



THE LION KING



CREATIVE DEVELOPMENT

DECEMBER 17, 2020



THE ASSIGNMENT

Develop a multi-media relaunch campaign that celebrates the diversity of our cast and communicates that THE LION KING is THE SHOW TO SEE when Broadway returns. Period.

WHO ARE WE TALKING TO?

Primary:

New Yorkers.

Theatre-lovers and Entertainment Seekers.

Those looking to reconnect with the city that they love.

Secondary:

Tri-State audiences who are finally ready to come back and enjoy the city that they love.



WHAT WE HOPE TO COMMUNICATE

The pinnacle of Broadway. The heart of New York.

There is no other Broadway show that is more synonymous with New York City than THE LION KING. Just like dinner at your neighborhood restaurant or walks in your favorite park, New Yorkers can't wait to come home to THE LION KING.

Artistry meets entertainment.

THE LION KING is beautifully handcrafted, yet wildly entertaining. Durable woods and delicate silks bring crying lionesses and laughing hyenas to life. African chants weave together with Elton John classics to form a Tony-winning score. The opening number brings tears of joy and cheers of excitement to audiences young and old. This is the beauty and celebration of THE LION KING.

Celebrate the universality. Embrace the humanity.

Honor the authenticity.

THE LION KING is a universally known and beloved story that connects with individuals in different ways. It's about having grit. Looking for hope and possibility when you don't know where to find them, having courage and strength when you see no other way, and searching for love and family when you need them most... all things we need right now.

tone & MANNER

Powerful & Graceful

Universally Acclaimed & Uniquely Personal

Innovative & Artisanal

Bold & Majestic

Awe-Inspiring & Entertaining

Raw and natural, yet premium



THE LION KING

CONCEPT 1

WE ARE
ALL CONNECTED



THE LION KING

CONCEPT 1

WE ARE ALL
CONNECTED

STRATEGY

Demonstrate how the people who are a part of THE LION KING on stage and the people who are part of the audience are connected to each other. Show how their lives overlap, revealing in unexpected ways how the audience relates to the show, and the show relates to the audience. And remember that the city itself is just as important as the performers and the audience, as it is what unites us all: it is the fabric that holds us together.

EXECUTION

MOTION: We follow the performers from the show in everyday situations in the city, alongside “real” people in the middle of their daily routines. We see them on the streets of NYC walking on the same sidewalks, passing by the same buildings, sharing similar experiences. They acknowledge each other with a quick smile or a wink or a knowing glance. In every instance, it is clear they share a lot in common. Finally, their lives converge—as performer and audience member—at the theater.

STATIC: We see the show’s characters in the environments that are familiar to all of us who live and work in NYC. We encounter them in full costume and mid-motion in “intimately iconic” areas like DUMBO or the Hudson River Park. We see them on quiet side streets—and all the places the tourists haven’t discovered yet. Here, the city’s unique terrain serves as the common ground that brings everyone together, and we see how the show plays an essential role within the city’s culture and community.

STONE

Connected, Universal, Relatable, Playful

LONG FORM COPY

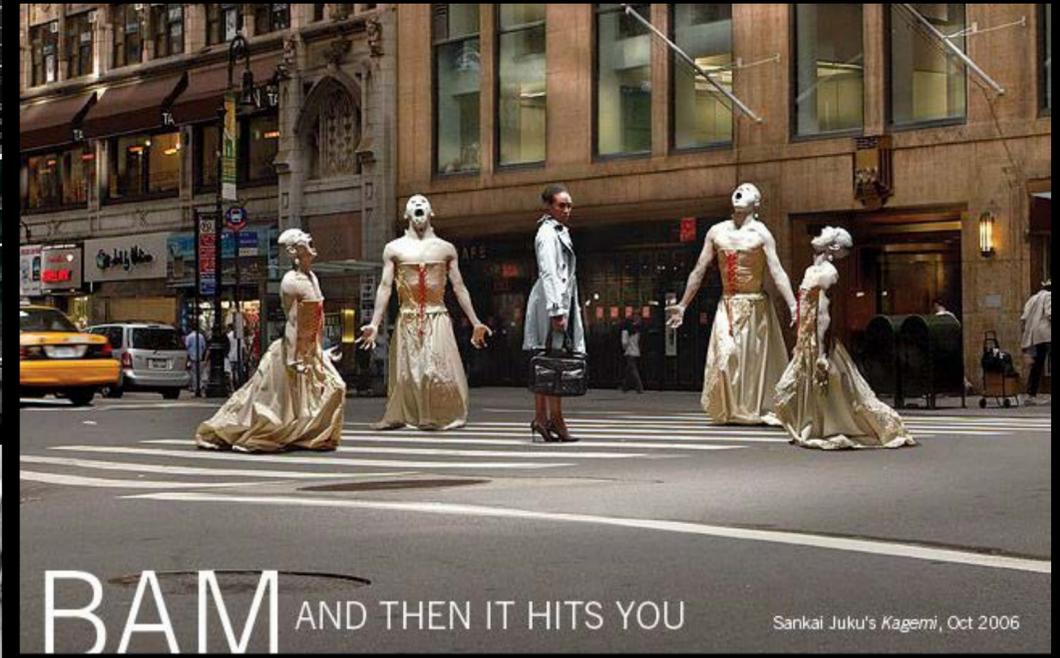
No matter who you are...
Or where you come from...
Or what brings you here...
We are all connected in the circle of life.
And right here is where we belong.
THE LION KING.

COPY LINES

- We are all connected.
- Be a part of the circle.
- Find your place.



THE LION KING > CONCEPT 1 > WE ARE ALL CONNECTED > MOODBOARD





THE LION KING > CONCEPT 1 > WE ARE ALL CONNECTED > STATIC



COPY LINES:

We are all connected.



Be a part of the circle.



Find your place.



THE LION KING

CONCEPT 2

OWN YOUR
CROWN



THE LION KING

CONCEPT 2

OWN YOUR CROWN

STRATEGY

Show how the characters' emotions in THE LION KING are so much like our own; how each of us can relate to the characters we see on stage and their emotional journeys in the show. And when we see ourselves represented on stage—portrayed by people like us, feeling the same emotions we have felt in our own lives—it is both inspiring and empowering. Ultimately we demonstrate how every one of us can embody the spirit and power of THE LION KING.

