

The background of the slide is a collage of images related to the show 'The Last of Us'. In the top left, there's a scene of a ruined city with a large, multi-story building and a car. In the top right, there's a close-up of a rusty metal box. In the middle left, there's a group of people in a desert-like environment, some wearing colorful, makeshift outfits. In the middle right, there's a green metal door set into a concrete wall. In the bottom left, there's a close-up of a woman's face. In the bottom right, there's a pair of olive green cargo pants.

LIVIN' IN THE LATERAL PITCH DECK

1. ABOUT MCRIPPLE CREATIVE
2. LOGLINE/SHOWVIEW
3. CHARACTERS
4. WORLD
5. EPISODE SPRINGBOARDS
6. TONE/WHY **nickelodeon**? WHY NOW?