

PHOEBE AXA

PANIC

THE MUSIC

- 1) PANIC
- 2) SAD!
- 3) I WAS SUPPOSED TO BE FINE
- 4) DON'T NEED PILLS
- 5) PICTURE IN THE STARS
- 6) THE PESSIMISTIC ROMANTIC

BONUS TRACK

- POTIONS

SECRET TRACK

- MONSTERS



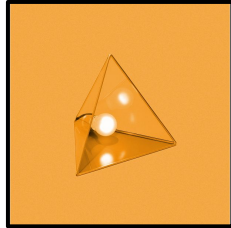
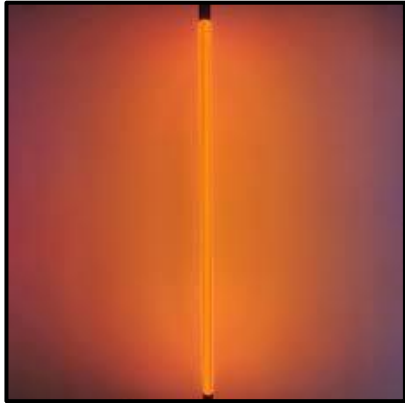
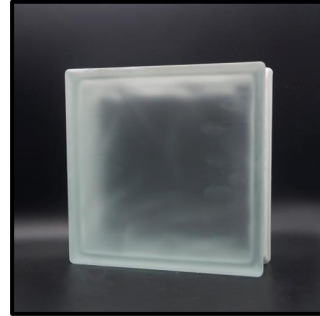
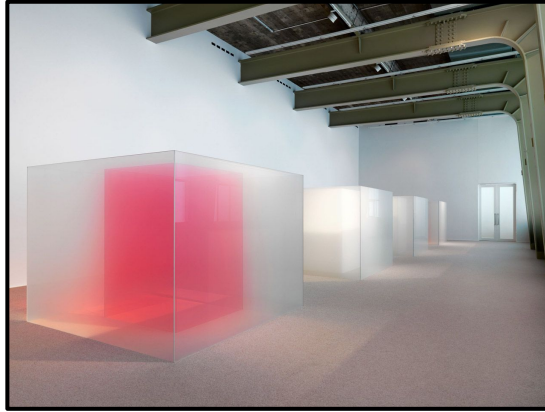
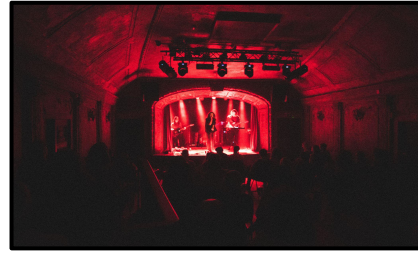
PANIC is a comment on my own mental
health and inner demons

It's about desperation to BELONG

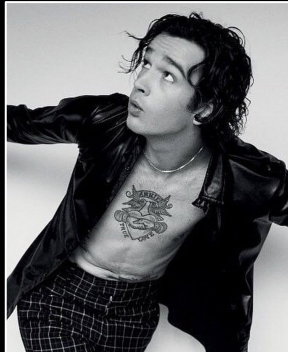
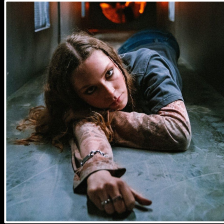
Finding out who I really am

My journey and my day- to- day
challenges

IT'S BIG AND IT'S CLASSIC.



PRESS SHOT REFERENCES



Styling will be key

- Indie / alt clothing
- 80s suits similar to Omeara show outfit
- The pin stripe 80s blazer is a signature look for this EP
- More vintage tone to the colours
- Also sleeveless tops when not wearing more suit like clothing

Explore GRAIN

Black and white images

Burnt orange colour and classic approach

Explore mist/smoke/haze

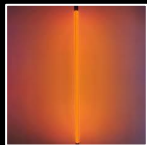
Props and locations

COLOUR

More indie muted colours + fashion
Subtle grain on photos, artwork, videos



PANIC

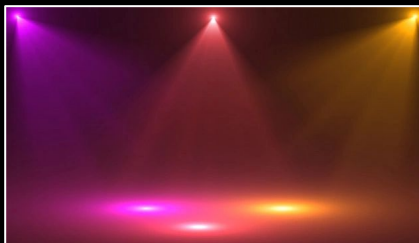


- Live Video at Omeara WITH onstage storyline explained in video idea

PANIC - THE INTRODUCING SINGLE

Exploring alter-egos, dreams and live performance, keep it classic and simple, leave room for MORE

ARTWORK could be white background like this with statement outfit / a wild shape



CAMPAIGN IDEAS:

THE PANIC ROOM

Videos + pictures about how the EP came together, behind the scenes footage, drawings, bits of exclusive content

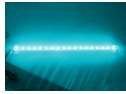


VIDEO CONCEPT

LINK:https://docs.google.com/presentation/d/1G9S1CU3bNQJisAKoN0LeKNiw9V-pZaNVMj6FiyWLTqQ/edit#slide=id.gcf38c6bb99_0_2

Light idea for middle 8

SAD



SAD is about Annoying Things

Performances video on the tube

Storyline

Sitting across from characters who do things that MAKE ME SAD. (Or just annoyed).

Weird guys that stare... or couples that are always kissing... people who don't listen...

Everything feels intense.