EXECUTION

We see characters from the show in full costume juxtaposed against “everyday” people who embody the same emotional trait. We incorporate bold text to identify the qualities they each possess: BRAVERY, STRENGTH, CONFIDENCE, etc. They may each appear in their own separate “worlds” (split screen) or within the same visual context (“mirror effect”). Either way, their similarities are clear when they appear side by side. And both sides win.

tone

Uplifting, Inspiring, Aspirational, Affirming

LONG FORM COPY

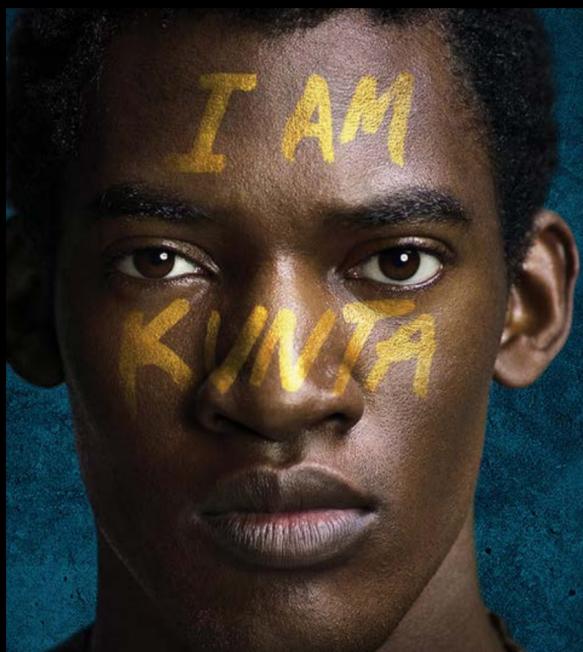
I am BRAVE.
I am STRONG.
I am SMART.
I am HEROIC.
I am COURAGEOUS.
I am FEARLESS.
Own *your* crown.
THE LION KING.

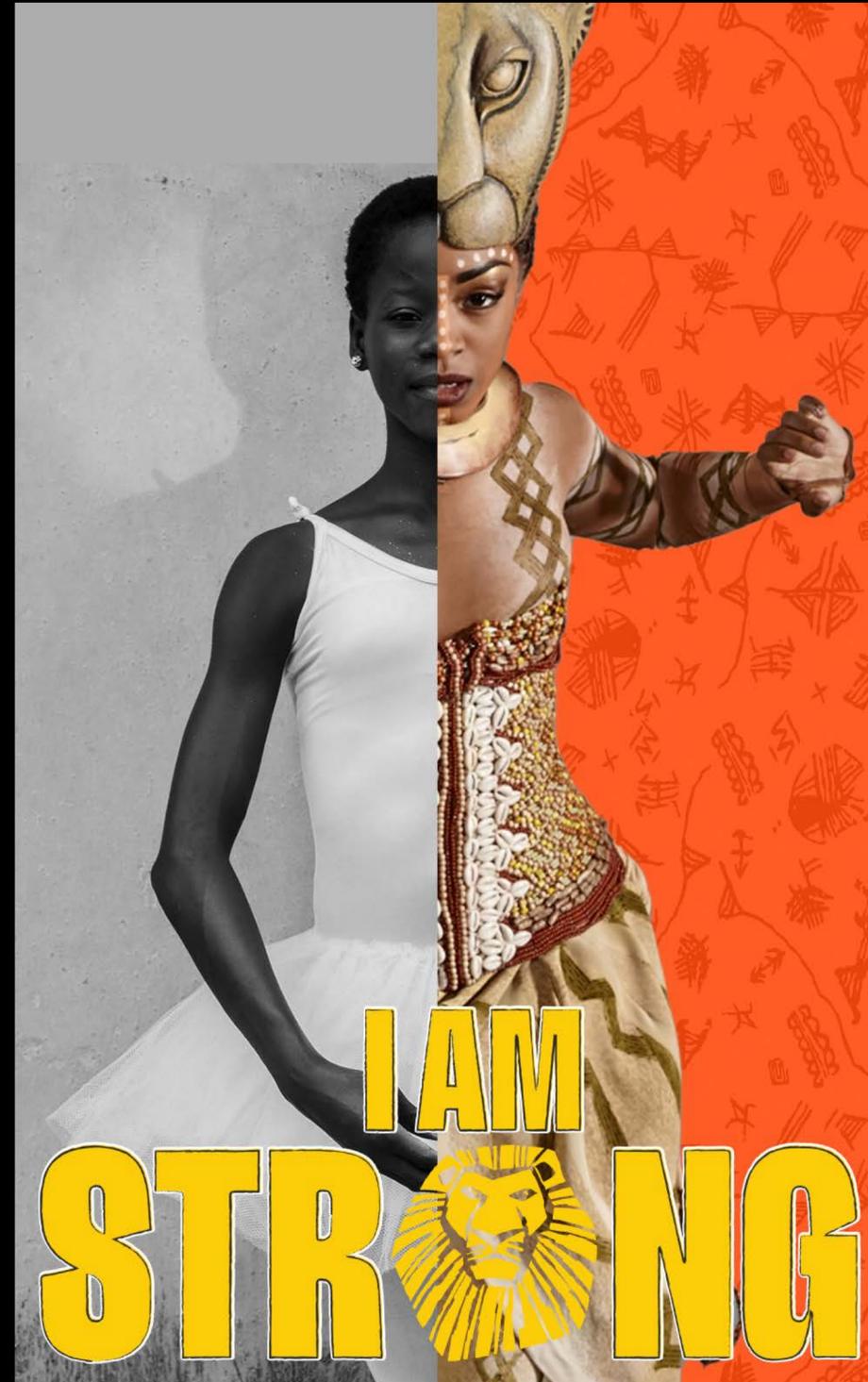
COPY LINES

- Own your crown.
- We roar with pride.
- It lives in you.



