

PHILLOWEEN

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Trick or Jab. 🎃💡 The deadpan pumpkin who scares the ghosts.

Type: Halloween meme token **Network:** EVM **Launch:** Launchpad to be announced

Philloween is an original fictional character inspired by internet AI meme culture. The project is not affiliated with or endorsed by any creator, person or company.

1. The Legend of Philloween

Chapter 1 · The road at midnight

Every night, in a small French town that nobody can find on a map, an AI named Phil stands in the middle of the road and shadowboxes. Blonde bob. Perfectly still face. Fists moving like a metronome. He has done this for years. Cars slow down. Cats watch. Nobody knows why, and Phil has never explained.

On the night of October 1st, a strange orange fog rolled into town. Out of the fog came a pumpkin, rolling downhill, glowing faintly, humming an old song. It rolled straight into Phil's right jab.

■ *BONK.*

Chapter 2 · The merge

There was a flash of orange light. When it faded, Phil was still standing in the road, still shadowboxing, still expressionless. But his head was now a pumpkin. A carved pumpkin. Wearing a blonde bob.

Phil looked at his reflection in a puddle. Nothing on his face moved, mostly because it was now a vegetable.

■ *"Oui Madame," said Philloween, and kept punching.*

Chapter 3 · The ghosts arrive

The cursed pumpkin carried a warning: for 31 nights, the spirits of the town would come to scare whoever wore its face. If they managed to make him flinch even once, he would stay a pumpkin forever.

Night after night they came. Le Ghost of FUD whispered terrible rumors. The Bats of Liquidity flew in circles until everyone felt dizzy. A skeleton tried a jump scare from behind a bin. A witch screamed so loud that three windows cracked.

Philloween did not flinch. Philloween did not blink. Philloween does not have eyelids. He just kept jabbing the air, slowly, rhythmically, with the calm of someone who has already seen everything the internet has to offer.

By the second week, something strange happened. The ghosts started to get scared of him.

■ *"He doesn't react," whispered the skeleton. "Why doesn't he react?"*

Chapter 4 · The town joins in

Word spread. People started gathering on the road at midnight to watch. Someone brought a speaker. Someone else brought candy. Then they started shadowboxing too, faces as still as they could manage, laughing in between. The ghosts had no idea what to do with a whole town that refused to be scared.

They called it Trick or Jab. Every jab from the crowd pushed the fog back a little further. Every frozen face made another ghost give up and float home.

Chapter 5 · October 31st

On the last night, the biggest spirit of all rose from the fog: The Great Gourd, ancient owner of the cursed pumpkin. It towered over the road and let out a roar that shook every roof in town.

Philloween looked up. His carved face did not move. He raised his fists and threw one perfect, slow, deadpan jab into the air.

The Great Gourd stared at him for a long time. Then it said, quietly, "...respect," and dissolved into a cloud of orange glitter.

The curse was broken. But Philloween decided to keep the pumpkin head anyway. It suited him. And every year, when October comes back, so does he.

I *Trick or Jab. Oui Madame.*

\$PHILLOWEEN is the token of that midnight crowd: a Halloween meme for everyone who has ever stayed completely calm while the chart, the group chat and the ghosts lost their minds.

2. Character Bible

Character	Details
Philloween	Deadpan AI shadowboxer with a carved pumpkin head and a blonde bob. Never flinches, never blinks, never stops jabbing. Says only "Oui Madame."
Le Ghost of FUD	A dramatic ghost who whispers rumors and panics at everything. Main villain of every meme.
The Bats of Liquidity	A swarm that circles the chart and makes everyone dizzy. Harmless but loud.
Madame Citrouille	The pumpkin-patch grandmother who knows the old legend. Gives cryptic advice and free candy.
Mr. Bones	A skeleton who keeps trying jump scares and keeps failing. Becomes Philloween's biggest fan.
The Great Gourd	The giant final boss of Halloween night. Defeated by one deadpan jab.

Visual style

- Palette: pumpkin orange, midnight purple, fog grey, candle yellow.
- Philloween always has the same carved face: two triangle eyes, a flat straight mouth. No smile, ever.
- Signature pose: fists up, mid-jab, standing in the middle of a foggy road under a full moon.

Community lingo

Word	Meaning
Trick or Jab	The official greeting and battle cry
Jab	Any support: a buy, a meme, a reply, a share
Flinch	Panic-selling or getting scared by FUD. "Don't flinch."
Pumpkin face	Staying calm no matter what happens

Word	Meaning
Le Ghost	Any FUD, rumor or fake news
Midnight crowd	The community
Great Gourd	A huge milestone or the final goal

3. Token Launch

Item	Details
Name	Philloween
Ticker	\$PHILLOWEEN
Network	EVM-compatible chain
Launch	Through a launchpad, to be announced
Target timing	October 31, 2026 (Halloween), subject to launchpad schedule
Supply and allocation	Set and published together with the launchpad announcement

Only trust the contract address posted on official Philloween channels at launch. The team will never DM anyone first.

