



JUNGLE



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DMND CLR is a collective of multidisciplinary creatives from a diverse array of backgrounds, telling powerful stories rooted in human truth with stunning visuals and technical brilliance.

DMND CLR; symbolising clarity through moving pictures.



WHY YOU SHOULD CHOOSE US

**THIS IS OUR STORY.
THESE PEOPLE ARE OUR PEOPLE.
THIS JUNGLE IS OUR JUNGLE.**

We know what it's like to grow up in a predominately Black, low-income area, and be surrounded by artists pouring everything into their dreams because their very lives depend on it.

We won't condescend. We won't sensationalise. We won't sugar-coat.

We'll create powerful, compelling images rooted in authentic knowledge.

USPS: EACH OF THESE IDEAS TAP INTO ONE OR MORE OF THE KEY USPS OF THE SHOW, ENSURING THAT WE HIGHLIGHT EXACTLY WHY JUNGLE IS RELEVANT AND A REFLECTION OF OUR AUDIENCE'S LIVES

1. UK Rap: Music is a key narrative driver, bringing credibility to the show while the artists, many of whom will write the songs, will bring authenticity to the musical style.

2. Hybrid: Linked to #1, a unique music/dialogue drama.

3. Credible Talent: Some will be established stars known in mainstream, while others will be more emerging, only known to those with an interest in UK Rap.

4. Urban London: Unashamedly UK, the accents, landmarks, postcodes will all feel very familiar and authentic

5. Artistic Beauty: Visually spectacular, looking at London from a fresh perspective.

Campaign Tone of Voice: | Cinematic | Dark | Heart-Breaking | Uncomfortable | Authentic

6. Crime: An exploration of the London [or any big City] underbelly, the desperate things some people do to survive/prosper.

7. High Stakes: Life and death decisions and tensions that come with gang culture.

8. Perceptions: Societies prejudices, reinforcing stereotypes, understanding through empathy.

9. Free Will: About choices, are we the master of our own fate or is that the luxury of the privilege?

10. Anti-heroes: Despite protagonists being criminals, we root for them because we emphasise, understand their plight/journey.



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OUR APPROACH

The UK often disenfranchises Black men. And then demonises the music they create in response to that disenfranchisement.

Whether it's Form 696 cracking down on Grime raves, or rappers like Digga D having their music censored by the police, there is a refusal to engage with these artists or the stories they're telling.

So we're going to tell them.

We'll create iconic imagery that digs below the surface to illustrate the complexity of these young Black people, their lives, and the choices they are forced to make to survive.

In so doing, we'll give these artists the respect they deserve, and create images that will reflect our demographic's experiences back at them, and introduce others to a world they might never have seen before.



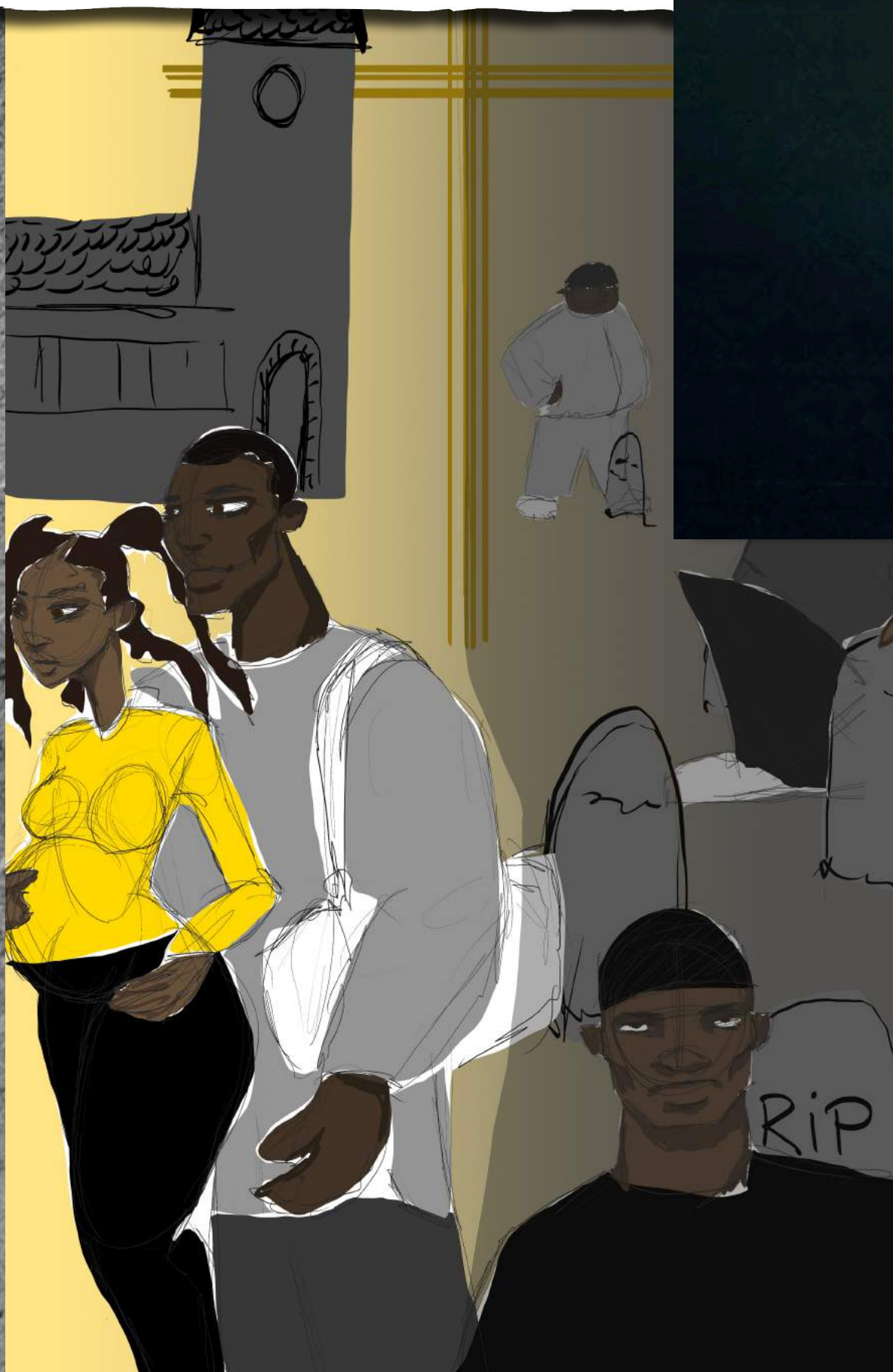
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OUR APPROACH

