

TWO WEDDINGS, ONE COUPLE

Our big fat
African
Wedding

SERIES PITCH



— LOG LINE —

BIG, BRASH & BRILLIANT

Thought planning one wedding was stressful? Try having two! A beautiful chaos begins when one couple agree to take on two extravagant weddings. Why? Because their parents won't be happy with anything less - "It's tradition!". In the hopes to explore their African roots, and please Mum & Dad, they splash out on over £50,000 to throw an unforgettable two day event for 500 guests+. Their parents are in charge of the guest list and they have no idea who is showing up. Will it be a complete disaster or the weddings of their dreams?

THINK

“Don’t tell the bride” meets “My big fat Gypsy wedding” with an African twist.

FEEL

Shocked, warm, laughs, educated & entertained.

TALENT

Real people, big characters, huge personalities.



**Can you name a show on British Television
that currently represents
British Africans?**

**Probably not, because there isn't. This show will bring new
talent in front and behind the camera.**

A MAD AFFAIR

African weddings are becoming a significant moment for many young British Africans, and in their twenties many are taking part in traditional ceremonies to explore and honour their roots. These weddings are a two-part event that are extravagant, lavish, fascinating and filled with plenty of drama. It's an organised madness that begins when two families come together to plan two weddings, but they are divided in absolutely everything - it's a popularity contest between families. After months of planning, the cameras will capture both weddings as they are executed by the wedding planners. The first wedding will be a cultural ceremony, while their second wedding will be a modern "white" wedding, but still with an African twist.

Both families will battle it out in outfits, music, food, and even on the dance floor. The competition doesn't end there. For the couple, the pressure is on to have the most instagrammable wedding of the year, this starts with their very own wedding hashtag. Because what's an African wedding that isn't featured on "@BellaNaijaWeddings" the most popular Instagram page for African weddings, with over 3.4 million followers. It's up to the wedding planners to make sure each couple's vision is brought to life as the show follows their journey to throw two extravagant weddings.

THE WEDDING PLANNERS

Every wedding needs a wedding planner, but every African wedding needs 7 wedding planners! Roe weddings are the only company you call when you're having a big fat African wedding. Dealing with huge budgets, this crew is always under a lot of pressure, and that also comes with dealing with bridezillas, families, venues and each other! They have huge personalities and every character is lovable in their own way. They lead the show to tell the stories of each couple that books them to arrange their weddings, and viewers will begin to fall in love with these characters each week.

MEET THE TEAM

Ike

Tola (The Boss)

Ojay

Ruth

Mo

Amaka



CONTRIBUTORS



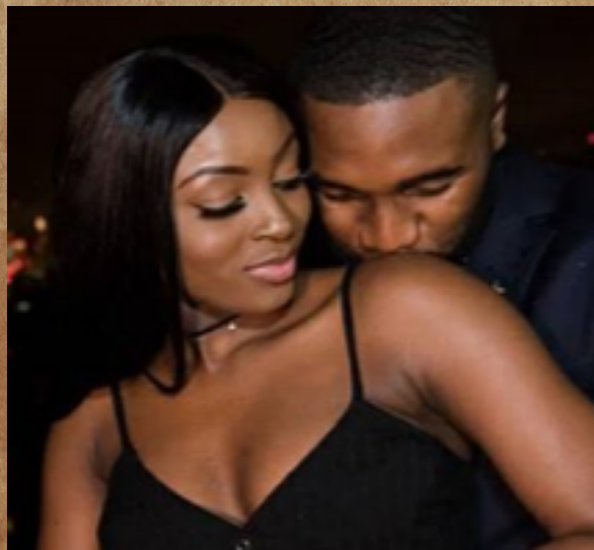
Mathew & Lake
#Ayla19



Nerim & Crawford



Asa & Vicki



Julie & Samuel
#TheOshigaWedding



Alex & Ray



Lola & Chris

PROFILES



Mathew & Lake

Mathew is a DJ and social media personality who has featured on YouTube's "BkChat", while Lake is a celebrity make up artist with clients like Maya Jama. The two are all about flashing lights and Instagram likes. At just 26 & 24 they have decided to tie the knot. They will participate in two weddings and revisit their Ghanaian roots. They seem like they have it all, but finances are tight, so Mummy & Daddy are the boss and their calling all the shots. Will their weddings live up to their social media personas?



