

IF YOU'RE LOOKING FOR A SIGN

ANNE-MARIE

Creative and planning deck for ideas in support of Anne-Marie's 'If You're Looking For...' series of EP releases and album release.

Notes

1. 12 track album – If You're Looking For A Sign
2. Split into 4 Acts:
 - a. Act I: If You're Looking For A New Best Friend
 - b. Act II: If You're Looking For A Reason To Key Your Ex's Car and Burn Their House Down
 - c. Act: III: If You're Looking For A Reason To Love Yourself
 - d. Act IV: If You're Looking For A Reason To Cry
3. Creative for each theme will be key in communicating the different Acts:
 - a. Styling: Colours, tones and outfits pre-determined for artwork, video, live (pop-up events), promo (promo / shoots could be variation on the theme for consistency?)
 - b. We're not explicitly telling a linear story but we should consider points where we can be self-referential, IE colours used in in Act III that throwback to Act I in the narrative
 - c. To do: consider symbolism of each theme and how it can be represented visually
4. The release timeline (TBC) announces the album on the start of Act III. Does the album need it's own standalone theme or is it enough to have worked two themes and be starting a third theme in which to effectively communicate the album as a culmination of the Acts?

Act I: If You're Looking For A New Best Friend

Songs	Emotions	Styling	Colour & Tones	Locations	Notes
Don't Panic I Don't Like Your Boyfriend	Fun Dependability Reliability Trust Fresh start Ride of die Big sister	Use of colour Fun and playful Cutesy	TBC	TBC	<ul style="list-style-type: none">• Phone booth style for photos, could also be used as an activation at the pop up show related to the EP release• Split heart necklaces for merch



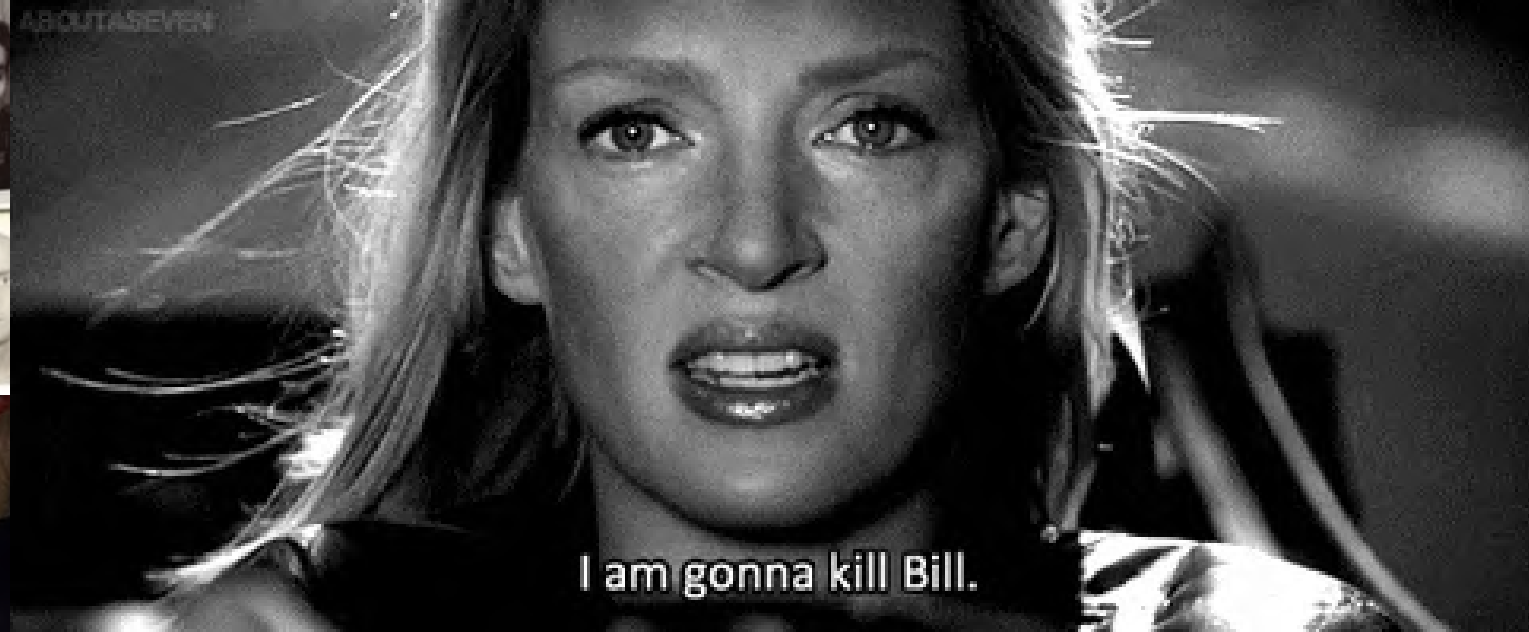
Act II: If You're Looking For A Reason To Key Your Ex's Car And Burn Their House Down