Each of our images will be vertical first and so perfect for print and out of home, but specifically designed with social in mind.

These are powerful posters that people will want to share, and will become extensions of the show's narrative.

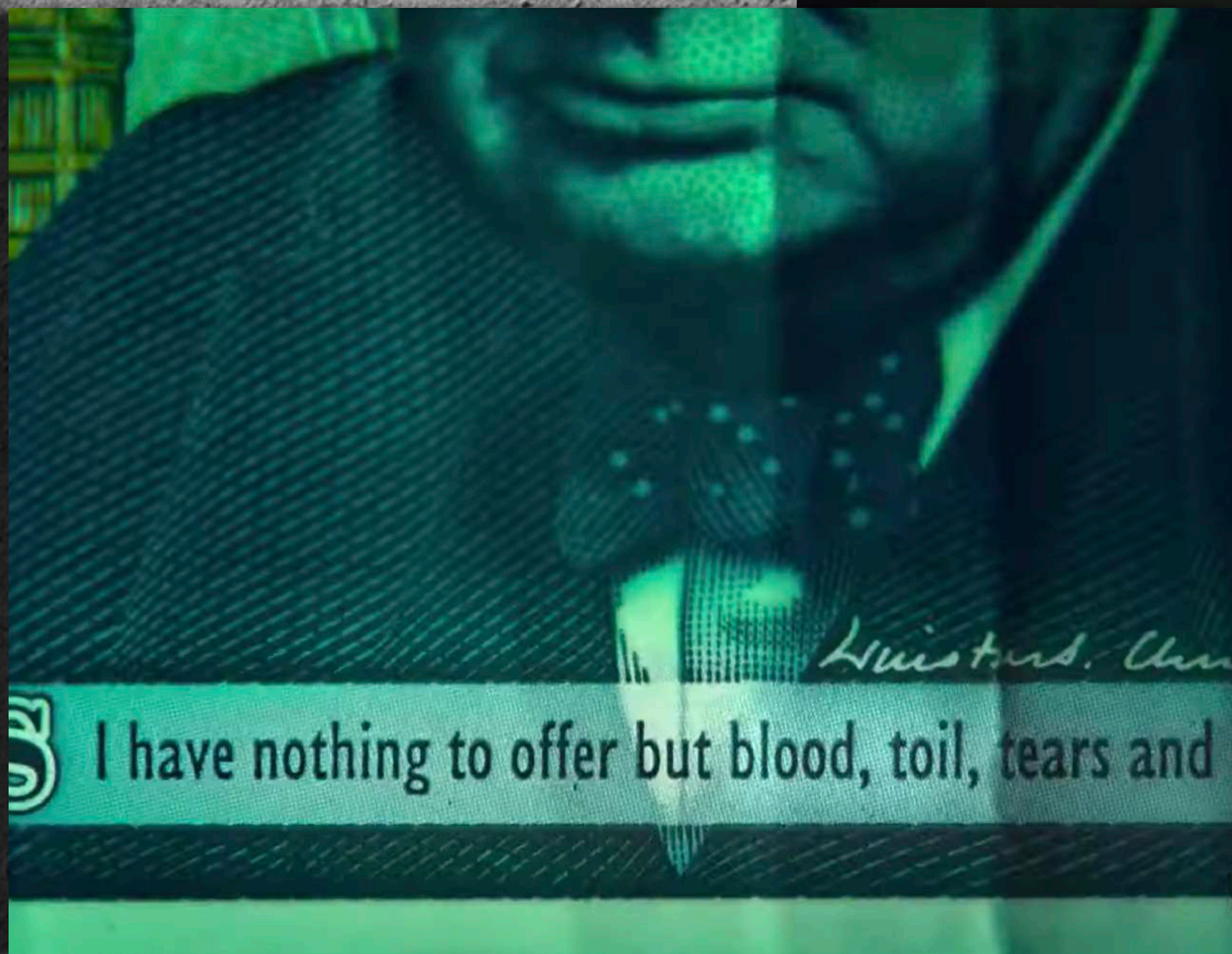
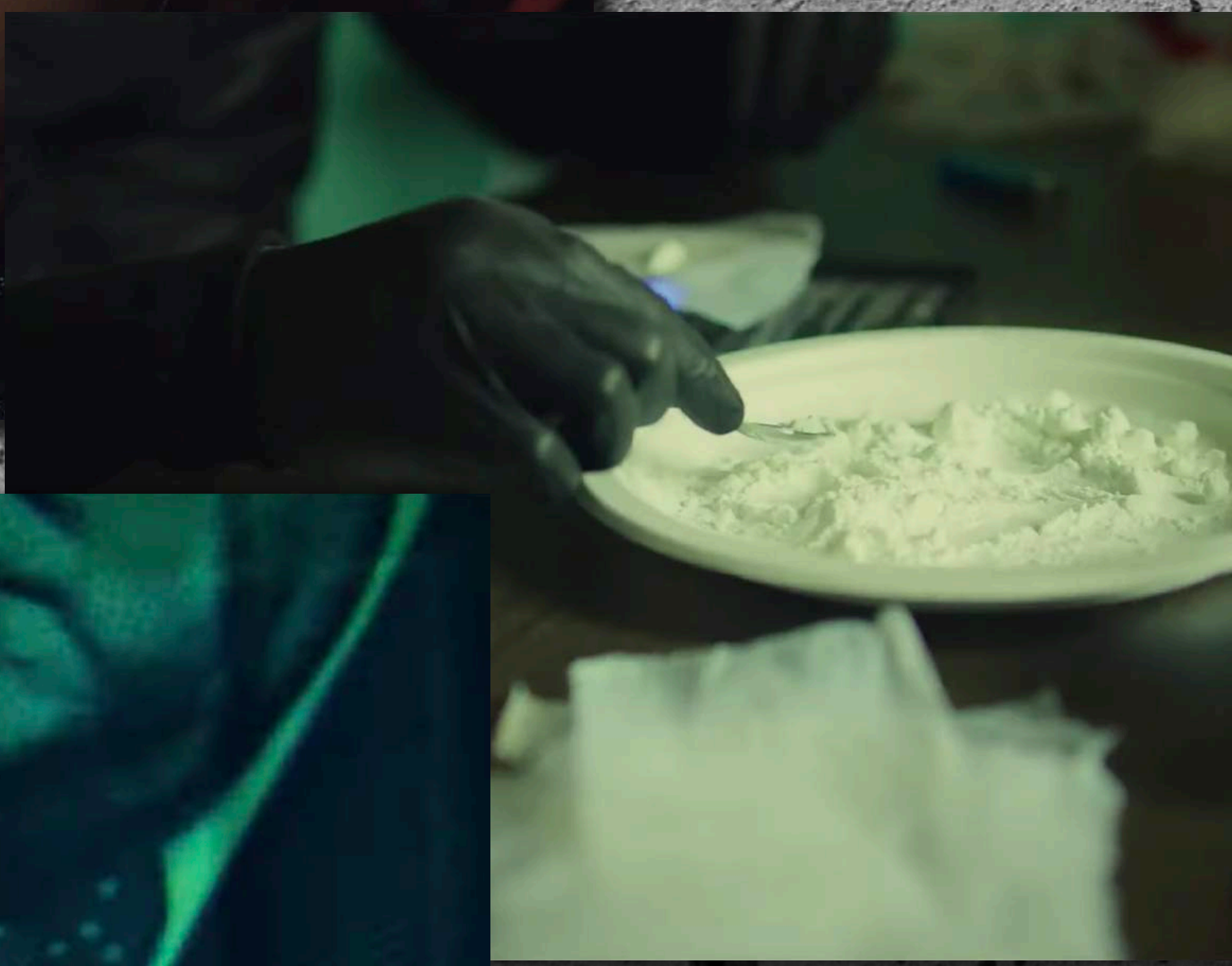
With each of our ideas, we've tapped into one of the show's core USPs to ensure that we're highlighting the most exciting elements to the audience, while wrapping it up in our understanding of South London culture.