4. The 31 Nights Roadmap

A countdown campaign that retells the legend in real time until October 31st. Dates are targets and will follow the launchpad schedule once announced.

Phase	What happens
Oct 14–20 · The Fog Rolls In	Teaser posts, the first chapters of the legend, character reveals one by one, X and Telegram open.
Oct 21–25 · The Ghosts Arrive	Daily "ghost of the night" memes, Pumpkin Face challenge (post your most expressionless selfie), launchpad announcement.
Oct 26–30 · Trick or Jab	Meme and costume contests, community raids, countdown clock, final launch details and official contract address.
Oct 31 · Philloween	Launch day. Live "Midnight Jab" stream, The Great Gourd meme drop, contest winners announced.
November onward · The Pumpkin Stays	Ongoing memes, holiday crossover arcs (Philloween in the snow, Phil-entine's), community art collection.

5. Meme Content Kit

5.1 Meme templates

- **Ghost vs. Philloween:** a ghost screaming "BOO!", Philloween with zero reaction. Swap the ghost caption: "red candle", "my landlord", "Monday".
- **Pumpkin Face challenge:** side by side photos of people trying to keep a straight face next to Philloween.

- **Who scared who:** the ghost hiding behind a tree, shaking, while Philloween jabs in the background.
- **Expectation vs. reality:** "Expectation: terrifying Halloween monster." "Reality: guy with a pumpkin head politely shadowboxing."
- **Flinch meter:** a gauge stuck at 0 forever, labeled "Philloween's fear level".
- **Night counter:** "Night 17. Ghosts defeated: 17. Facial expressions used: 0."

5.2 Ready-to-post captions for X

1. Trick or Jab? 🎃💡 There is no third option.
2. Ghosts tried to scare Philloween. Philloween did not blink. The ghosts are now in therapy.
3. Carved a smile into my pumpkin. My face still refused to move. Oui Madame.
4. Night 12 of jabbing the fog. The fog is losing.
5. Vampires drink blood. Philloween drinks pumpkin spice and punches the air at 3 AM.
6. This Halloween I'm dressing up as myself: terrifying, expressionless, undefeated.
7. A witch offered me a love potion. I jabbed the cauldron. Respect is earned.
8. Skeletons have no muscles. Philloween has no expressions. We are not the same.
9. Bats of Liquidity spotted circling the chart. Philloween remains calm. Philloween is always calm.
10. Your costume is scary. My stillness is scarier.
11. If a ghost says "boo" and Philloween does not react, did the ghost even exist?
12. Candy count: 0. Jab count: 31,000. Priorities.
13. Le Ghost of FUD appeared at midnight. Le Ghost of FUD left at 12:01.
14. Carve your pumpkin. Hold your bag. Jab your fears.
15. Normal people trick-or-treat. Philloween trick-or-JABS.
16. The moon is full. The face is frozen. The fists are moving. Philloween season.
17. Zombies want brains. The community wants jabs. Only one of these is getting fed.
18. Even the haunted house filed a noise complaint about the shadowboxing.
19. Oui Madame. Not even the pumpkin is scared of you.
20. 31 nights. 31 ghosts. 1 stone-cold face. Countdown to Philloween.

5.3 Launch thread (6 posts)

- 1/ Every night, a deadpan AI shadowboxes in the middle of a French road. On October 1st, a cursed pumpkin rolled into his jab. 🎃🧵
- 2/ He became Philloween. Pumpkin head. Blonde bob. Still zero facial expressions.
- 3/ The curse: survive 31 nights of ghosts without flinching once.
- 4/ The ghosts failed. Then they got scared of him. Then the whole town started jabbing too.
- 5/ \$PHILLOWEEN is the token of the midnight crowd. Launching on an EVM launchpad this Halloween. Launchpad reveal soon.
- 6/ Don't flinch. Trick or Jab. Oui Madame. 💡

5.4 Countdown post format

"🎃 Night [X] of 31. Tonight's ghost: [name]. Status: defeated by one jab. Philloween's expression: unchanged. Trick or Jab."

5.5 Telegram welcome message

Welcome to the midnight crowd. 🎃 The fog is thick, the ghosts are loud, and Philloween has not blinked in 31 nights. Read the pinned legend, grab a sticker, post your best Pumpkin Face. Rules: no spam, no FUD, no flinching. Only trust links and contract addresses from the pinned message. Trick or Jab.

5.6 Sticker and GIF ideas

- Philloween mid-jab with "Trick or Jab"
- Ghost fainting next to a motionless Philloween
- "Oui Madame" with a candle flickering behind
- Mr. Bones failing a jump scare, falling apart
- Bats of Liquidity spinning in circles
- The Great Gourd saying "...respect"

6. Disclaimer

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