Nerim & Crawford

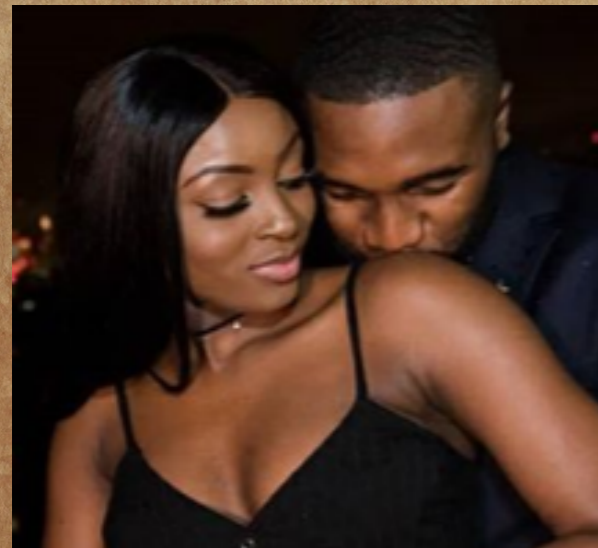
What happens when a British African Girl decides to marry a Caribbean male? Chaos! Nerim and Crawford are two hard working Londoners working in the city. They love to travel and dine out whenever they get the chance. Their engaged to be married, but love isn't so easy for them. One with an African heritage and the other with a Caribbean heritage. Will they choose to incorporate both cultures or will it be simply be a Big Fat African Wedding? Both families want to see their cultures represented and this will take a toll on the couple. Will they make it down the aisle?

PROFILES



Asa & Vicki

Asa and Vicki are high school sweethearts who heavily embrace their traditional roots and are super excited to be having two weddings. In fact, they are travelling all the back to Africa (Nigeria) to have their first traditional wedding and coming back to the UK for their white wedding. With 15 bridesmaids and 15 groomsmen. It's probably going to be the most over the top wedding anyone has ever been to.



Julie & Samuel

Julie & Samuel have been dating for 12 months and Samuel popped the question on their anniversary. The pair are having a Congolese & Nigerian infused wedding. Their overall budget is going towards the venue at The Sheraton Grand London Park Lane, a 5* hotel located in Mayfair. With Over 11,000 square-ft, the pair are expecting up to 500 guests at their white wedding. Mixing two African traditions isn't always easy. Only one countries tradition can take place at the ceremony - which will it be?

PROFILES



Alex & Ray

Alex and Ray's relationship is **COMPLICATED**. Ray was born and bred in the UK and is a white British male, while Alex came to the UK from Ghana when she was just 15 years old. The two met at work and have been together for over 2 years. They are planning to head back to Ghana where Ray was born and all eyes will be on Alex as he immerses himself into Ray's Ghanaian roots in the hopes of impress and win her family over.



Lola & Chris

Lola and Chris like to do things big, so an African wedding for them is the perfect fit. In the spirit of doing it big, they are having 600 guests attend their weddings and providing microwaves as souvenirs! Lola is a fitness enthusiast and she's on the hunt for her perfect wedding dresses, with no limit on budget. Friction will erupt between between their bridesmaids and groomsmen as they are asking them all to pay a price to be involved in their wedding,

EPISODE CONCEPT

6 Episodes, 6 couples, 12 weddings.

The Episode always starts at the headquarters of Roe Weddings as they await their meeting from the “client” (bride and groom) who are getting married that week. We then kick off with an introduction of the couple and take a look back at their relationship together. The episode is then broken down into three parts; last stage planning, first wedding and the second wedding. From the beginning to the end of the episode, we watch the couple transform to African royalty.

Throughout the episode, green screen interviews will interject of key characters (parents, couple, wedding planners, bridal party) who will bring the stories to life. At the end of the episode, the planners will sit together to look through social media posts of the weddings and determine its success.

CLIPS

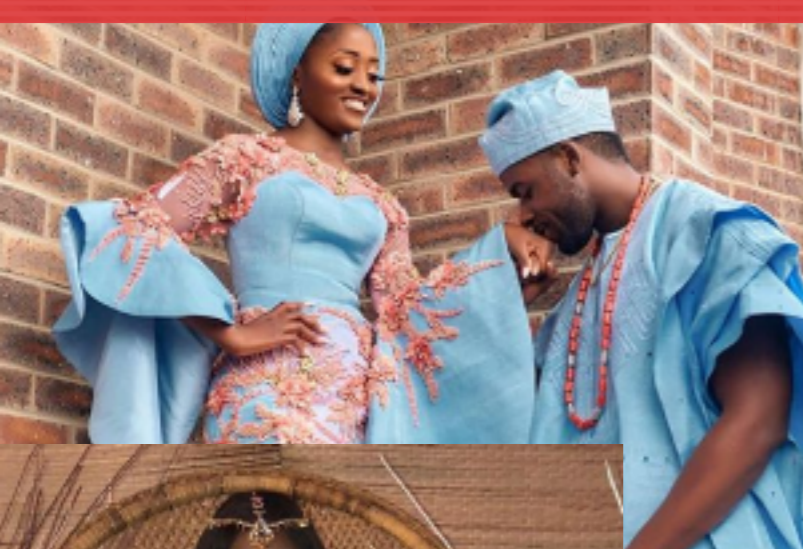
These clips will give you a feel of how exotic and lavish these weddings are.



SOCIAL MEDIA

NUMBERS DON'T LIE.

African weddings receive millions of video views each day. Mainly watched by young people aged between 16-34, many of these videos are shared, liked and continuously spoken about. There is currently an established audience who are watching these weddings on YouTube, Instagram, Twitter, Facebook, and they even circulate on WhatsApp. Therefore there is a huge opportunity to capitalise on the audience and provide a home for viewers. Plus, become the online hub for African weddings in the U.K.



MOOD BOARD



THANK YOU

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