A dense, dark green background filled with the intricate, feathery patterns of various jungle ferns. The lighting is soft, creating a sense of depth and texture in the foliage.

JUNGLE IDEAS

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NO ESCAPE

CONCEPT

The system is designed to pull you back into old patterns, even as you try to better yourself. We'll personify this struggle by showing that the shadow of the streets haunts you no matter where you go.

IMAGE DESCRIPTION

Marcus stands in the foreground of an empty street. The painted lines of the street have risen off of the ground and are restraining Marcus. He struggled against these lines that are wrapped around his arms and legs. In a red-tinged shadow behind him stands Bianca and the rival gang, almost preying on Marcus from the dark.

HEADLINE

"The streets aren't done with him yet."

WHY IT WORKS

It plays with the inherent tensions and themes of the show, contrasting Marcus' desires for a better life with the desire for street revenge with the city as a backdrop.

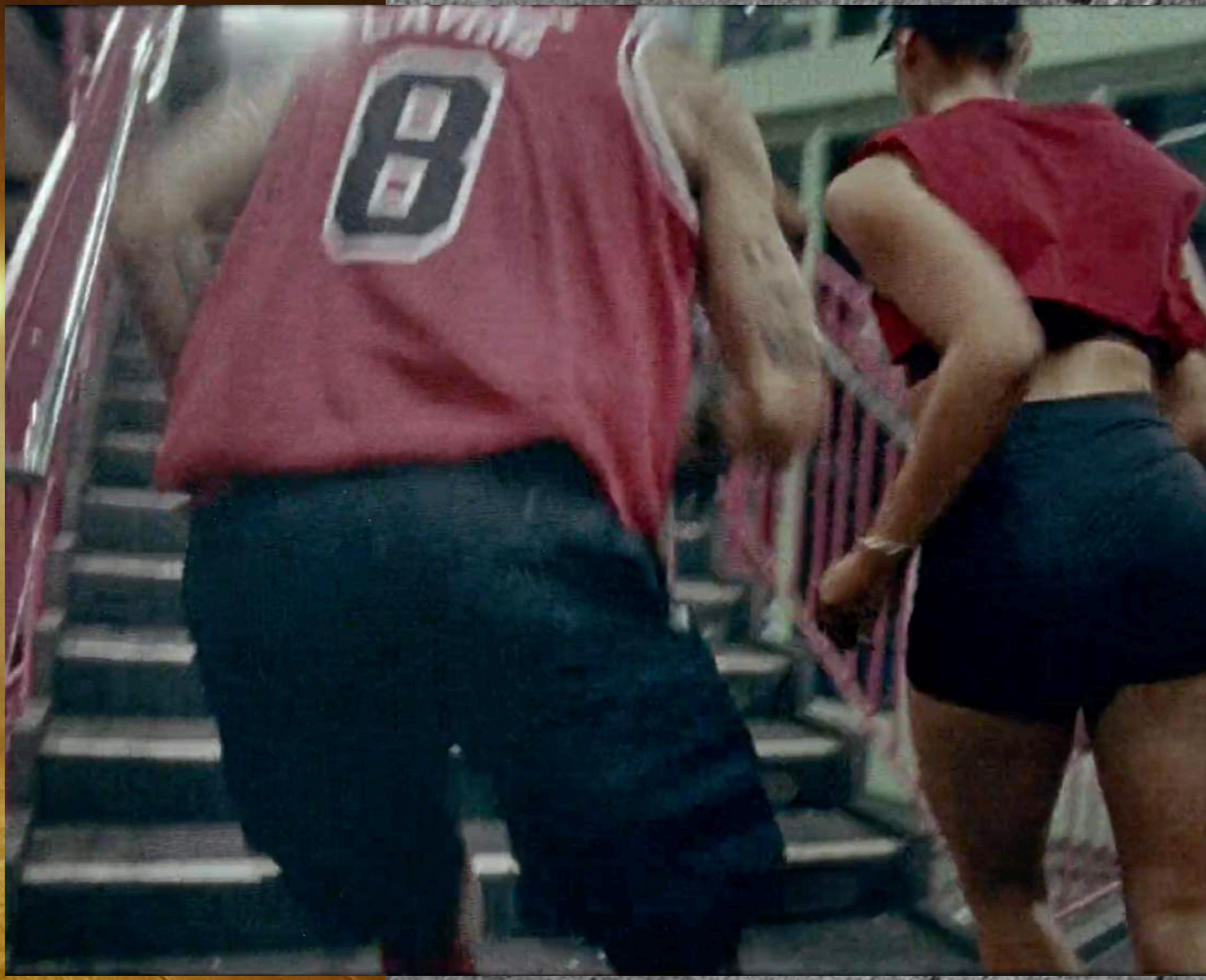
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CROSSROADS

CONCEPT

Our protagonists are making decisions that will determine the course of the rest of their lives, so we'll illustrate this with the symbol for life-changing decisions: The crossroads.

IMAGE DESCRIPTION

Marcus and Gogo stand at a crossroads in an urban area, with the audience perspective slightly above them, so they are looking up at us. The scene is slightly distorted as if through a fisheye lens. One path is bathed in light, the other in shadow.

HEADLINE

"They've got a choice to make."

WHY IT WORKS

We're immediately creating tension by highlighting the central conflict at the heart of the show, will our protagonists walk the path of redemption or will they be pulled down another way.

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THE MIRROR WORLDS

CONCEPT

Our protagonists are trapped in the world of the streets, with a normal life visible but just out of reach. We'll bring this metaphor to life by showing the mirror image of their lives.

IMAGE DESCRIPTION

Our two protagonists stand in a surrealist city landscape, confronted by the mirror images of themselves, living the lives they so desperately want.

