



DOES THIS *baby*
MAKE ME LOOK *fat* ?

a digital comedy series from the obsessive mind of STEPHANIE JACKSON

“PEEING MY PANTS!!”

-TRACY SWEENEY

“YOU HIT THE NAIL ON THE HEAD!”

-KATE VANDY

“YOU'RE TOO FUNNY.
CAN WE BE FRIENDS?!”

-HUNTER10

“BRILLIANT.”

-REBECCA HORNSBY

“I WATCHED ALL SEASON 1 & 2
INSTEAD OF NETFLIX.”

-LAUREN LANDREVILLE

“YOU ARE MY HERO. WHAT A RIOT.”

-TINA POWERS

“COMEDIC GOLD.”

-30BY30

“IT'S LIKE HAVING A HILARIOUS FRIEND
BY MY SIDE.”

-BRI AMARILLAS

“THIS IS HYSTERICAL!!”

-JEN DAVIS

“MY WIFE AND I LAUGHED SO HARD
AT THIS VIDEO!!!”

-IAMTHEBUSH

youtube comments

concept


Does This Baby Make Me Look Fat? (a.k.a. *BabyFat*) is an award-winning scripted series inspired by the real life of Stephanie Jackson, your funny best friend who grew up, decided to get pregnant, then found out it was nothing like she thought it would be.

A parody of popular "family vlogs" on YouTube, *BabyFat* is a hilariously intimate look at Stephanie's journey from party wife to mommy. The show is entirely scripted, with Stephanie's vlog providing comedic set-ups and commentary for each storyline.

Currently a 34-episode series on YouTube that also features Steph's husband Zach, their baby, and Carl the cat, *BabyFat* is a fully developed and produced concept in search of a bigger home.



“*BabyFat* is not your typical video series created by mothers. You know, the ones with the pleasant, but candid mom talking to the camera about pregnancy trials, tidbits, and tips. The series steps out of this traditional format and delivers a great mashup of vlogging, documentary, and scripted content all in one.”

~Review from  tubefilter

point of view

BabyFat revolves around a woman who did not lose her sense of self – or sense of humor – just because she decided to have a child.

Stephanie’s story speaks to the moms working a 40-hour week who just need some genuine, adult banter.

This is not the place to come for another DIY tip (snooze!) or recipe for homemade fruit roll-ups (enough already!). Instead, pull up a chair, pour yourself a stiff drink, and turn the baby monitor on mute . . . because this shit’s about to get real.

relatable storytelling

Episodes cover aspects of the baby-making/parenting process that are universally experienced but often not spoken aloud . . . until now.

- Nesting: the pregnancy equivalent of going on a six-week cocaine binge.
- Do Baby Witch Doctors take insurance?
- Screwing on a schedule: my ovaries don't care that you're not enjoying yourself.
- What to do when your doctor diagnoses you with "lightning vagina."
- Hold those BJ's ladies, sperm hate saliva!
- Why let nature take its course when you can track the ever-loving crap out of it?



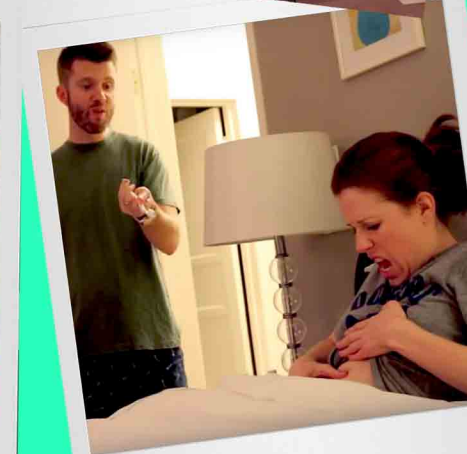
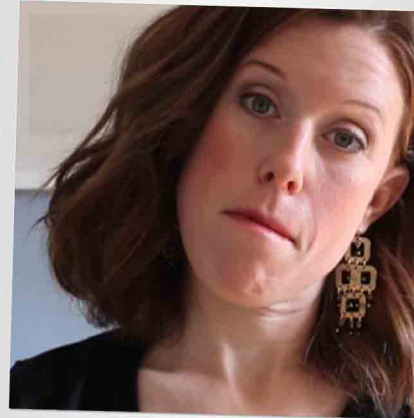
why baby fat?

MOTHERS WANT TO FIND THEIR TRIBE

The popularity of "Mommy & Me" classes, mom blogs and parenting magazines prove one thing: women have a natural instinct to gather together, trade information, and commiserate when we don't know what the hell we're doing.

As women, we also want to laugh at ourselves. We do CRAZY shit. And we know it's crazy. We want our funny best friend to listen to us and then say, "Oh you think that's nuts? Wait'll you hear what I did last week . . ."