Songs	Emotions	Styling	Colour & Tones	Locations	Notes
Best Revenge That's What You Get Knock Knock	Anger Revenge Rebellion Empowerment Liberation High energy	TBC	TBC	TBC	<ul style="list-style-type: none">• Bonfire of clothes• slashing tires• pouring perfume in toothpaste• Maybe the guy is at his side chicks house and I go to his house and film video on old camera and then put it on his tv for when he comes home (referencing Justin Timberlake) or maybe he just never knows what I’ve done and the last chorus is him brushing his teeth with the toothpaste



Revenge
is
Sweet

MENTAL
CUNT



I will heal in hell.

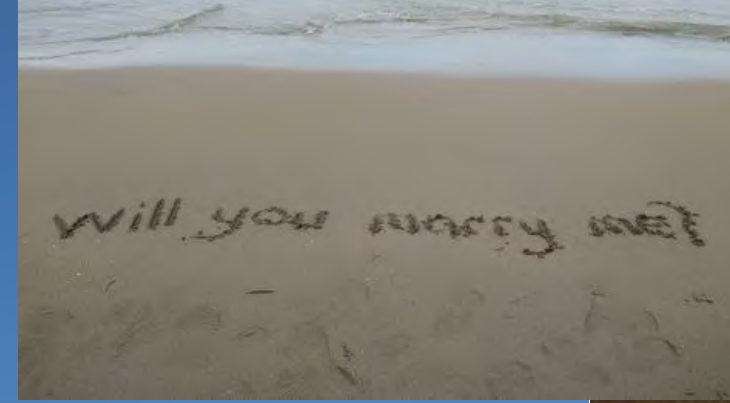
Act III: If You're Looking For A Reason To Love Yourself

Songs	Emotions	Styling	Colour & Tones	Locations	Notes
Dumb (TBC) Personal Space	Self-acceptance Confidence Joy Peace Empowerment	Stripped back Almost naked Simple, clean lines Pure	TBC	TBC	<ul style="list-style-type: none">• It would be fun to make it seem like i'm getting ready to marry someone the whole video but I'm actually talking about myself and at the end I put the ring on someone who is me and I kiss myself• Self shot homemade videos of me... writing in the sand.. it's always seems as though someone else filming but the reveal is that it's only ever me filming myself