HEADLINE

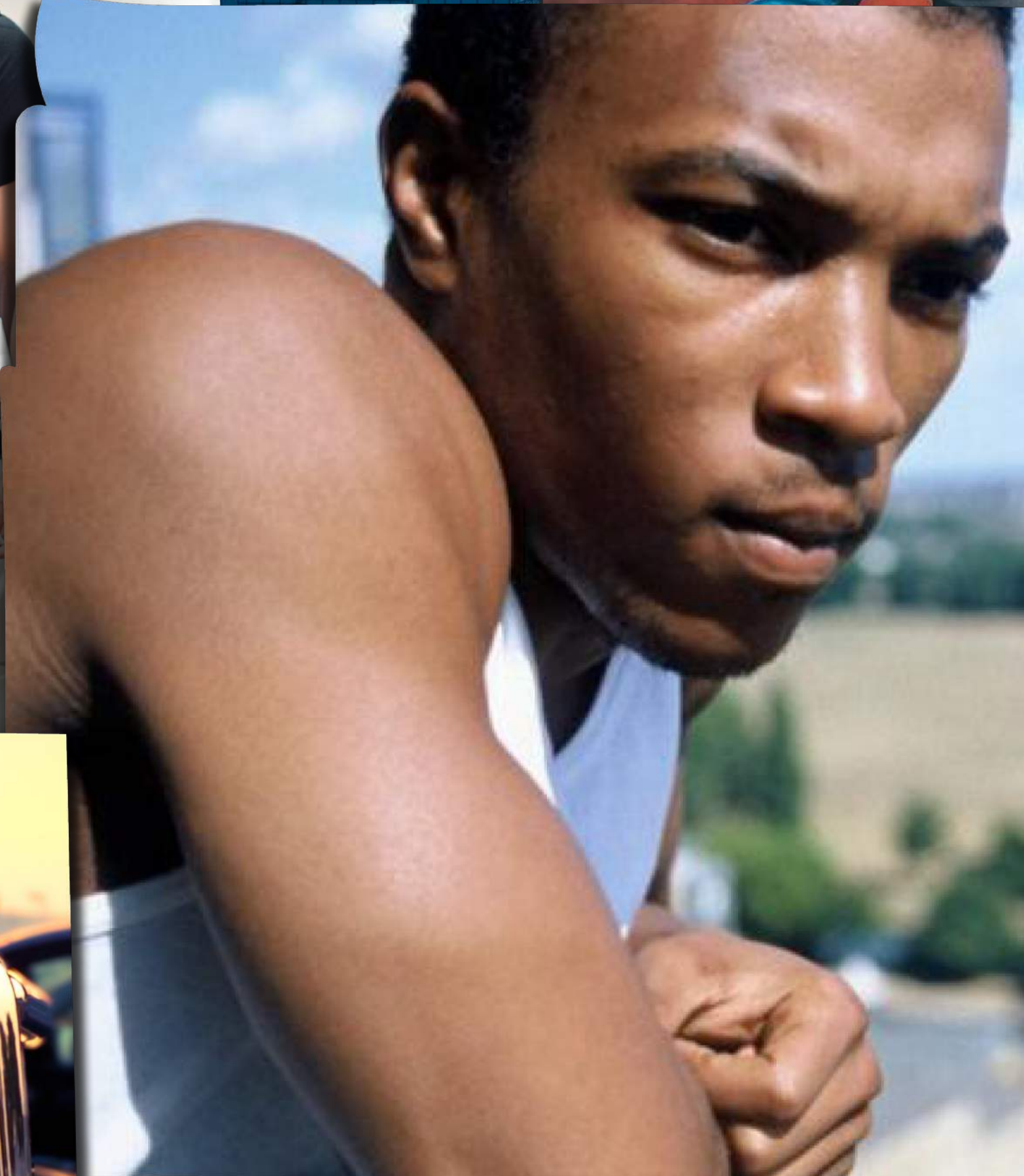
"The lives they want are just out of reach."

WHY IT WORKS

This creates a very artistically arresting and beautiful understanding of the show. It also introduces surrealist imagery that hints that this show will not always be naturalistic, incorporating music and performance to further the narrative.

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ALL THAT GLITTERS

CONCEPT

In the alternate London of Jungle, gold dust is everything. Fueling much of the gang activity in the area, and so playing a pivotal role in Marcus and Gogo's lives. We'll emphasise this by showing gold dust creeping into their lives.

IMAGE DESCRIPTION

We see Gogo and Marcus's heads against a dark background with a swirl of gold smoke creeping behind and around them, as though it will engulf and them. Their faces a mask of pain as they attempt to fight the gold smoke that threatens to consume them.

HEADLINE

"All that glitters is not gold."

WHY IT WORKS