CAMPAIGN IDEA: Fish eye lense, lyrics, SAD train tickets, join the SAD TRAIN



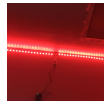
Artwork could be abstract, St Vincent inspired with a block colour and extreme expressions

VIDEO CONCEPT

LINK: https://docs.google.com/presentation/d/1G9S1CU3bNQJisAKoN0LeKNiw9V-pZaNVMj6FiyWLTqQ/edit#slide=id.gcf38c6bb99_0_61

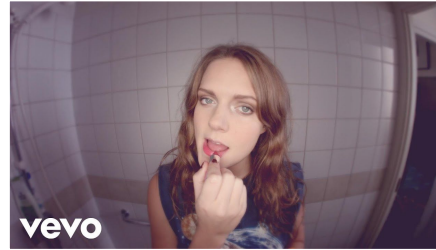


I WAS SUPPOSED TO BE FINE



A MUSICAL RANT

RED, SMOKE MACHINES, LED LIGHTS



[Tove Lo - Habits \(Stay High\)](#) - REFERENCE



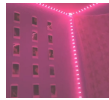
CAMPAIGN IDEAS

- LED LIGHTS
- HIDDEN MESSAGES AND UNSPOKEN THOUGHTS
- DARK ROOM... HIDDEN PHOTOS TO UNCOVER
- COULD ADD LYRICS TO BOTTOM OF VIDEO LIKE SILENT MOVIE

VIDEO CONCEPT

LINK: https://docs.google.com/presentation/d/1G9S1CU3bnQJisAKoN0LeKNiw9V-pZaNVMj6FiyWLTqQ/edit#slide=id.gcf38c6bb99_0_89

PICTURE IN THE STARS



Like an 80s
dance visually

Artwork could
be a polaroid
style / me
taking a
polaroid



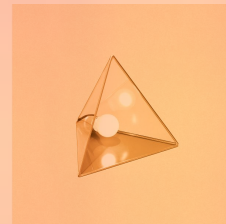
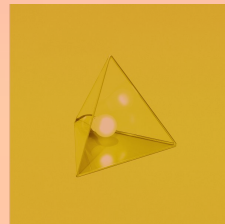
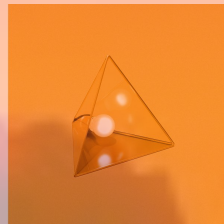
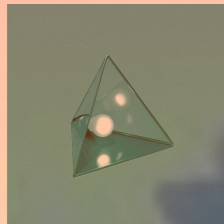
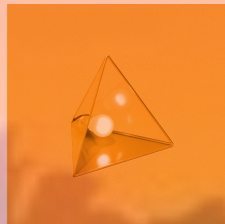
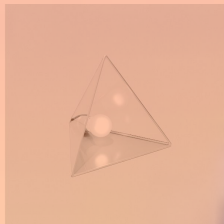
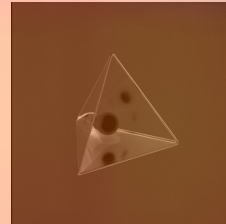
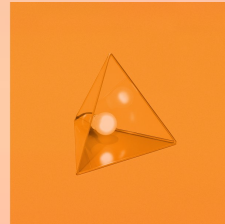
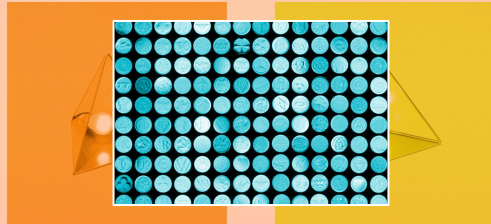
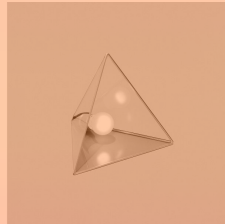
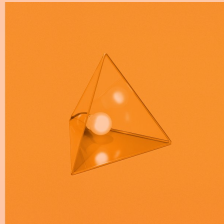
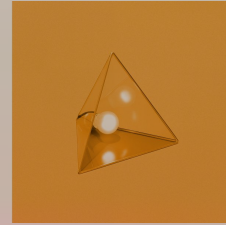
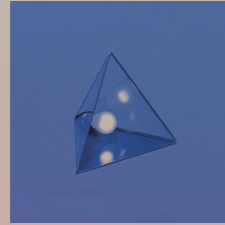
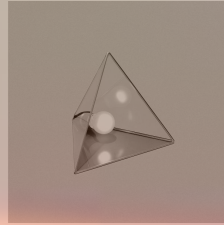
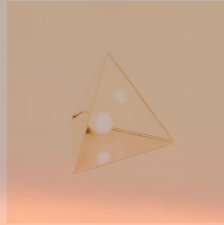
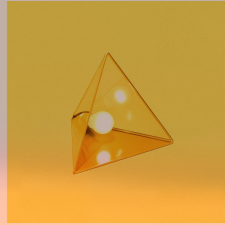
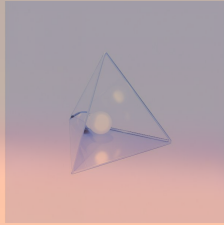
Campaign ideas:

POLAROIDS + STAR STICKERS
BIG 80s hair and exaggerated emo
pop makeup

VIDEO CONCEPT
LINK: https://docs.google.com/presentation/d/1G9S1CU3bNQJisAKoN0LeKNiw9V-pZaNVMj6FiyWLtqQ/edit#slide=id.g_0_129



DON'T NEED PILLS - hinted at throughout the other videos, pill in panic vid



THE PESSIMISTIC ROMANTIC

The escape into nature and hope away from the chaos of the city explored in PANIC. Family home and nature aesthetic, a softer and more emotional side to the EP and the emotions explored



POTENTIAL SINGLES FOR GAPS OUTSIDE OF EP

- 1) SUNDAYS
- 2) MY LIFE
- 3) JEALOUS