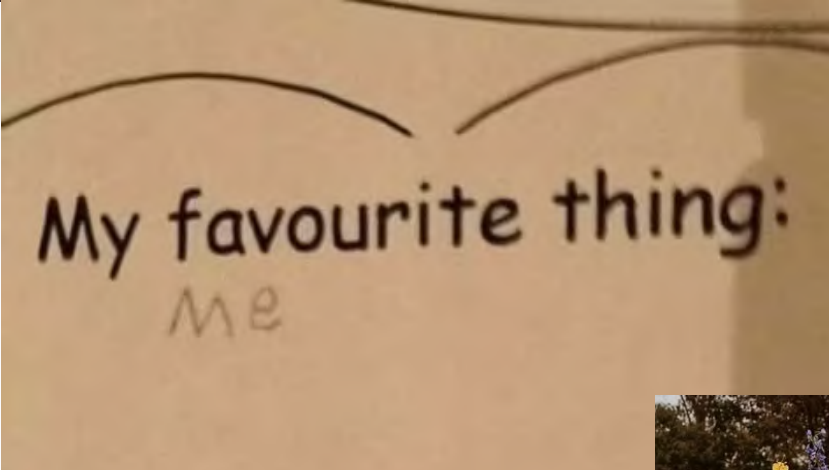


call me boring but
i want a simple
wedding. no fancy
hall, no expensive
dress, no food, no
guests, no husband.

SINGLES ♦ SWAG



I love talking to myself, she gets me.