This is a very striking and artistic visual that is unquestionably beautiful, but will also evoke the high stakes situation our protagonists find themselves in.

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THE CHASE

CONCEPT

At the heart of Jungle is the chase. Whether it's chasing a girl, chasing a better life, or chasing after people who've wronged you, that sense of movement is integral to Jungle, so we'll celebrate that in this image.

IMAGE DESCRIPTION

We see Gogo and Jessica running in place on a human sized hamster wheel, while Slim, 6ix, K and Bully, chase after them in their own wheel. In the background is the city, but made to feel maze-like or obstacle-like as though it's a race to be run.

HEADLINE

"Everyone's chasing something. Best hope it's not you."

WHY IT WORKS

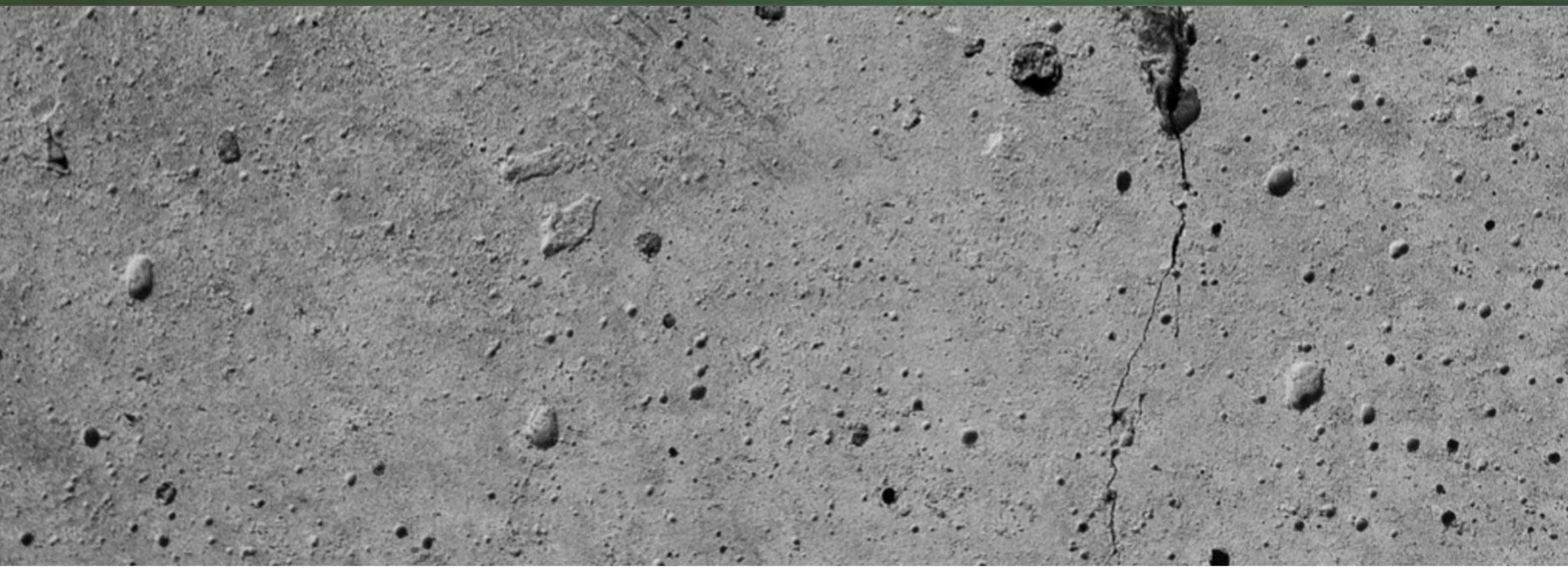
We're tapping into a human truth; that we're all defined by the chase, and framing it in such a way as to immediately create a high stakes situation where our character's lives are clearly at risk.

