

Initial Response to JOLLY Trailer Suggests Big Upside for Hannover House

Consumer reaction from mainstream audiences and the horror film community indicates strong interest in the film's theatrical potential.

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EINPresswire.com/ -- A two-minute "first look" of scenes from the indie horror film, "JOLLY" has rocketed to internet fame after only five days of exposure, fueled almost entirely by horror fan word-of-mouth, says distributor Hannover House (OTC: HHSE). With over 350,000 views on YouTube already logged, Hannover House thinks the trailer will ultimately exceed 5-million views once ads and promotions with major horror media take the trailer to the next level.

"We were floored by how quickly buzz is building for this film," said Eric Parkinson, C.E.O. of Hannover House.

"We planned some horror media promotions for late September, but decided to put the teaser out onto YouTube beforehand. There's not one specific influencer or placement that we can attribute as causing this strong of initial response. But people are watching it, and driving up the interest," he concluded.

"JOLLY" will be released to theatres on Dec. 11, 2026, with promotions and ads focused primarily on the two weeks prior to launch. The film is an impressive hybrid of traditional animation and C.G.I. techniques, with the newest in A.I. software and photorealistic image rendering, including the Higgsfield and SeeDance 2.5 programs. Writer-Director Arthur G. Night recorded the actor performances at Pus Cavern Studios in Sacramento, CA, and made meticulous visual models of



The Cast for JOLLY includes CHRIS OROZCO (as the Sheriff), ERIC PARKINSON (as Santa), ANNA STADLER (as Lucy), AMBER GENE (as Miss Black), ARTHUR G. NIGHT (as Jolly) and CLAYTON TAYLOR (as Buck Sugar - the Gingerbread Monster).

the performers faces, bodies and major movements. With the dialogue tracks driving the dynamics of each scene, the visuals and action could be programmed to the specifications of the director, from blocking and staging to wardrobe, props and lighting effects.

“This is a breakthrough film,” said Parkinson. “Arthur is using the best of all available technologies from multiple eras to create a movie that looks like a \$50-million-dollar studio project - but at a fraction of the price and time needs. There are some good - and some bad - uses of the new A.I. software technologies. But giving a director like Arthur G. Night the ability to control every visual aspect of a scene is a big step forward in creative filmmaking.”

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*Eric Parkinson, CEO of
Hannover House*

Arthur G. Night as Jolly.



Santa (ERIC PARKINSON) announces that Pinedale is his selected town for Christmas this year, as Helper Leslie stands by (LEZLIE TAYLOR).

“Jolly” tells the story of a Christmas-future, in which most Christmas Eve deliveries are contracted out, with Santa only delivering one city per year himself. This year, Santa selects the town of Pinedale – which turns out to be a fatal mistake. Thirty-three years earlier, Santa was magically enchanted and seduced by Miss Black, a witch, resulting in a son named Jolly. Now, with Santa back in town, the murderous Jolly is working on a list of his own. Principal actors in the film include Eric Parkinson as Santa, Anna Stadler as Lucy, Chris Orozco as the Sheriff, with Amber Gene as Miss Black, Clayton Taylor as Buck Sugar and

Hannover House plans a 45-day theatrical window, starting Dec. 11, 2026, before the film will be released to streaming platforms in the USA and Canada.

The North American exhibition market for independent horror films has been especially robust in 2026 – with OBSESSION and BACKROOMS each generated over record-breaking box office results worldwide (respectively, \$512-million and \$394-million to date). The newly released indie horror film, BUDDY, is already at \$18-million after just 10-days of release. Hannover House thinks “JOLLY” has a solid box office potential due to this market trend and the film’s unique blend of horror and Christmas.

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Writer-Director ARTHUR G. NIGHT (right), provides guidance to actor VICTOR REYES (left) during production of the dialogue tracks for the JOLLY movie.

This press release can be viewed online at: <https://www.einpresswire.com/article/941489319>

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