1: LIGHTS ON

Spooky Kisses walks the talent through the craft. We examine the sets, the props, and the psychology of fear. The celebrity is safe, engaged, and in their comfort zone.

STAGE 2: LIGHTS OFF

The switch is flipped. The monsters wake up. The celebrity and host experience the attraction together in the dark. No scripts. Just survival.

THE NEXT EVOLUTION OF THE UNSCRIPTED INTERVIEW

TRADITIONAL MEDIA	HOT ONES / CHICKEN SHOP DATE	CELEBRITY SCARES
THE PR SCRIPT Late-night shows and press junkets. Highly managed, deeply rehearsed.	**THE PHYSICAL/AWKWARD DISRUPTER** Uses physical discomfort (spicy wings) or engineered awkwardness to break the PR routine.	**THE PSYCHOLOGICAL DISRUPTER** Uses primal fear. Like Hot Ones without the hot sauce. Spooky Kisses disarms the before the dark environment breaks their composure.

Unprediecictability is Entertainment

1. Real Reactions

Fear cuts through the act. It reveals what standard interviews cannot.

2. Natural Humor

Comedy thrives when control breaks down. It's produced to make celebrities look good, even when they lose control.

3. Endless Shareability

Designed to create highly repeatable, organic viral moments audiences actually share.

Built for the Press Tour

Built for Releases

Timed to current movie releases, album drops, or campaigns. A wildly entertaining promo vehicle that cuts through the noise.

Low time commitment. High impact exposure.

The Cool Factor

Positions the celebrity as a highly relatable, good sport who doesn't take themselves too seriously.

2 hour shoot. Maximum visibility.

Controlled Environment

Filmed in closed, professional haunted attractions. Maximum perceived danger, total guaranteed physical security.

A safe environment that feels dangerous.

Lean, Scalable Production Model

22-MIN
Episode Runtime

1
Celebrity Guest Per Episode

PREMIUM
Filmed inside top U.S. Haunted Attractions

CONTAINED
Single-Window Production Shoot

Built by the Best in the Dark

From MadLab Entertainment, creators of the hit documentary series Spooky Kisses Haunts. We have unprecedented access to the nation's top haunted attractions.

9.1
IMDb Rating

3
Seasons / 16 Episodes Released

12+
Streaming Platforms
(Including Prime Video, Tubi, Screambox, Apple TV+)

Millions
of views across social platforms

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