



JUNGLE

WEAREJUNGLE.COM

WE MAKE THE UNEXPECTED

JIL

We are an ***INDEPENDENT***
communication agency, that loves
thinking ***OUT OF THE BOX.***

We create **spectacular projects** for the most notable brands, bringing **unforgettable content** to life.

BOLD ACTIVATIONS

AWESOME EVENTS

GUERRILLA MARKETING

MEDIA STRATEGIES

WE MAKE
BOLD ACTIVATIONS



DIOR PARFUM

Christmas Tree - 2023

LINK VIDEO

DIOR PARFUM

Christmas Tree - 2023

Rome, Piazza di Spagna

Challenge

Conjure the extraordinary magic of Dior Christmas by bringing to life an elegant, polished artwork which expresses the distinctive visual codes of the fashion house.

Idea

To place a monumental white Christmas tree in the heart of Rome, on the first terrace of the Trinità dei Monti staircase, beautifully trimmed with sparkling decorations inspired by the silhouettes of the brand's most iconic fragrances, along with a glittering swarm of gilded butterflies – a central element of Dior's Christmas imagery that also appears on the boutique façade in Piazza di Spagna. The moment the tree was illuminated for the first time became a spectacular free event for the public, accompanied by a gospel choir and featuring talents and influencers, as well as the Mayor of Rome and numerous institutional figures.



A large, ornate chandelier with a star on top, illuminated at night in a city square. The chandelier is the central focus, with many lights and a large star at the top. It is surrounded by a dense crowd of people, and the background shows a city street with buildings and streetlights.

DIOR PARFUM

Chandelier of Dreams – 2022

LINK VIDEO

DIOR PARFUM

Chandelier of Dreams - 2022

Milan, Piazza della Scala

Challenge

Create of a marvelous and moving urban art piece to amaze passers-by, a Christmas tribute to the magnificence of the iconic fragrance, J'Adore.

Idea

Hosted in Milan, in Piazza della Scala, the romantic square and namesake one of the world's most prestigious opera houses, this project revolved around an imposing sculpture of a gilded chandelier, with branches lit with 70 oversize reproductions of the famous J'Adore bottle. The chandelier, surrounded by five richly clad Christmas trees, was set on a 100-square-meter base entirely covered with an illustration by artist Pietro Ruffo: a complex system of constellations designed to express the majestic universe of Dior.





FREENOW

Air Balloon

LINK VIDEO

FREENOW

Air Balloon

Europe Tour: Milan, Warsaw, Dublin, etc.

Challenge

Boost awareness of the FREENOW urban mobility platform through a surprising on-field operation communicating the App's multiple travel options for city dwellers.

Idea

Give everyone who downloaded the App the chance to take a trip in a hot-air balloon and enjoy views of the city skyline from a new perspective. The activity was conceived as a summer tour, starting in Milan and moving on to some other important European cities where the service is available. The operation was promoted by a number of influencers and talents famous in the respective locations, and also comprised a series of activities to entertain the general public while waiting for their flight, including a track for scooter challenges sited just a few meters from the hot air balloon.





NATUZZI

A Misura Duomo

LINK VIDEO

NATUZZI

A Misura Duomo

Milan, Piazza Duomo

Challenge

Exploit the media flurry surrounding Milan Design Week to present a scenic installation manifesting the craftsmanship of Made in Italy, a fundamental feature of Divani&Divani by Natuzzi.

Idea

Construct a memorable on-field activity involving the installation of an outside version of the iconic Lake settee, specially styled for the occasion to depict the brand seal. The installation featured 64 numbered chairs symbolizing the number of years since the founding of the Natuzzi group. A stage was mounted across from the installation, hosting daily live performances organized in cooperation with the Arcimboldi Theatre, which could be comfortably enjoyed while reclining on the settee cushions.





ALPHATAURI

Capsule Collection

What if your
favorite
fashion piece
was smart?