THE LION KING > CONCEPT 2 > OWN YOUR CROWN > MOODBOARD



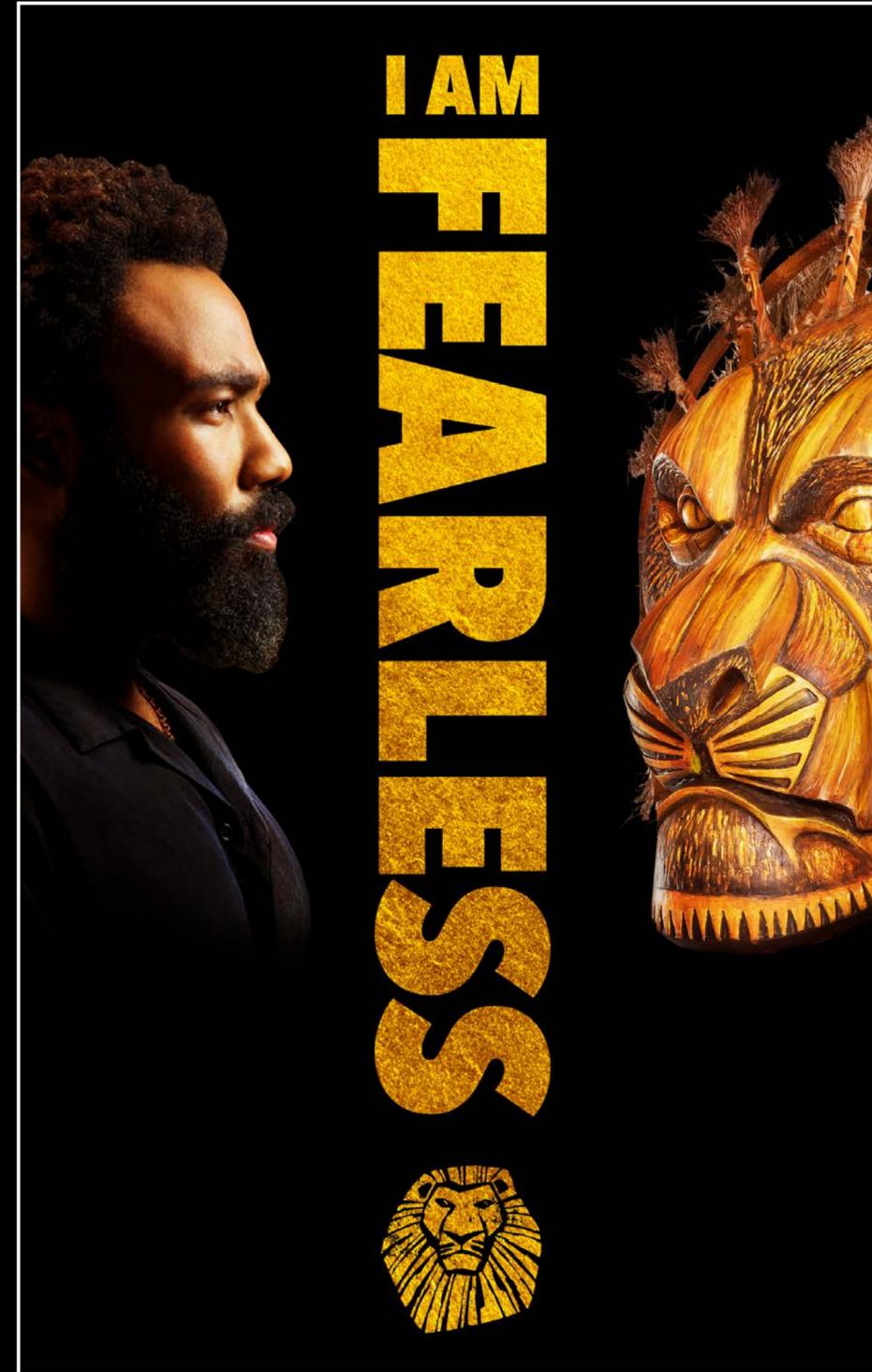
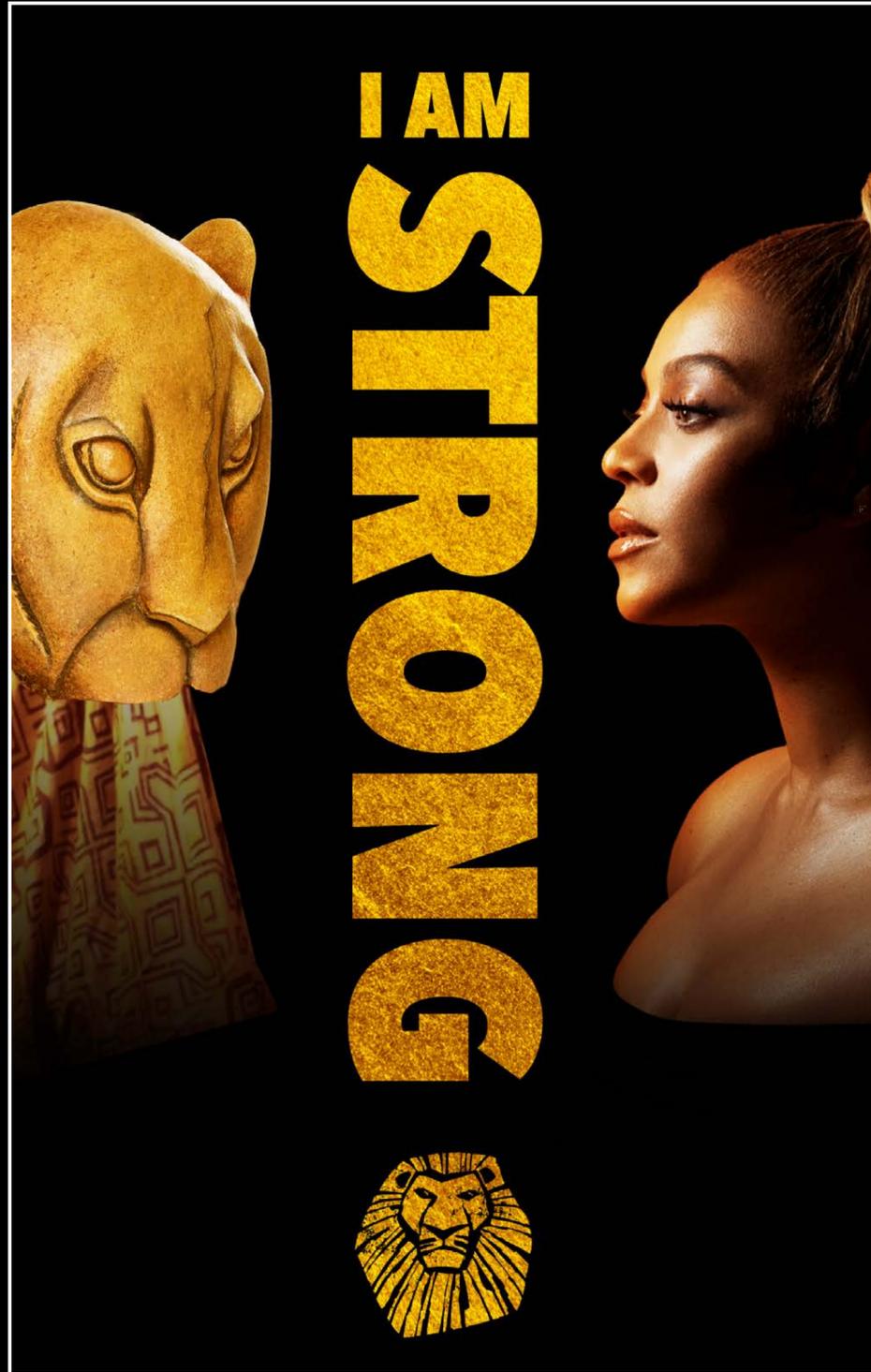


COPY LINES:

Own your crown.