**I KNOW,
I KNOW.
I'M STANDING
UP FOR MYSELF
I AM SUCH
A BITCH**



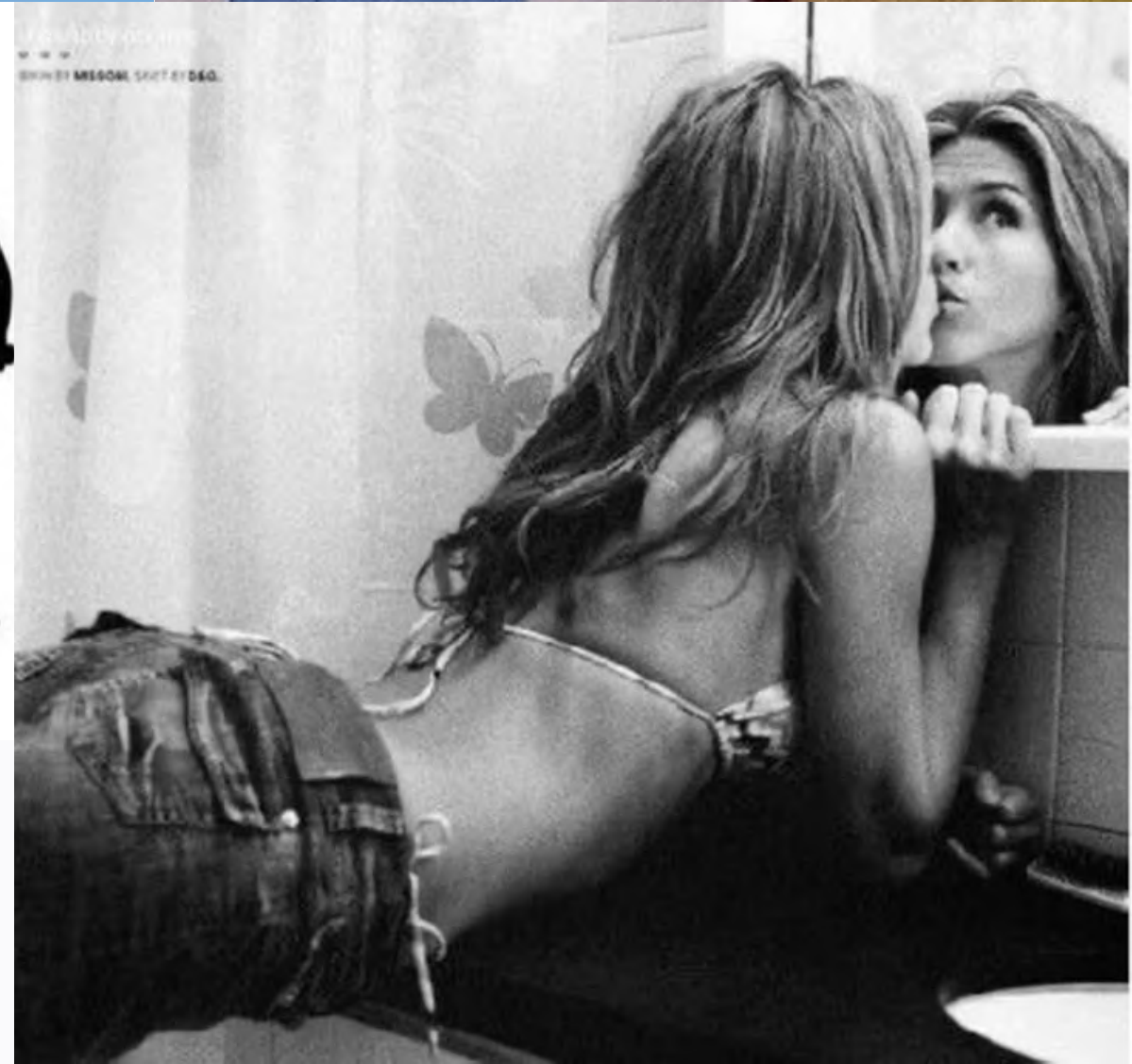
me asf



*My goal is to give myself
everything I deserve.*

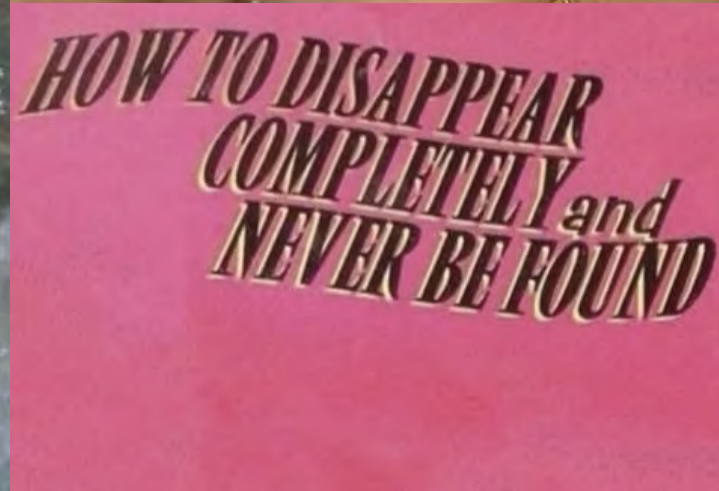
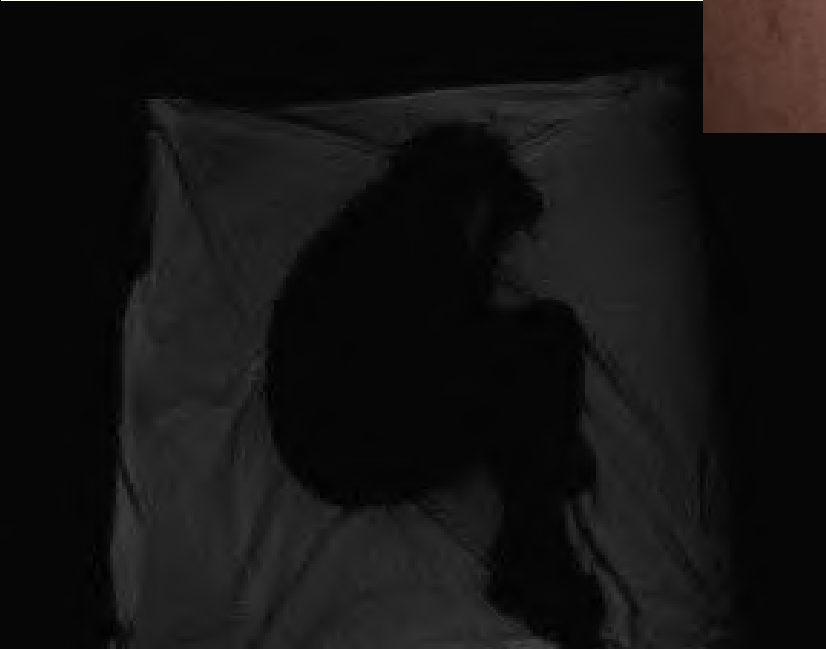
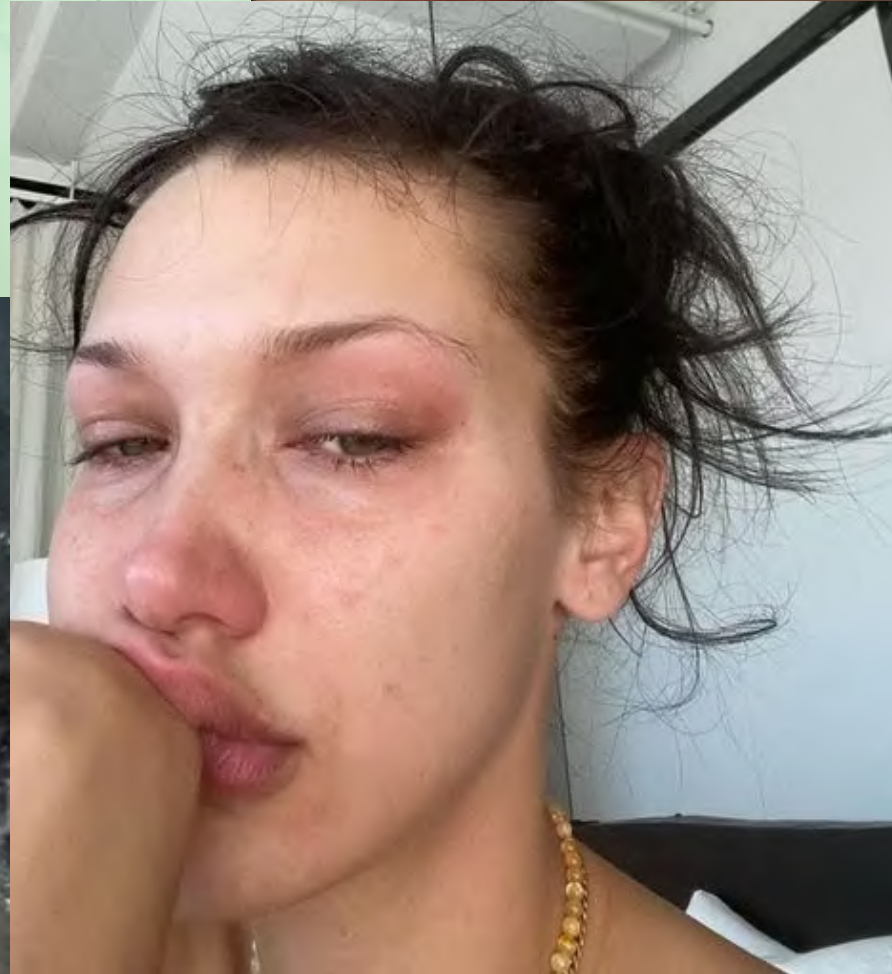
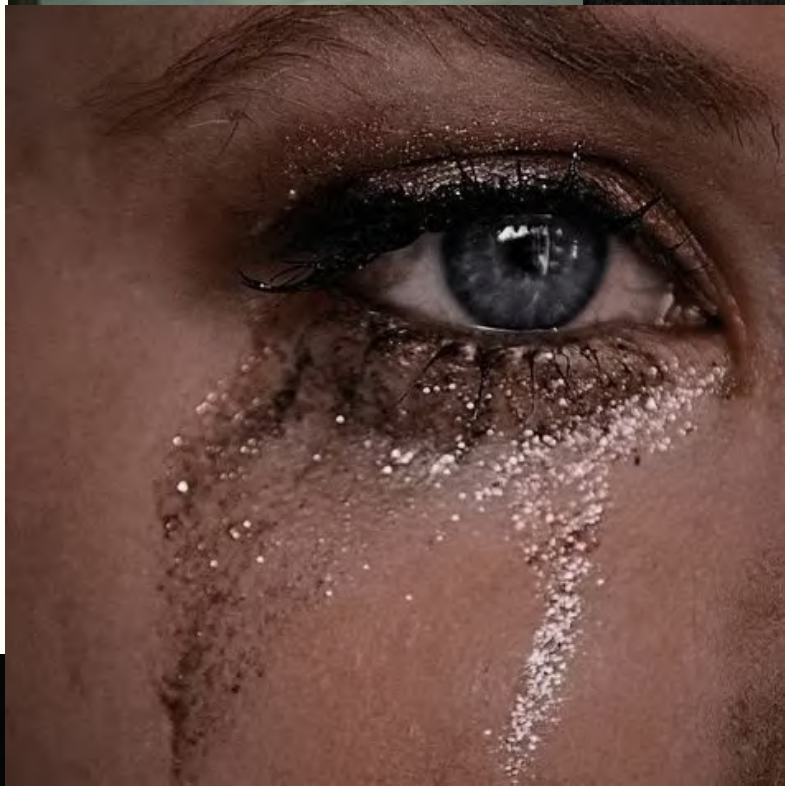
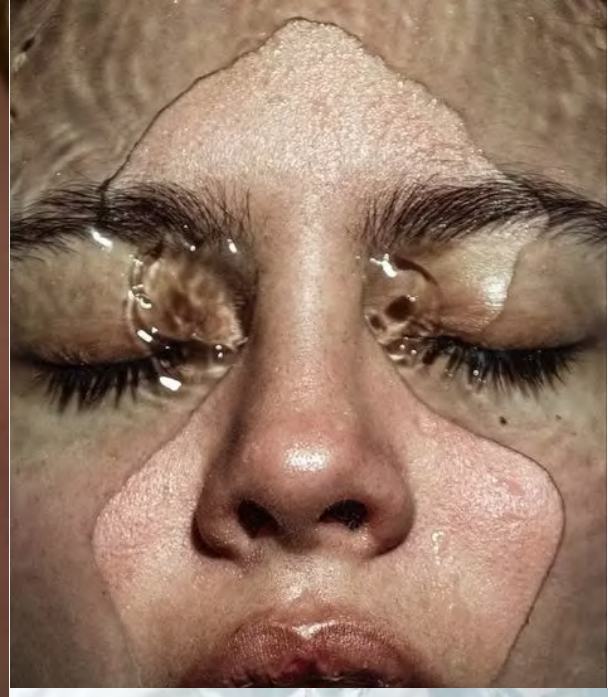


i'll buy myself a big ass wedding
ring i'll marry my own damn self



Act IV: If You're Looking For A Reason To Cry

Songs	Emotions	Styling	Colour & Tones	Locations	Notes
Pretty Bad Nice of U 2 Notice India Ocean	Letting go Cleansing Healing Not hiding Acceptance	TBC	TBC	TBC	



Links

Act I:

IF YOU'RE LOOKING FOR A NEW BEST FRIEND

- [Dropbox](#)
- [Stream](#)
- [Pinterest](#)

Act II:

IF YOU'RE LOOKING FOR A REASON TO KEY YOUR EX'S CAR AND BURN THEIR HOUSE DOWN

- [Dropbox](#)
- [Stream](#)
- [Pinterest](#)

Act III:

IF YOU'RE LOOKING FOR A REASON TO LOVE YOURSELF

- [Dropbox](#)
- [Stream](#)
- [Pinterest](#)

Act IV:

ACT IV: IF YOU'RE LOOKING FOR A REASON TO CRY

- [Dropbox](#)
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