ALPHATAURI

Capsule Collection

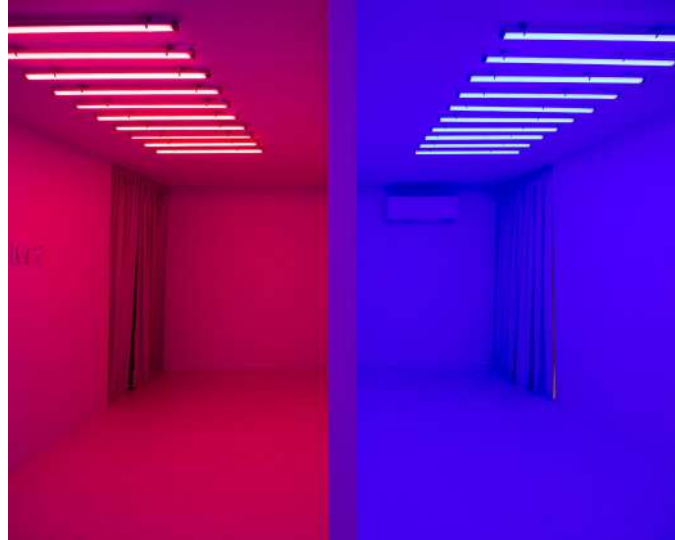
Milan, Università Statale

Challenge

Translate the extreme adaptability of the Heatable Capsule Collection by AlphaTauri – hallmarkd by the use of heated elements that can be activated by App or Apple Watch – into an immersive experience within the context of Milan Design Week.

Idea

Design and construct an installation characterized by clean, elemental lines to express the collection's interactivity in a fascinating way. Upon crossing the threshold of the work devised by Hannes Boeker and Daniel Kainz, visitors entered a setting comprised of two rooms, each of which was linked to a color: blue and red. Moving from one room to another produced an incredible effect of chromosaturation, giving visitors physical sensations of cold or warmth stimulated by visual perceptions alone, echoing the features of the garments in the collection.



SEPHORA
SUMMER VIBES

REPAIR
REFRESH
REVEAL

SEPHORA

Summer Vibes Tour

SEPHORA
SUMMER
VIBES



SEPHORA

Summer Vibes Tour

Italian Tour: Milan, Turin, Naples, Como, Palermo, etc.

Challenge

Boost awareness about the store while increasing footfall and presenting the brand's visual codes for the summer, with an activity involving numerous coastal cities and resorts.

Idea

Develop imagery based on beach traditions that express the Sephora Summer identity and colors, interpreted in a series of geographically-specific activations. Throughout the summer, several of the most important points of sale were embellished with pop-ups designed to exhibit products both by Sephora and other hosted brands; a drive-to campaign was launched to encourage visits to the store, inviting passers-by to claim a branded popsicle upon purchase. The project was later taken outside perfumeries in a dual street marketing initiative involving a travelling cargo-bike in urban settings and a customized Apecar in resorts located on target beaches.



WE MAKE
AWESOME EVENTS

A night-time outdoor concert scene. In the foreground, a large crowd of people is seen from behind, many holding up their phones to record. The stage is illuminated with blue and white spotlights. Two performers are on stage; one is singing into a microphone. A banner on the left side of the stage reads "The Sound of Colors". The background is dark, with green leaves of trees visible in the upper part of the frame.

McArthurGlen

The Sound of Colors

LINK VIDEO

McArthurGlen

The Sound of Colors

Challenge

Turn the Serravalle Outlet into a top-of-mind destination for the people of Milan, by means of a dominant presence at Pride Week with an event celebrating the values of the LGBTQI+ community.

Idea

Organize an evening event for the Milanese public within the evocative setting of the Parco Ravizza, assembling an entertaining line-up that was a perfect fit for the context: from the live show by Dargen D'Amico and Beatrice Quinta (the latter had previously hosted Pride in Palermo) to the voguing performance by the BBall dance crew with choreography by La B. Fujiko, right through to the conclusive DJ set by Polly&Pamy. To host the evening, a stage was constructed, complete with a pit and VIP area for talented personalities and the brand's guests, while the space facing the stage was developed to form an immersive explosion of colors that could host up to 5,000 people.





GUCCI

Splash into Magnolia

[LINK VIDEO](#)

GUCCI

Splash into Magnolia

Challenge

Come up with an exciting and memorable influencer event, devised to present the Gucci Flora universe and the new Magnolia fragrance to the public.

Idea

Organize of an immersive experience to accompany invited guests through the world of the new fragrance, developing an itinerary that stimulated all five senses. The guests had the chance to come into direct contact with the materials used in the fragrance's composition, and to explore the olfactory sensations offered by the essential oils. The event's narrative flow included a moment of tactile experimentation by means of an Ikebana laboratory, and a light lunch based on edible flowers and other natural elements, with an embracing sound design inspired by the musicality of the Magnolia imagery.





GUÈ

Madreperla

[LINK VIDEO](#)

GUÈ

Madreperla

Challenge

Organize an event open to the public to celebrate the release of the latest album by Guè, with a second, more intimate occasion for the artist's friends and a number of music professionals.

