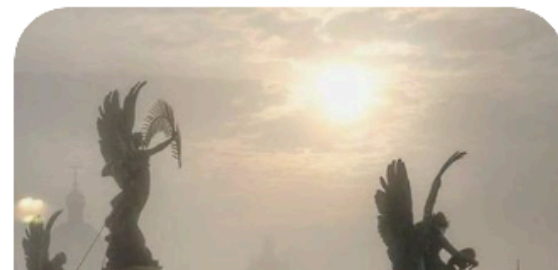
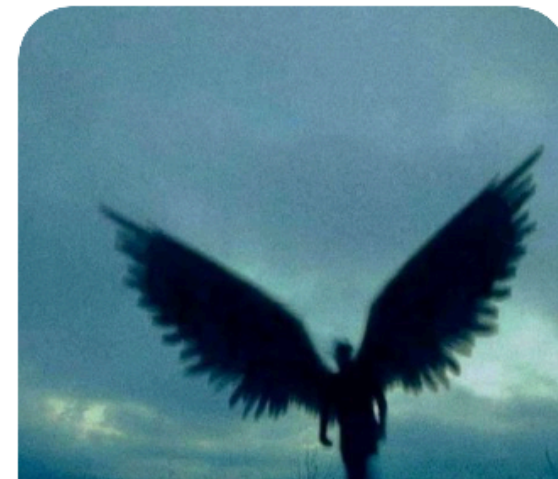
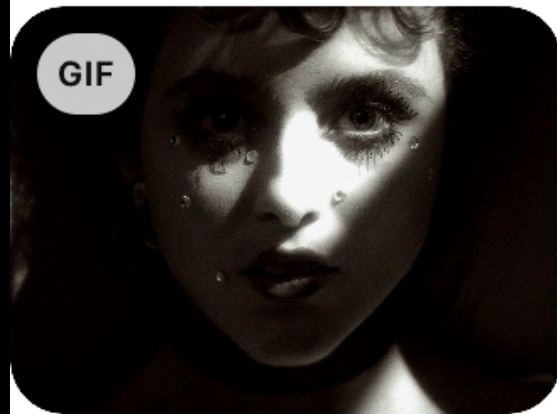


VIOLA ROLLOUT



"YOU ALWAYS DO" SINGLE - DEC 2024
2ND SINGLE AND EP - Q1/Q2 2025

TABLE OF CONTENTS

- ★ EP THEME
- ★ VISUAL AESTHETIC
- ★ PRODUCTION AESTHETIC
- ★ PROMOTIONAL IMAGES: TEASERS & TRAILERS
- ★ FOLLOW UP CONTENT - BTS DOC
- ★ MARKETING + SOCIAL MEDIA
- ★ TIMELINE

EP THEME





*“You Always Do” tells the story of **the type of love that doesn’t see the daylight**, setting the tone for the rest of the EP. It’s the raw, addictive pull of first love, accompanied by the inevitable first heartbreak. The song embodies obsession, melodrama, and the painful habit of accepting crumbs from a person and making a meal of them. It explores the cyclical nature of returning to a first love—caught in a loop. Can Viola finally break free?*

*The other singles on the EP carry the emotional weight of cathartic, angsty breakup songs, each marking a different chapter and **type of love** in Viola’s life. The songs trace her journey of leaving LA, going to college, discovering herself, and returning. With all she’s learned, the question remains: can she break the cycle for good?*



The lamb serves as the connecting thread between “You Always Do” and the rest of the EP, making appearances in each music video in different forms, depending on the song. It embodies a wide range of emotions and experiences: Viola herself, the naivety that comes with love, the desire to escape, regret, the relationship itself, the cause of its downfall, and ultimately, a guiding light toward a better future.



*Another central symbol is **the star**, tied to Viola’s middle name, Sang-dau, which means “Shining Star” in Thai. This star represents her Thai heritage and the love of music passed down from her Maetu. It’s something Viola may be striving towards, or might even represent what has been inside of her all along.*

SYMBOLS



NARRATIVE ARC * OF EP

While each song and music video tells a unique story about a different relationship, each relationship inevitably paves the way for the next. In this way, the narrative arc of the EP mirrors that progression, with each chapter building upon the last.

EP Theme Overview:

“You Always Do” begins with a hidden, obsessive love. It’s about being stuck in a cycle of longing and pain, repeatedly returning to a relationship that never quite works. As the EP unfolds, the story of love and heartbreak continues through cathartic, angsty breakup songs. These songs reflect different types of love, echoing Viola’s real-life journey of leaving LA, attending college, and coming back to her hometown. Each song represents a new chapter in her life and emotional growth—but can she finally break free from the cycles that hold her back?

The Role of the Lamb:

The lamb is the central symbolic thread throughout the EP. In each music video, the lamb manifests differently, embodying various aspects of Viola’s journey.