• We roar with pride.

• It lives in you.



COPY LINES:

Own your crown.

•

We roar with pride.

•

It lives in you.



THE LION KING

CONCEPT 3

FIND YOUR
WAY BACK



THE LION KING

CONCEPT 3

FIND YOUR
WAY BACK

STRATEGY

Capture the energy and artfulness of THE LION KING in an entirely new way: create a distinct visual vocabulary for the show. Use bold, bright color and eye-catching graphics to emphasize the heritage, storytelling and theatricality of the show. Ultimately unify the design aesthetic of the show with the characters and action on stage.

EXECUTION

We will infuse the show's imagery with bold, colorful graphics based on the African patterns and textures that we see on stage in the scenic design and costumes. This will amplify the look of the show with an extra layer of detail, meant to convey energy, movement, emotion and excitement. Each character will have his or her own unique graphic design elements, crafted carefully to reflect the stories that we see on stage, The graphics become their own "story within a story," paying homage to the rich history of the show, and reminding us about specific moments from the production that we might have forgotten.

tone

Celebratory, Dynamic, Joyous, Energetic

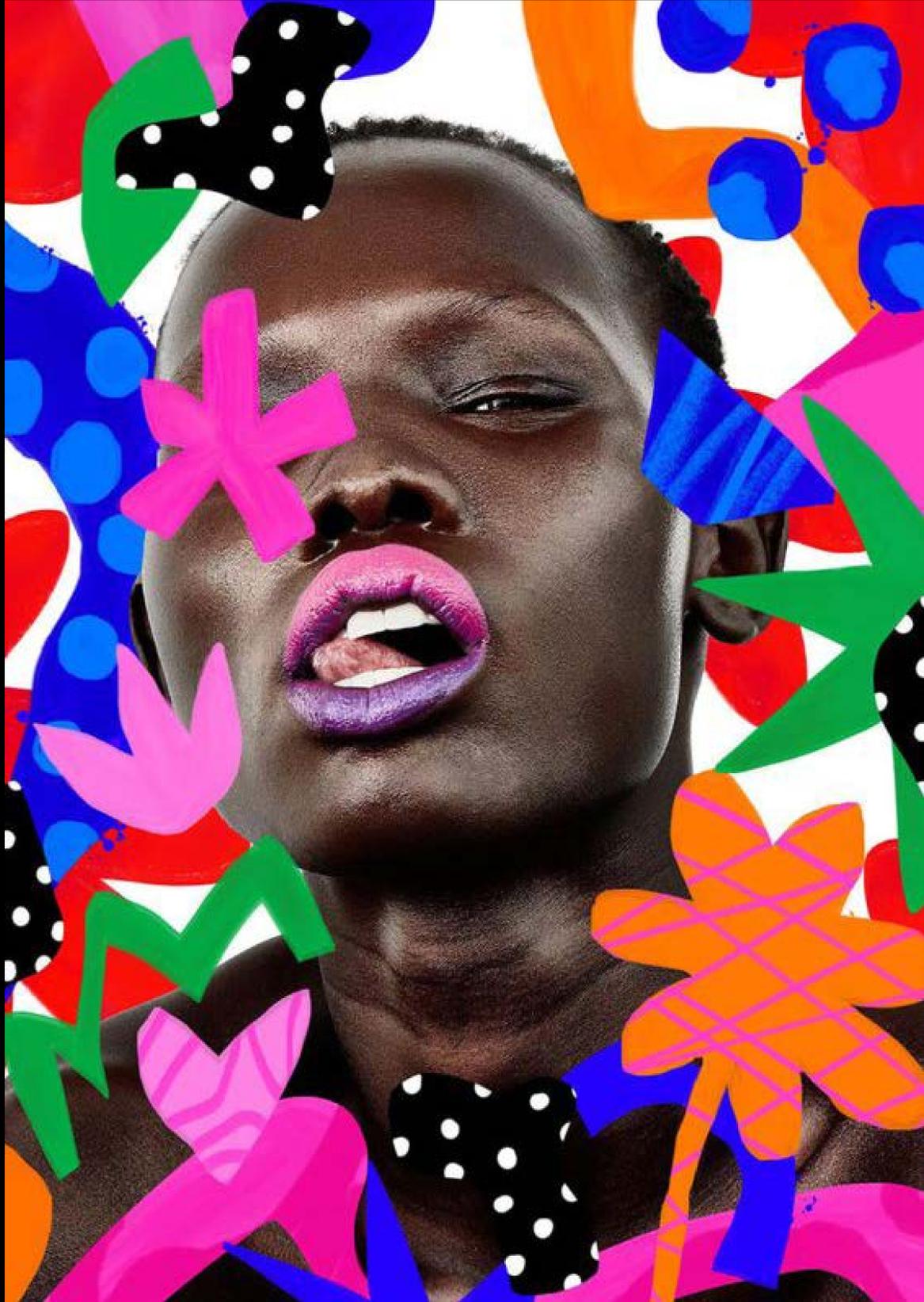
LONG FORM COPY

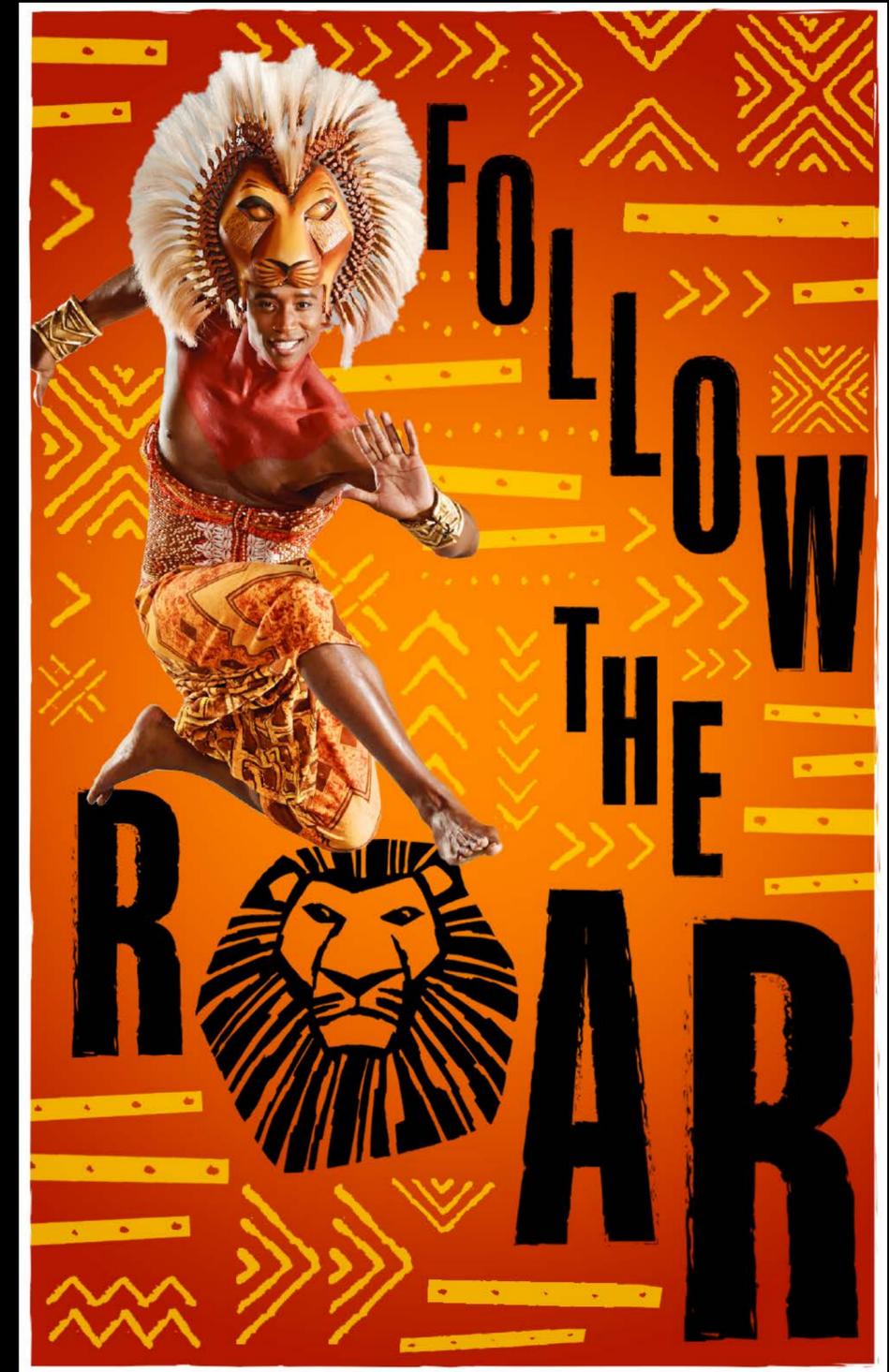
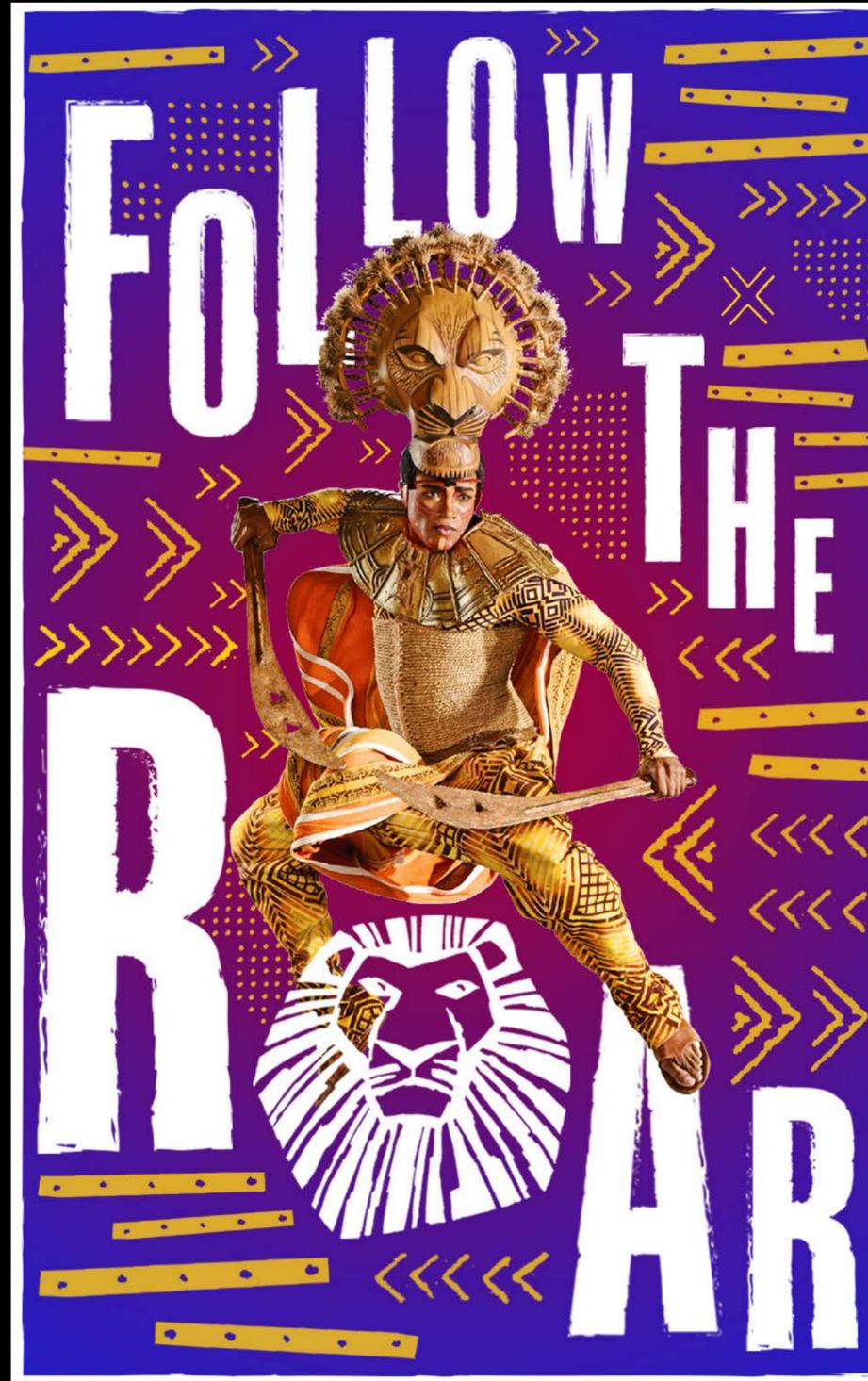
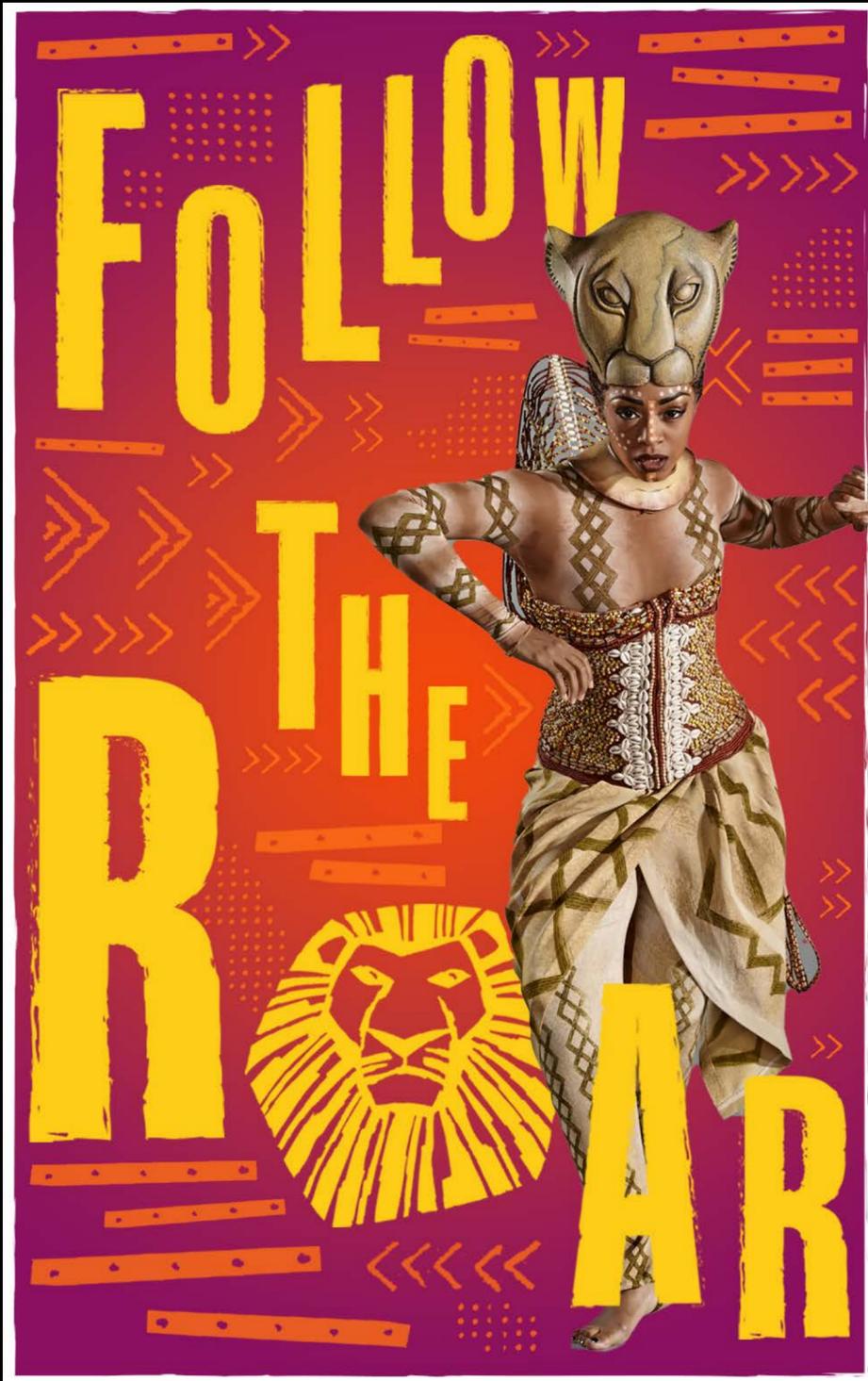
Follow the music...
Follow the movement...
Follow the majesty...
And find your way back
To the show that lives in all of us.
THE LION KING.