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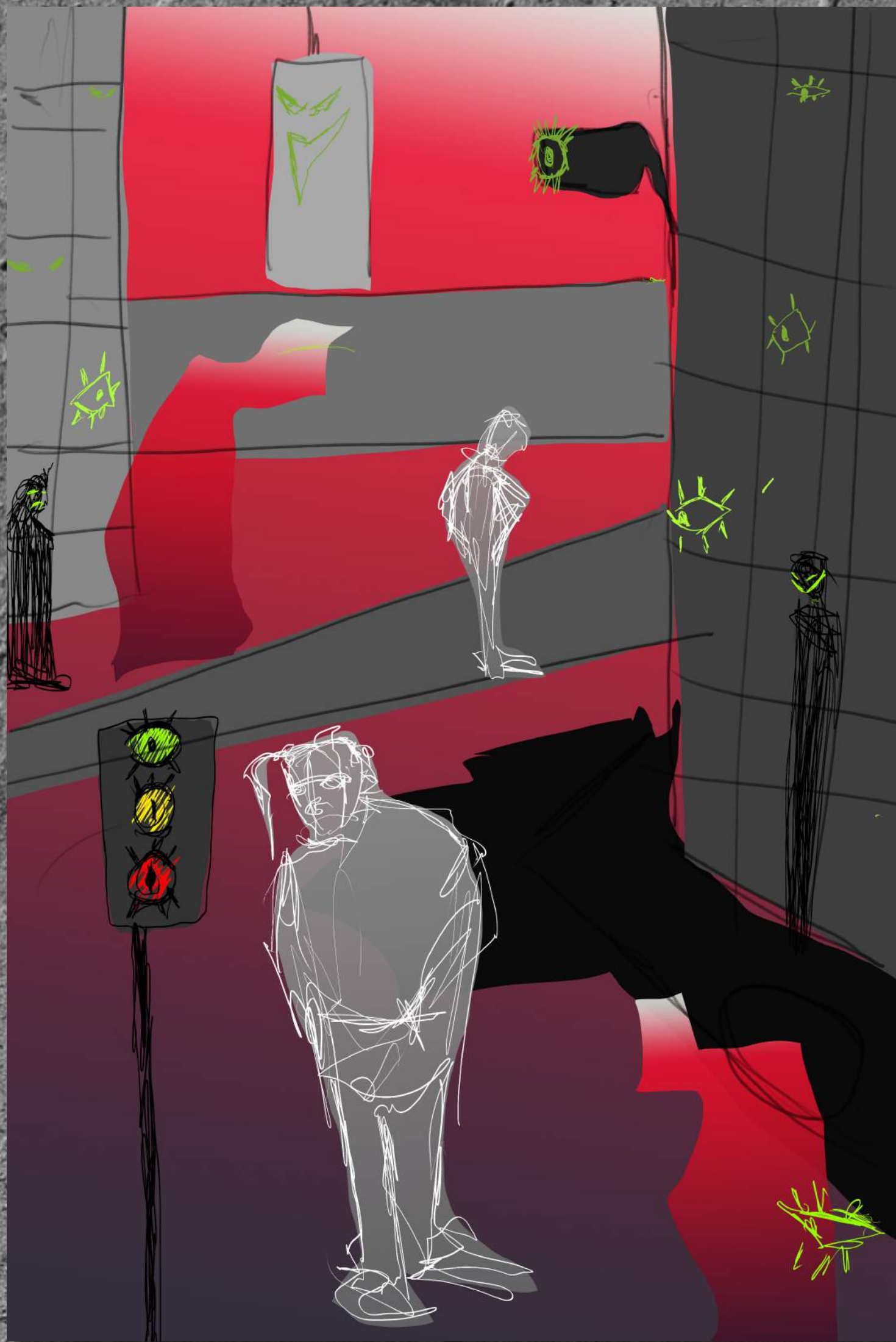
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THE STREETS ARE WATCHING

CONCEPT

Our protagonists know at the best of times that they're being watched by all manner of people who might see them as an enemy, as a threat or something else altogether. And now, without their gangs to back them, they're more vulnerable than ever to the gaze of the streets as they figure out what they're going to do next. .