Idea

Invite all fans of the Dogo Gang's members to Piazza Affari, one of the most iconic Milanese locations, for an advance presentation of tracks from the new album Madreperla, accompanied by a series of videoclips produced specially for the occasion. The evening in the square featured an appearance by the artist and his crew, and the event then moved to one of the two gatehouse buildings in Piazza Sempione, for a private party boasting the presence of Milan's entire rap scene, with performers including Bassi Maestro, Dj Shablo, Sfera Ebbasta, Myss Keta, Anna and Tedua.





MONTBLANC

On the Move

[LINK VIDEO](#)

MONTBLANC

On the Move

Challenge

Host an evening event at the boutique of Galleria Vittorio Emanuele II in Milan, to announce the launch of the new Montblanc collection, comprising leather goods and watches designed for people who are always on the move.

Idea

Organize an exclusive occasion for a selected audience of talents and influencers, hallmarked by top-notch artistic performances: from a live painting show by Luca Barcellona and DJ set by Catherine Poulain and Elbio Bonsaglio, to an electrifying dance performance featuring Sebastian Melo Taveira and his crew in the luxurious setting of Galleria Vittorio Emanuele. The work by Luca Barcellona, featuring a composition of calligraphic versions of the collection's name, was also used on the poster for the event, and exhibited in the boutique's interior.



#MontblancOnTheMove





GHD

Duet Style Launch

duet style

GHD

Duet Style Launch

Challenge

Celebrate the launch of the new product GHD Duet Style with an evening designed for influencers and content creators, to encourage the production of content to be shared with their audiences.

Idea

Present the new GHD hair straighteners at an evening party held within the distinctive interiors of Spazio Gessi in Milan, furnished specially for the occasion with a number of corner units exhibiting the new item, along with a series of videos and photo-opportunities. An area was equipped with a kit of GHD products, enabling all the guests to enjoy an intimate hair styling moment with the assistance of qualified staff. Entertainment included an acrobatic dance troupe that performed at certain moments of the evening, presenting their spectacular aerial choreography.





LIU JO

Fashion Dips Madrid

LINK VIDEO

LIU JO

Fashion Dips Madrid

Challenge

Create awareness and social buzz around the launch of the Liu Jo FW 23/24 collection and the Everybody Coats range, with a project designed to interact with the Spanish market.

Idea

Organize a full immersion escapade in Madrid for a group of four influencer friends (Alba Diaz, Anna Padilla, Ali Bercan and Susana Molina), giving them an unforgettable experience. The day unfolded with two distinct occasions. Initially, the guests were invited to the flagship store on Calle de Serrano to try on garments from the new collection, taking part in the interactive Outfit Game challenge. Then, after a micro-tour of the city on a branded tuk-tuk, the group moved to the nearby premises of the Italian Embassy, to take part in an exclusive fresh pasta masterclass led by talented chef Ludovica Gargari.



WE MAKE
GUERRILLA MARKETING

The image shows two men in black hoodies and high-visibility yellow-green safety vests working on a large, rectangular outdoor advertisement panel. They are in an urban setting with buildings and windows in the background. The man on the left is holding the top edge of the panel, while the man on the right is working on the bottom edge. The panel features stylized graffiti-style text, including the word 'MOUNTAIN' and 'COMI...'. The overall scene is dimly lit, suggesting an overcast day or early morning/late afternoon.

GREENGRAFFITI®

Street Advertising

[LINK VIDEO](#)

GREENGRAFFITI®

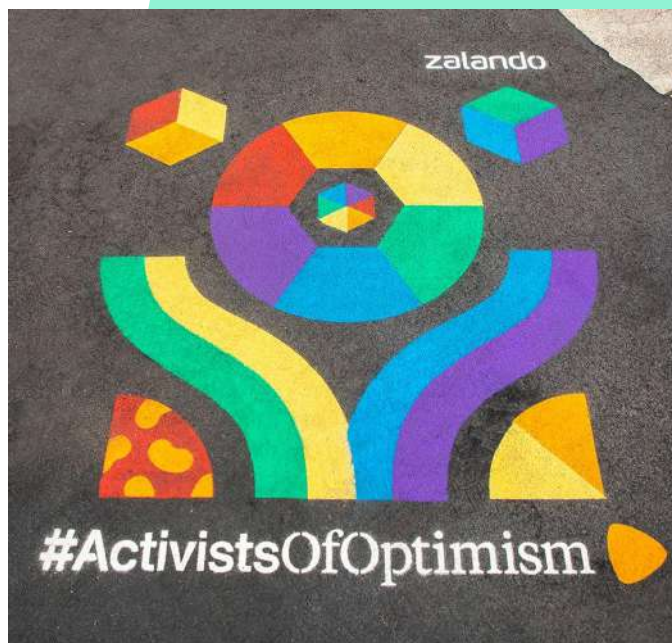
Street Advertising

GreenGraffiti® is a patented mode of communication that transforms city sidewalks and squares into unconventional advertising spaces, attracting attention, generating curiosity and fueling media coverage.