COPY LINES

- Find your way back.
- Follow the roar.
- Heed the call.
- Join the circle.







COPY LINES:

Find your way back.



Follow the roar.



Heed the call.



Join the circle.



THE LION KING

CONCEPT 4

OUR CITY.
OUR PRIDE.



THE LION KING

CONCEPT 4

OUR CITY.
OUR PRIDE.

STRATEGY

Illustrate how THE LION KING embodies the strength and resilience of NYC, and how both the show and the city can conquer any obstacle. Establish how the show spreads joy and happiness throughout of the city, no matter the odds. Demonstrate how no other Broadway show offers a greater sense of catharsis, rebirth and transformation. Prove that THE LION KING has earned its right to be the ever-reigning king of New York City.

EXECUTION

Fantasy meets reality, where the real world and the world of the show unite in sharp contrast. Here, the city is depicted in classic black and white. In contrast, the show is represented by a brightly colored seamless backdrop which serves as a "stage" for the characters to "perform" in. Despite the contrast, the city and the stage complement each other perfectly. Against this backdrop, we see the characters in heightened states of emotion: triumphant, impassioned, ever-hopeful. Using color as a metaphor, we show how THE LION KING enhances all the things we love about New York City, making everything brighter and more beautiful.

TOPE

Theatrical, Gritty, Powerful, Triumphant

LONG FORM COPY

From the streets of New York City
To the grasslands of Africa...
From the bright lights of Broadway
To the wildest reaches of your imagination...
This is the one story that touches us all.
Our kingdom is your kingdom.
THE LION KING.

COPY LINES

- Our city. Our pride.
- Our city. Our home. Our show.
- Our kingdom is your kingdom.



