

Alessi Prase

billboard ideas

ALESSI ROSE - FIRST BILLBOARD IDEA

THE IDEA

A billboard is erected at a **prime location** that's **easy to take a photo in front of**, and **near a pub type location** that Alessi can do a **stripped acoustic performance in** after.

The creative of the billboard succinctly shows the **self-made** journey Alessi has been on with her fans, and the potential of her **future** ascent. A future that makes you want to get to know Alessi **now**, and not wait!

The billboard is designed to show a three part **story**; the past, the present, the future.

The exact language and creative needs to be finessed, but the three pieces are:

this was us a year ago:

(e.g. could be a pic of the first fan hang Alessi ever did in the studio)

this is where we are today

(e.g. pull quote from BBC Radio 1: "Alessi Rose possibly has the best fans ever encountered" - BBC Radio 1)

where will we be a year from today?

(the 'we' is essential here)

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We create an in-person event for Alessi and fans to see the billboard unveiling on **Saturday 18th Jan**, and they all take a photo in front of it to be shared on socials. Alessi and fans then walk to nearby pub type venue where Alessi does a stripped performance with her guitar and meets fans.

This socials post will be a powerful immediate visual, but the idea goes further...

A year from that day (if we can we should try our best to make it the exact day!) we book the same billboard and do another in-person event with Alessi and fans, taking an updated photo of them all a year later. The photo shows the growth (e.g. does it cause a street shutdown) and is a powerful moment of pride for fans when posted side by side with the one taken a year earlier.

There is potential for this date each year to become a special ‘Alessi day’ for her and fans.

