

# IF YOU'RE LOOKING FOR A SIGN

ANNE-MARIE

Release timeline options

# Key Points

01

## Number of Releases

- 3x EPs consisting of 3 tracks
- 3x Flagship singles on EP announcement (take to radio, make official videos)
- 1x Album

02

## Release Durations

- 8 weeks from EP announce & single release through to EP release
- 3 weeks between EP release and next EP announce & single release

03

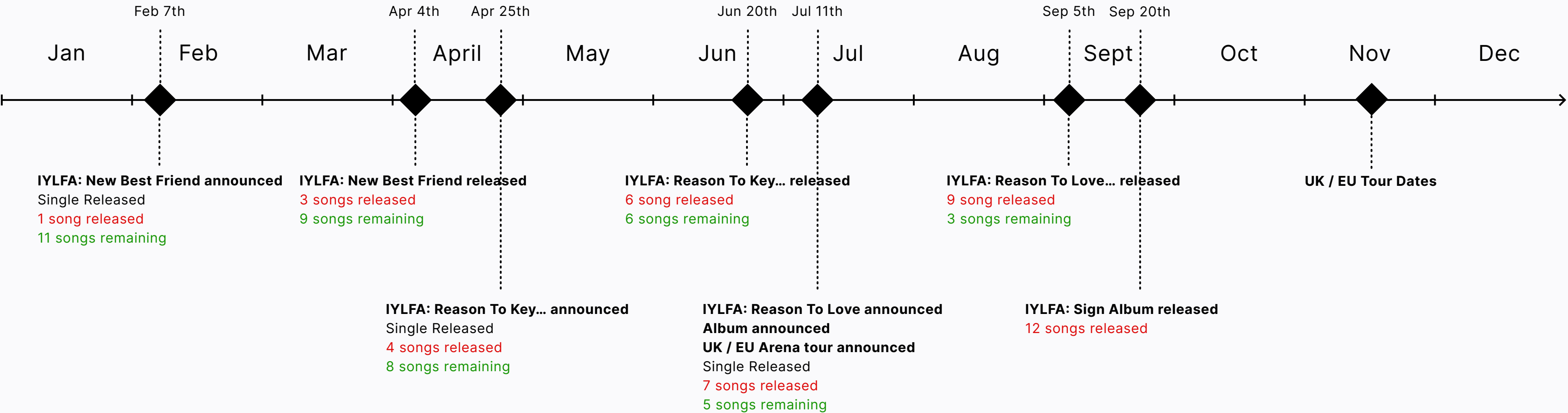
## July

- Milestone month:
  - Album announcement
  - EP 3 announcement + lead to work as lead int into album release
  - UK / EU tour announcement and album pre-order mechanic

# Release Option #1

Notes:

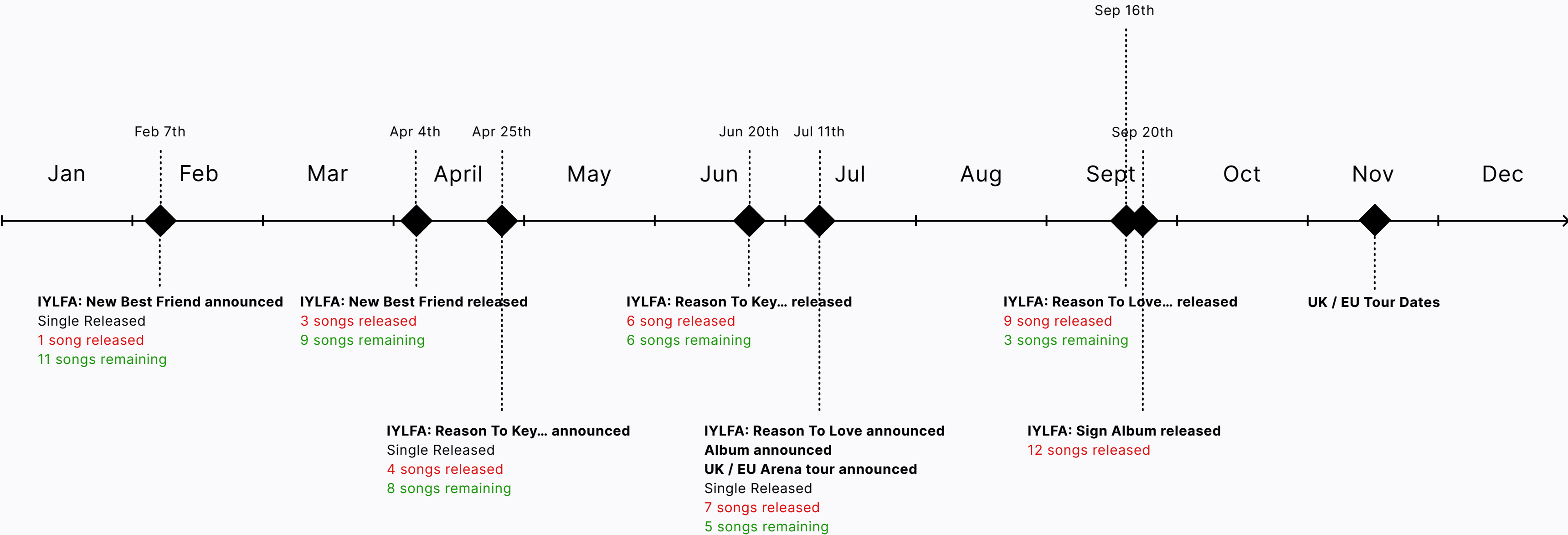
- 10 week album pre-order period from announcement to release
- IYLFA Reason To Love Yourself begins with Dumb release on album announcement
- IYLFA Reason To Love Yourself concludes with the release of the remaining 2 songs 2 weeks before album release
- The remaining 2 weeks prior to album can be used to focus on narrative around the remaining 3 songs and overall album theme