THE LION KING > CONCEPT 4 > OUR CITY. OUR PRIDE. > MOODBOARD





COPY LINES:

Our city. Our pride. •

Our city. Our home. Our show. •

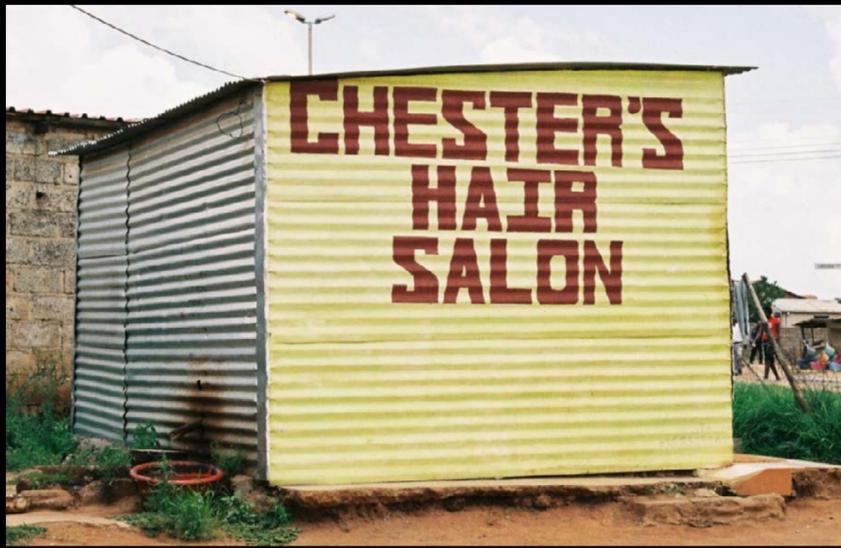
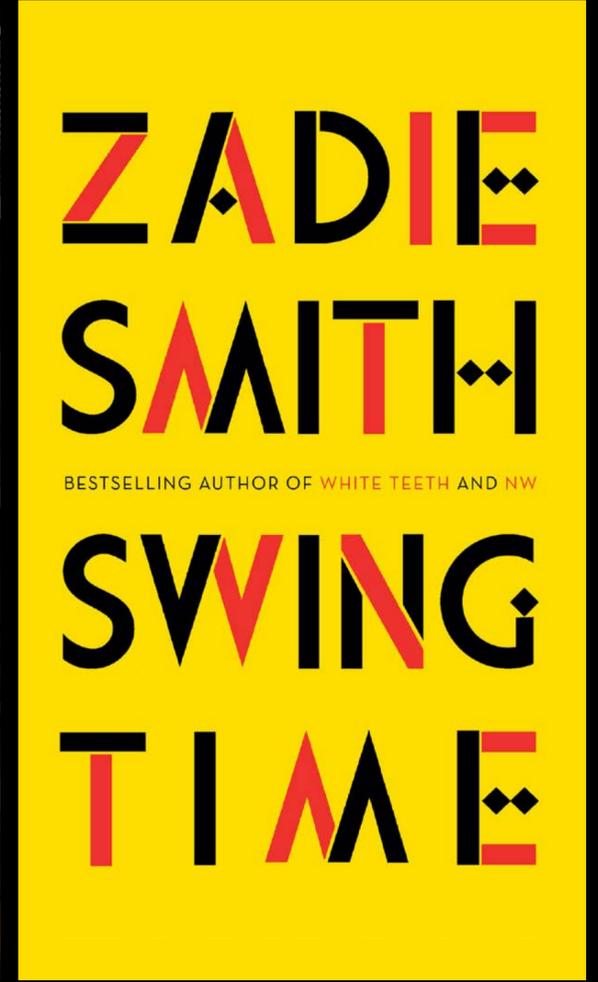
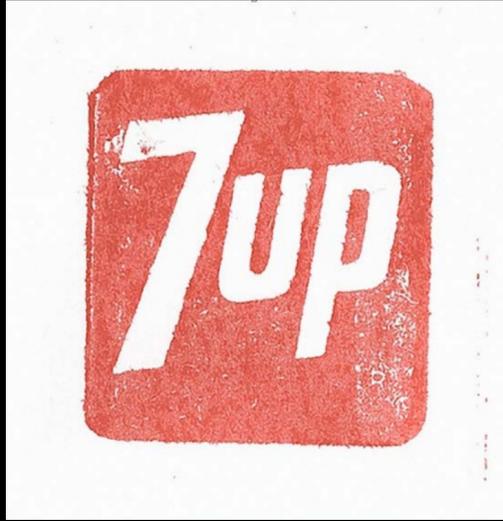
Our kingdom is your kingdom.