CREATIVE

Scott Black to design

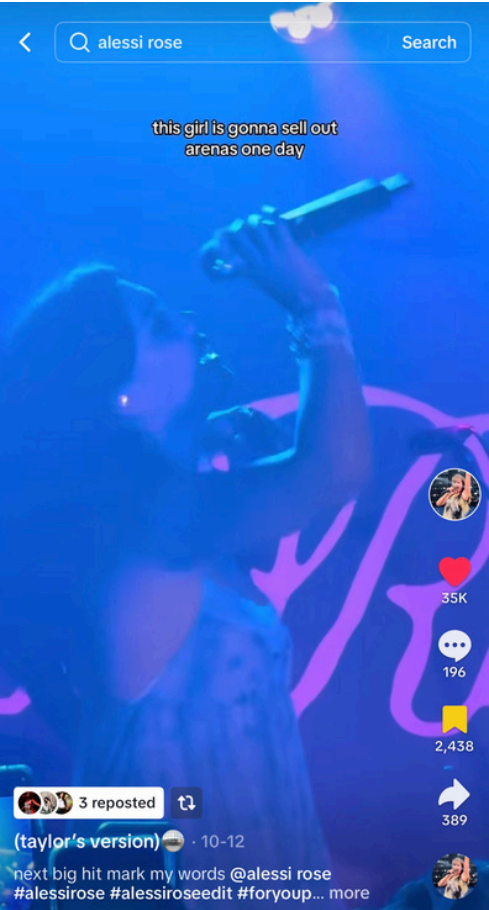
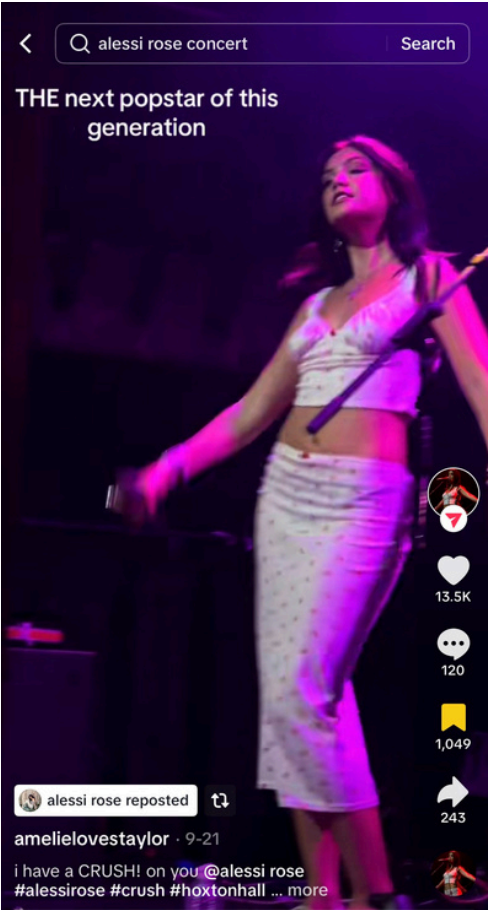
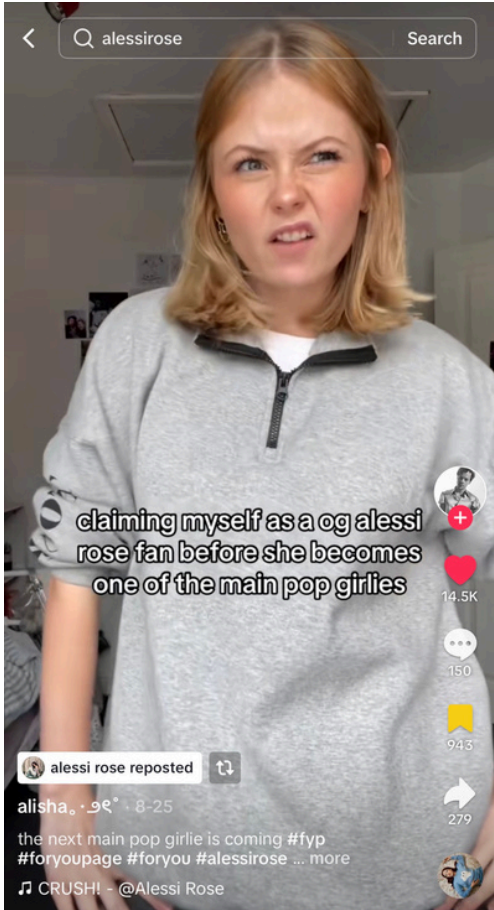
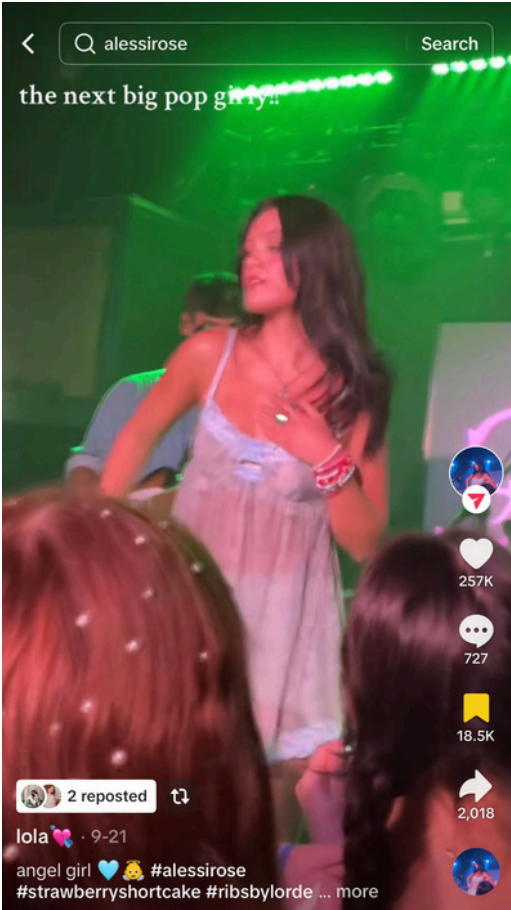
Keep design simple and uncluttered to ensure it’s impactful and attention-grabbing

Why?

- Single billboards are most effective **when their reach is bigger than their footfall. You want it to travel online, to** create a wider moment. And in this case, create the opportunity for multiple moments for **years to come!**
- **Lean into where we win:** Alessi’s self-made journey, finding success hand-in-hand with fans that are willing her to win
- Create a sense of **FOMO**, make people want to get in on Alessi **now**
- We’ve consistently seen that the sentiment that’s spreading and performing the best around Alessi lately is ‘this girl is about to blow up’.
- We know that people want Alessi to win because she’s a 100% self-made star.

See sentiment examples:

- Requests for ‘OG Alessi fan’ t-shirts that we honoured
- Recurring posts whenever Alessi announces anything that “we are OG fans before [insert announcement]”
- The TikToks that overperformed on Alessi’s tour had the sentiment of ‘this is the next big popstar’



Reference:

Billie Eilish x Vanity Fair - Same Interview series.

The film the same interview One Year Later, Two Years later, Three Years Later, Five Years Later, Six Years later.

A series so beloved by Billie fans and wider viewers that Vanity Fair now rolls a trailer out each year, and each year the interview is anticipated and goes viral. It's become a beautiful way to chart the growth and journey of a young girl into a young woman and an iconic global superstar.