Unusual positioning and engaging content make GreenGraffiti® the first form of street advertising to combine the power of guerrilla marketing with the capillarity of outdoor media.

greengraffiti.com

**GREEN
GRAFFITI**



DSQUARED2

DSQUARED2

DSQUARED2

WILD POSTING

Repetita iuvant

DSQUARED2

[LINK VIDEO](#)

WILD POSTING

Repetita iuvant

This technique consists of putting up a large number of posters, using the hoardings and other spaces provided by municipalities in a very creative way. The effect, in addition to being very colorful, has an extremely urban flavor.

By alternating different creative designs, wild posters guarantee a far more effective impact when compared to that of a single billboard, exploiting the message's persuasive repetition.





WILD PROJECTION

Video goes viral

[LINK VIDEO](#)

WILD PROJECTION

Video goes viral

Speed of implementation, WOW factor and instagrammable appeal: these are the major features of this media typology, which consists of the projection of static and video images onto the surfaces of buildings and monuments.

For maximum impact and scenic effect, the projections have to be implemented in evening hours. For this reason, it is a technique ideal for reaching the public during the weekend, in the principal nightlife locations.



URBAN WALLS

The bigger, the better



NEI MIEI SONETTI SOLO
ANCHE A MEZZANOTTE
NON INSULTO, NON MINACCIO
NESSUNO

Akomi prod. Junior K



#redbull64bars

[LINK VIDEO](#)

URBAN WALLS

The bigger, the better

Full-on street art attacks, our advertising murals bear the signatures of acclaimed names in the contemporary art scene, making this form of outdoor communication highly newsworthy.

Besides their inherent cultural value, their impressive size also adds to the installations' scenic impact. In fact, they are created on enormous walls in city centers, which allows them to reach unparalleled visibility that would be difficult to attain in other formats.



STREET MARKETING

Life on the road

CHANCE
CHANEL

[LINK VIDEO](#)

STREET MARKETING

Life on the road

The charm of the ice-cream cart, the carefree attitude of the summer rickshaw and the indomitable character of the Apecar merge with the the language of street marketing, creating unusual combinations through which to spread advertising in the territory.

These scenic vehicles are perfect for standing out in the noise of the urban landscape, and can be set up creatively, accurately interpreting the brand's visual codes. They are also the ideal communication hook around which building engagement or product distribution activities.





TAKEOVER

An identity theft

[LINK VIDEO](#)

TAKEOVER

An identity theft

The urban scenery is populated by hundreds of kiosks of newspapers, coffee shops, florists and trinket sellers with an absolutely anonymous appearance.

Locations that, with small and skilful scenic grafts, can change their skin and become functional spaces to enhance the brand's values and identity, becoming perfect locations where organize intimate events and unexpected activations. Presiding over these out-of-context pop-ups offers a unique opportunity in terms of positioning, and makes it possible to construct significant and engaging moments for the target of interest.



WE MAKE
MEDIA STRATEGIES

OFF MEDIA

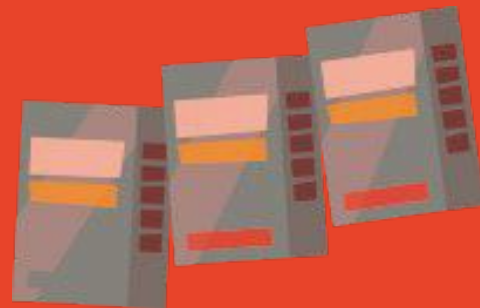
Our secret weapon

OFF Media is Jungle's in-house media division, dedicated to building strategic planning on off and online channels.

The unit is in charge of devising and grounding both long-term campaigns and tactical launches, managing the direct relationship with the saleshouses and the setup of digital platforms, and taking care of all stages of the process: from scenario definition to the selection of the best performing media, through to the evaluation metrics, optimisation and reporting.

offmo.it

OFFMEDIA



Thank you!

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