# Release Option #2

Notes:

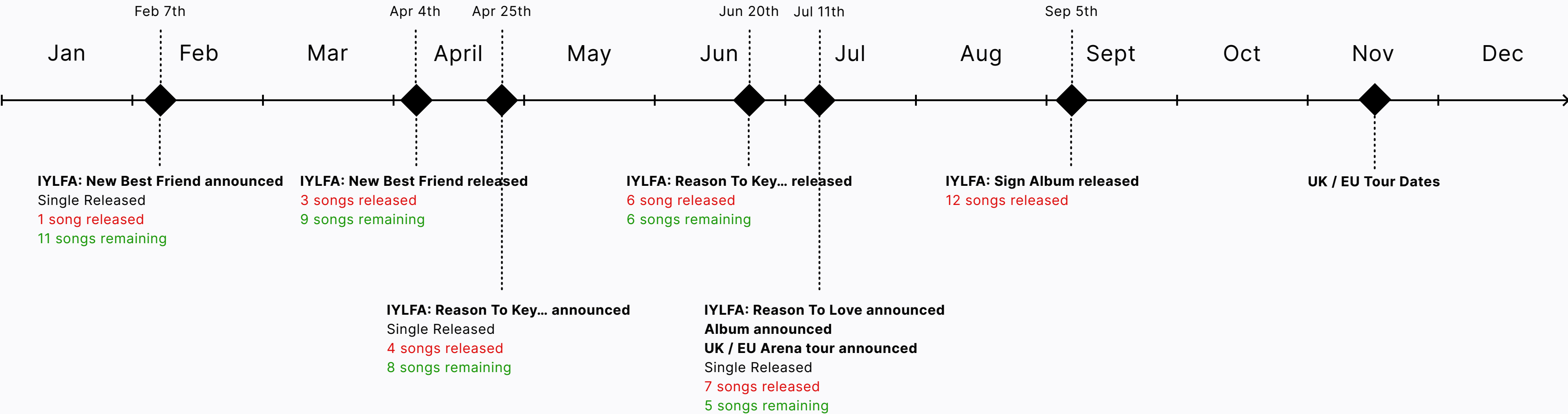
- 10 week album pre-order period from announcement to release
- IYLFA Reason To Love Yourself begins with Dumb release on album announcement
- IYLFA Reason To Love Yourself concludes with the release of the remaining 2 songs 4 days before album release



# Release Option #3

Notes:

- 8 week album pre-order period from announcement to release
- IYLFA Reason To Love Yourself begins with Dumb release on album announcement
- IYLFA Reason To Love Yourself only reveals 1 song (Dumb), it doesn't conclude with the release of the remaining 2 songs, they all come out on album release day
- Without concluding the release of IYLFA Reason To Love you potentially begin to lose the messaging of the theme as it blends into the album release and remaining songs



# Release Option #1 (annotated)