IMAGE DESCRIPTION

An image of Gogo and Marcus in a street environment that has been heavily altered to create personified faces and eyes on buildings, in windows, from traffic lights etc. As well as turning CCTV cameras in their direction, with actual characters and faces dotted around the scene to amp up the feeling of being watched.

HEADLINE

"When the streets are watching, one mistake can cost you dearly."

WHY IT WORKS

We're rooting this heavily in scenes our audience will be familiar with, the streets of South London, and a feeling that is familiar too. That of knowing that you're being watched. Not only does it speak to a kind of relatability, but immediately raises the stakes by introducing this element of paranoia.

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TANGLED UP

CONCEPT

Jungle explores how people's stories can become intertwined, and uses music to explore and further that narrative. We'll bring this to life with a powerful metaphor.

IMAGE DESCRIPTION

Marcus, Gogo, and the rest of the cast stand in different places across an urban environment, but all wrapped up in mic cable. At the very end of the cable, is The Narrator, holding the mic to their lips, highlighting their role as the modern day Greek chorus.

HEADLINE

"Do you ever feel like you're tangled up in a story you can't control?"

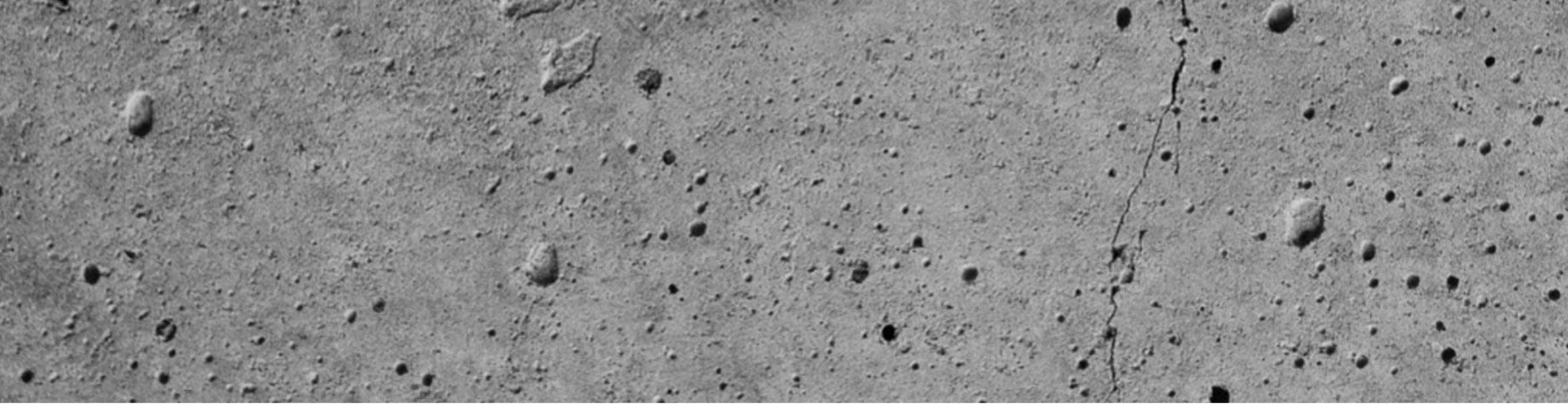
WHY IT WORKS

We're immediately invoking one of the most prominent USPs of the series, it's music and doing so with a powerful and abstract image that will grab attention.

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THE FAMILY PORTRAIT

CONCEPT

Gangs often emerge as a family substitute for those who are vulnerable and in need of a support structure. So leaving the gang isn't just leaving your friends, it's saying goodbye to your understanding of family.

IMAGE DESCRIPTION

A framed picture of Marcus' old gang, wearing hoodies and balaclavas, but there is a person shaped hole where Marcus used to be and he is jumping out of the picture frame. Next to that picture is another framed picture of Gogo's old gang, and we see the same thing, a hole where he used to be, and Gogo escaping that picture.

HEADLINE

"Sometimes getting out of the picture can be deadly. ."

WHY IT WORKS

We're immediately setting up the stakes by placing the story in the context of ganglife, whilst creating a powerful and surreal image.

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BLOODY HANDS

CONCEPT

Marcus leaves gangland life behind due to his involvement in the death of another young man. We'll illustrate his guilt by quite literally showing that he is struggling with the blood on his hands.

IMAGE DESCRIPTION

Marcus stands in an all white room that features red smears and handprints. His hands are held up to us the audience, revealing that they are covered in blood. His face is a mask of guilt and stress.

HEADLINE

"If the guilt doesn't get you, the past will."

WHY IT WORKS

It's an incredibly evocative image that speaks to the high stakes and drama at the centre of the story.

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THE CITY SPEAKS

CONCEPT

The show has the key USP that rising stars from the UK music scene will be writing music for the series, reflecting the struggle of our characters, so let's highlight those musicians and their poignant lyrics.

IMAGE DESCRIPTION

A series of images in which we see the characters posing in an urban environment with lyrics taken from the show's music plastered onto surfaces around them.

HEADLINE

"The city speaks. Will you listen?"

WHY IT WORKS

It highlights one of the key USPs of the show, the amazing talent that has been assembled, and its use of music to drive the narrative forward.

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ALL THE WORLD'S A CYPHER

CONCEPT

Music has always been a powerful way for Black kids from low-income areas to tell their stories, and as Jungle will incorporate music into its storytelling, we will celebrate that by showing the link between the music and its inspiration: the streets themselves.

IMAGE DESCRIPTION

Marcus and Gogo stand centre stage and holding two mics. Behind them, amps and gear loom large and have been photoshopped to look like the council estates and streets that they grew up in. The other characters can be dotted around the scene, sitting on equipment, or staring out windows, further blurring the line between the streets and the musical gear.