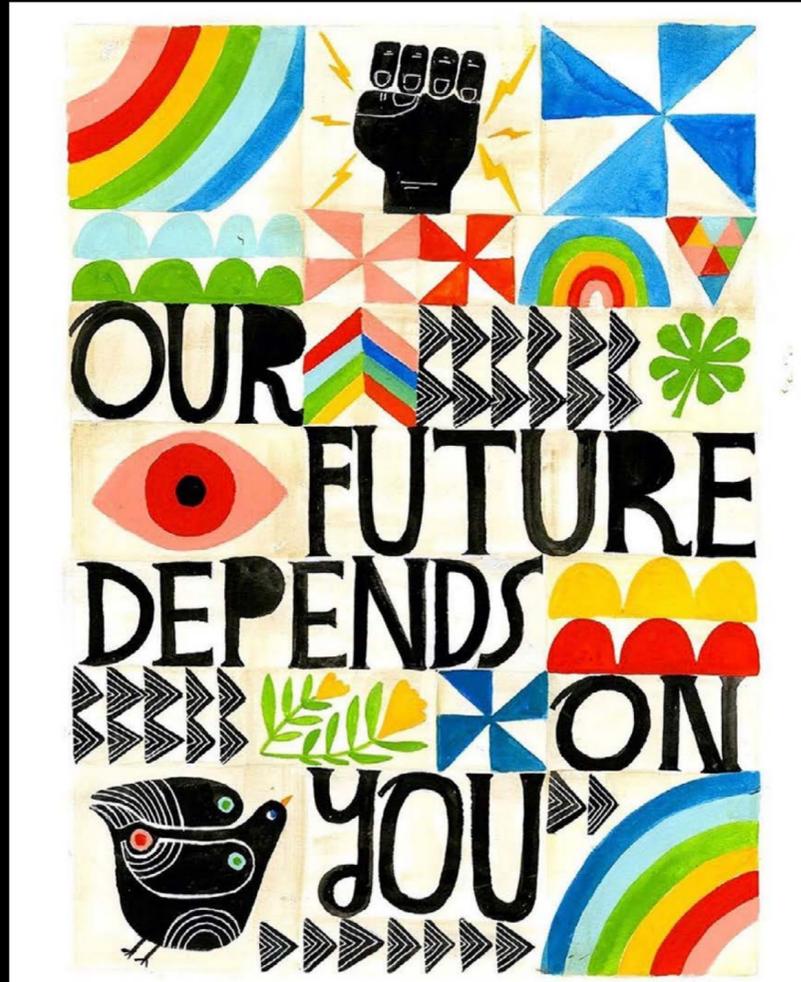


THE LION KING

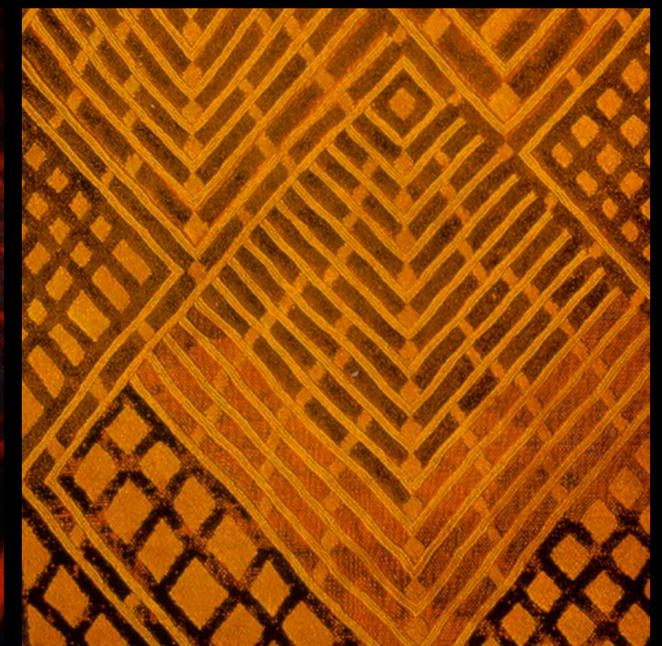
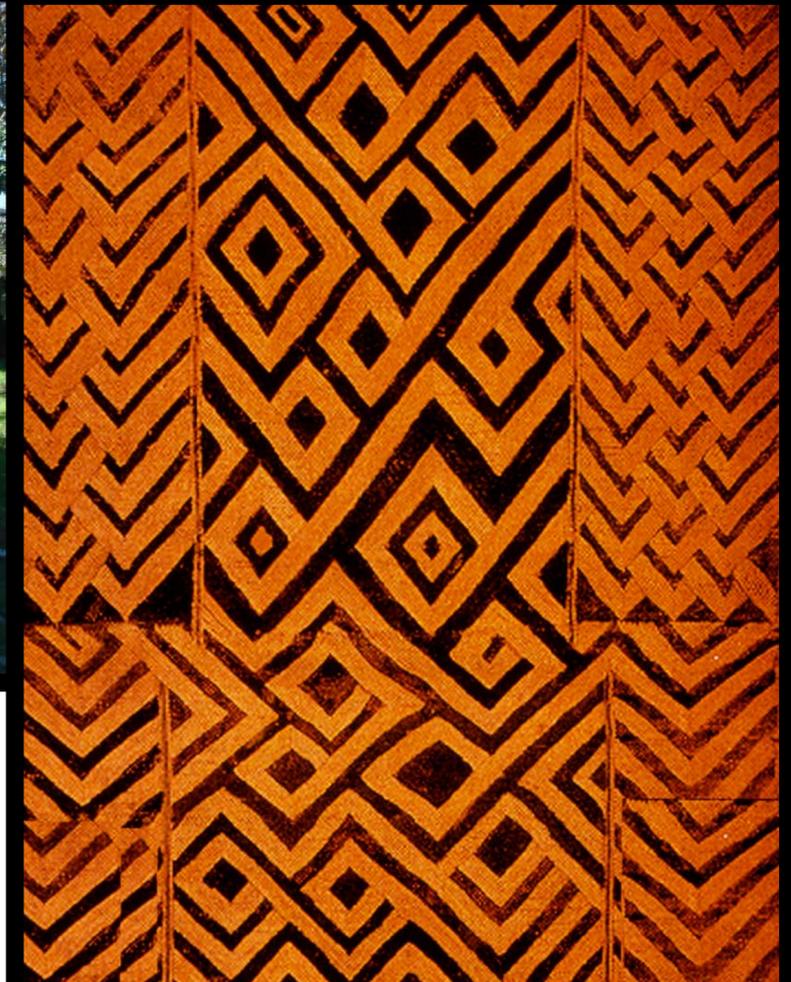
BRANDING

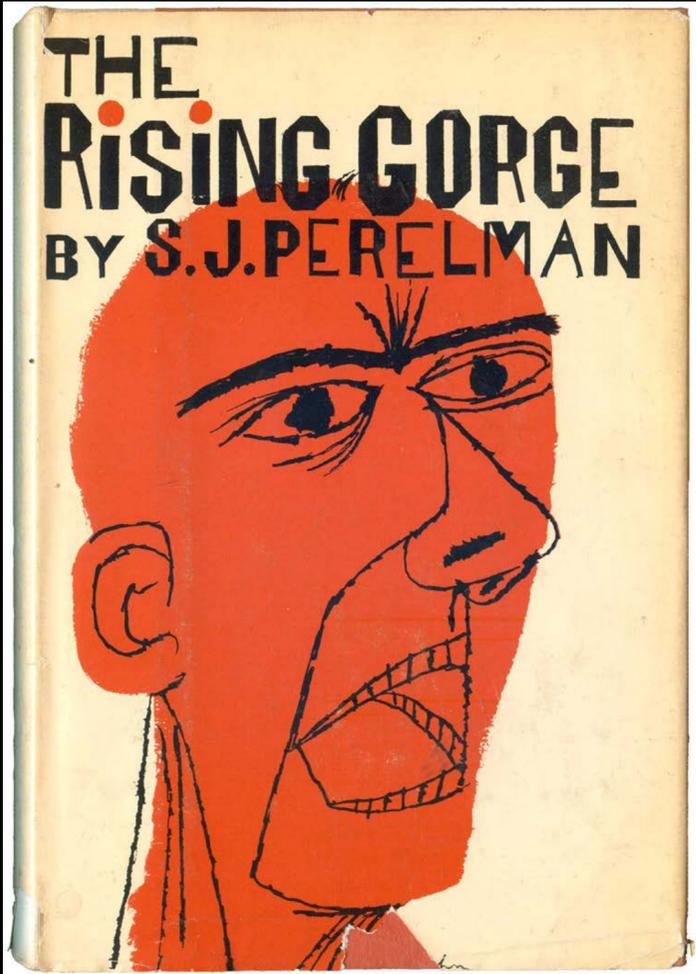
EVOLVING
THE LOGO





PHOTOKORE





Sankofa
"Return and get it"
Learn from the past



Adinkrahene
Chief of Adinkra signs
Greatness, charisma,
leadership



Nsa
"Katamanso umbrella -
the covering of the
nation". Protection



Duafe
Wooden comb
Patience, fondness, care



THANK YOU