BabyFat is a comedic outlet for the tribe, articulating the hormonal and parental roller coaster that so many of us feel.



stats & awards

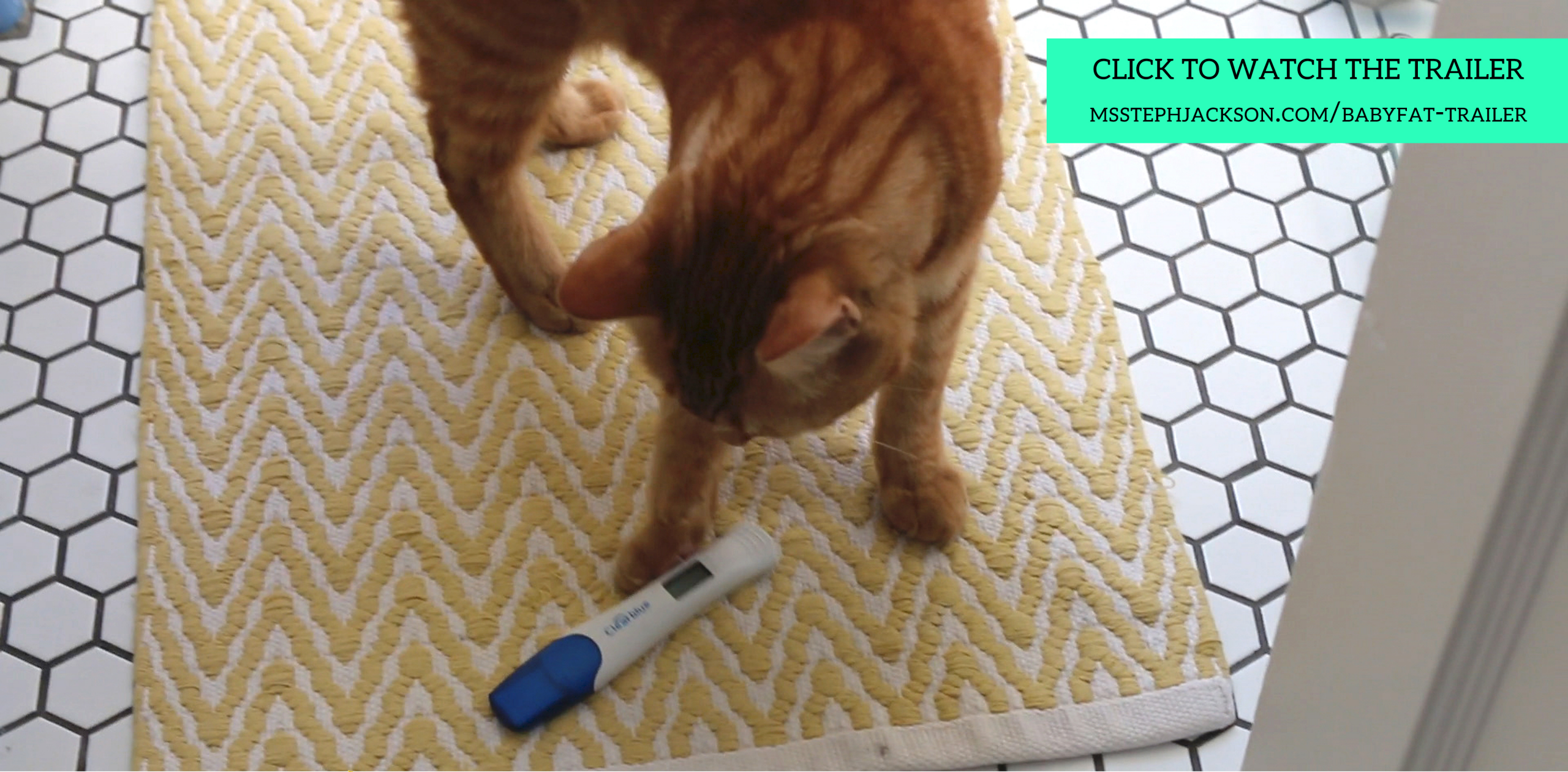
Average percentage of
each episode viewed **80%**

Percentage of viewers
on mobile devices **50%**

Subscriber growth over
3 seasons **672%**

**From YouTube analytics Oct 2015-Oct 2016*





CLICK TO WATCH THE TRAILER
[MSSTEPHJACKSON.COM/BABYFAT-TRAILER](https://msstephjackson.com/babyfat-trailer)

contact

STEPHANIE JACKSON | stephanie.jackson@me.com | (917) 576-0944