HEADLINE

"The streets are alive with the sound of music."

WHY IT WORKS

It speaks to the history of rap in this country by celebrating the link between the music and the environment it grew out of. Our audience will recognise this story and some of the prominent musicians in the cast, lending Jungle a great deal of authenticity.

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TITLE DESIGNS

JUNGLE

**THE TITLE FONT CONSISTS OF A HYBRID OF BECKETT
& GERMANIA WITH INDIVIDUAL LETTER RESIZING TO
FURTHER CUSTOMIESE.**

**PLEASE NOTE THE 9:16 SOCIAL MEDIA READY LAYOUT
TO BRING THE AUDIENCE INTO THE REAL, MODERN
WORLD CLIMATE OF LONDON.**

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SUGGESTED PHOTOGRAPHERS

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Nwaka

https://www.instagram.com/by_nwaka/

Yout Work

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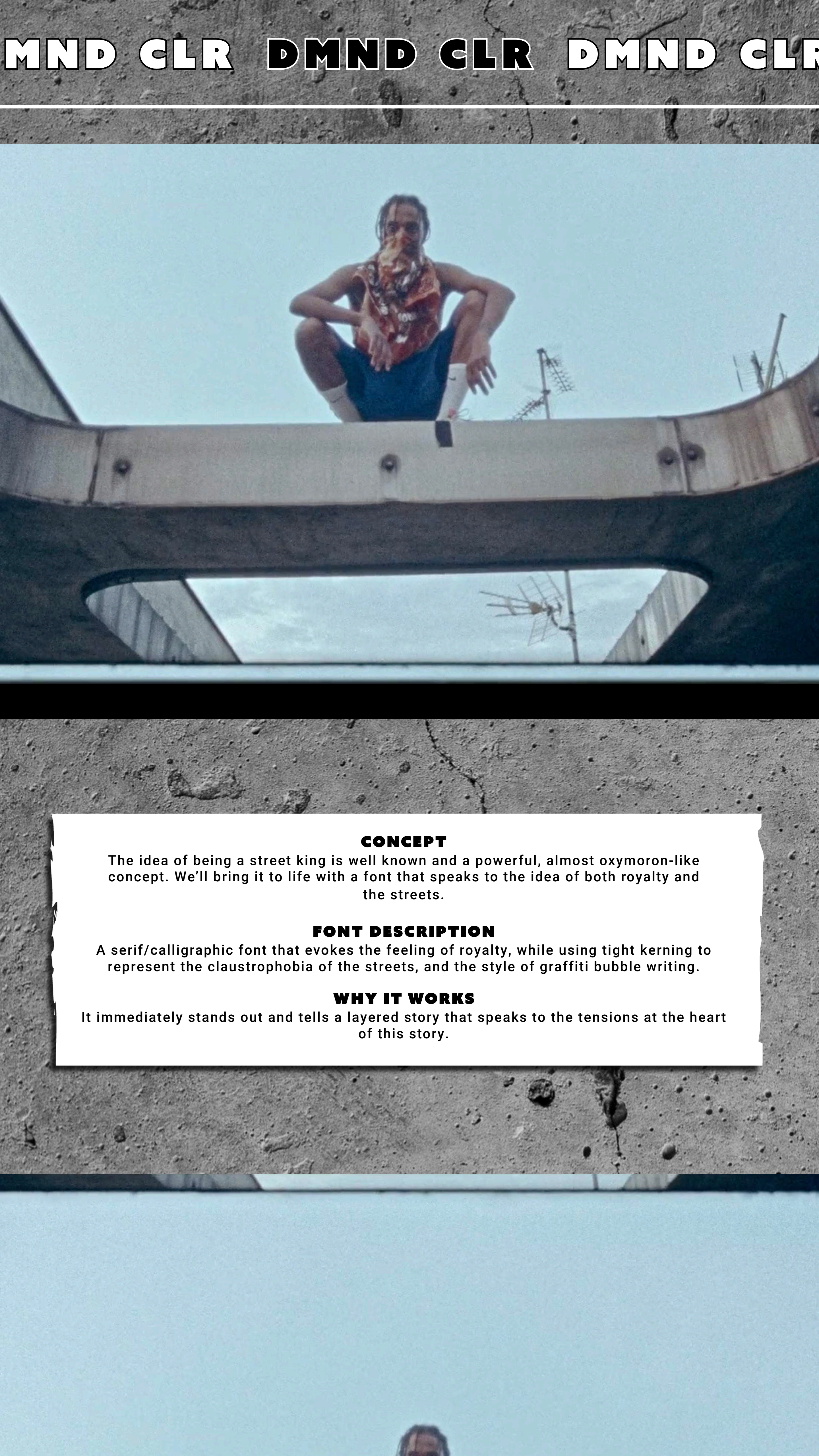
karl_shakur

https://www.instagram.com/p/CNdYyzQlDe2/?utm_source=ig_web_copy_link

Adama Jalloh

https://www.instagram.com/_adamajalloh/

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CONCEPT

The idea of being a street king is well known and a powerful, almost oxymoron-like concept. We'll bring it to life with a font that speaks to the idea of both royalty and the streets.

FONT DESCRIPTION

A serif/calligraphic font that evokes the feeling of royalty, while using tight kerning to represent the claustrophobia of the streets, and the style of graffiti bubble writing.

WHY IT WORKS

It immediately stands out and tells a layered story that speaks to the tensions at the heart of this story.

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thank you

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