As Viola returns to LA, seeking independence, she’s confronted with old pressures—family expectations, the intensity of LA life, and an overwhelming internal itch: Should she run away, start over, or- is it regret? The lamb is the embodiment of that nagging thought—the brief moments when everything seems to be going well, but a feeling creeps in that threatens to ruin it all. Or maybe, the lamb is the light that leads her toward a brighter future.

EP Storyline Overview:

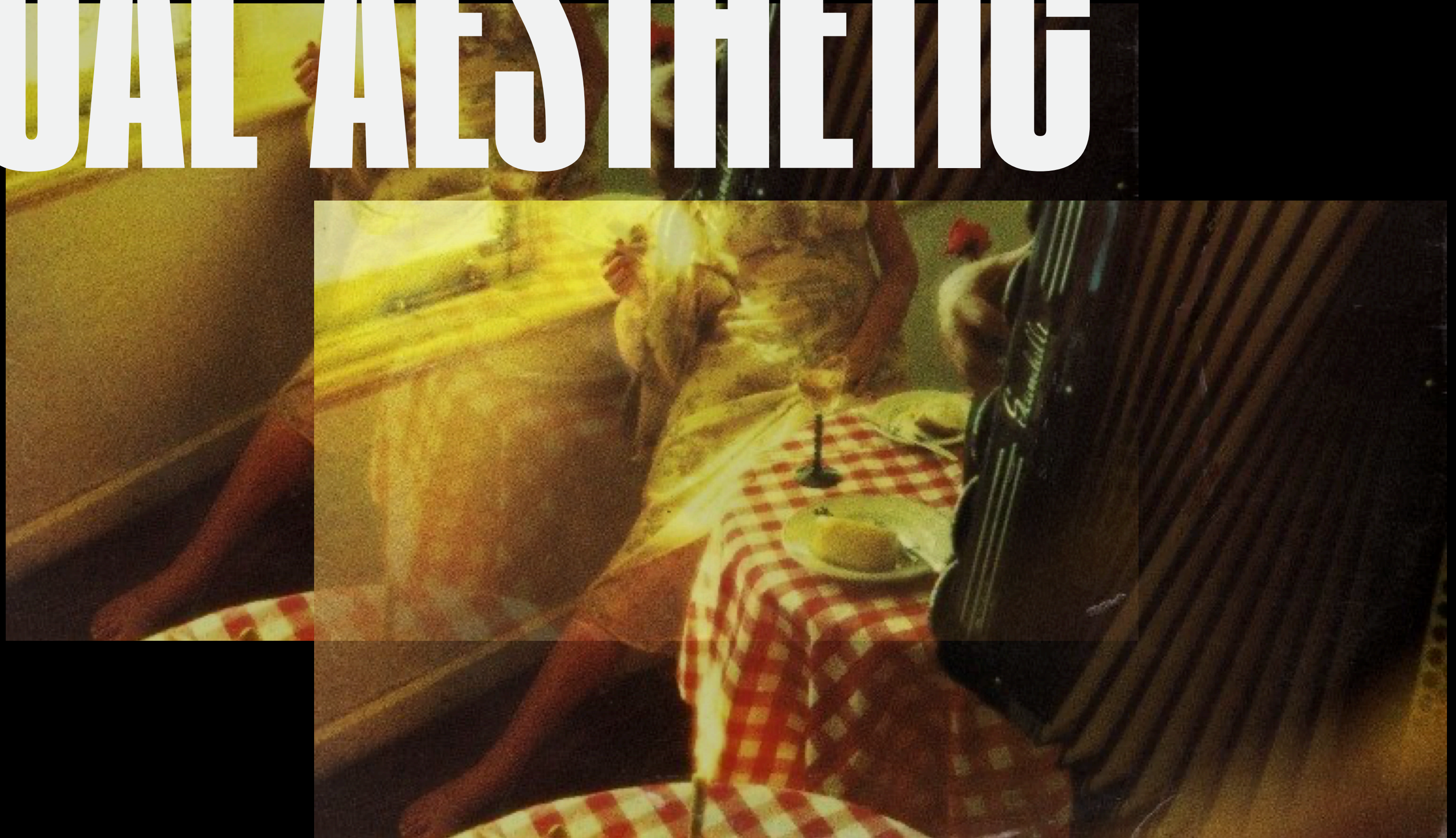
The central plot plays out when Viola, driving with her boyfriend, gets into an argument. As their relationship flashes before us in a series of montage moments—beautiful yet cold—a shift happens within her. Her boyfriend, careless and unbuckled in his old, beat-up car, is oblivious to the weight of their shared history: it’s the car they drove to their first movie together, where she heard Fugazi for the first time, and where she felt the sting of his inability to listen or care.

In a heated moment, Viola shoves him. The car, as if alive and full of memories, seizes the opportunity. With a creaky door lock, her boyfriend is thrown from the vehicle, tumbling into the road.

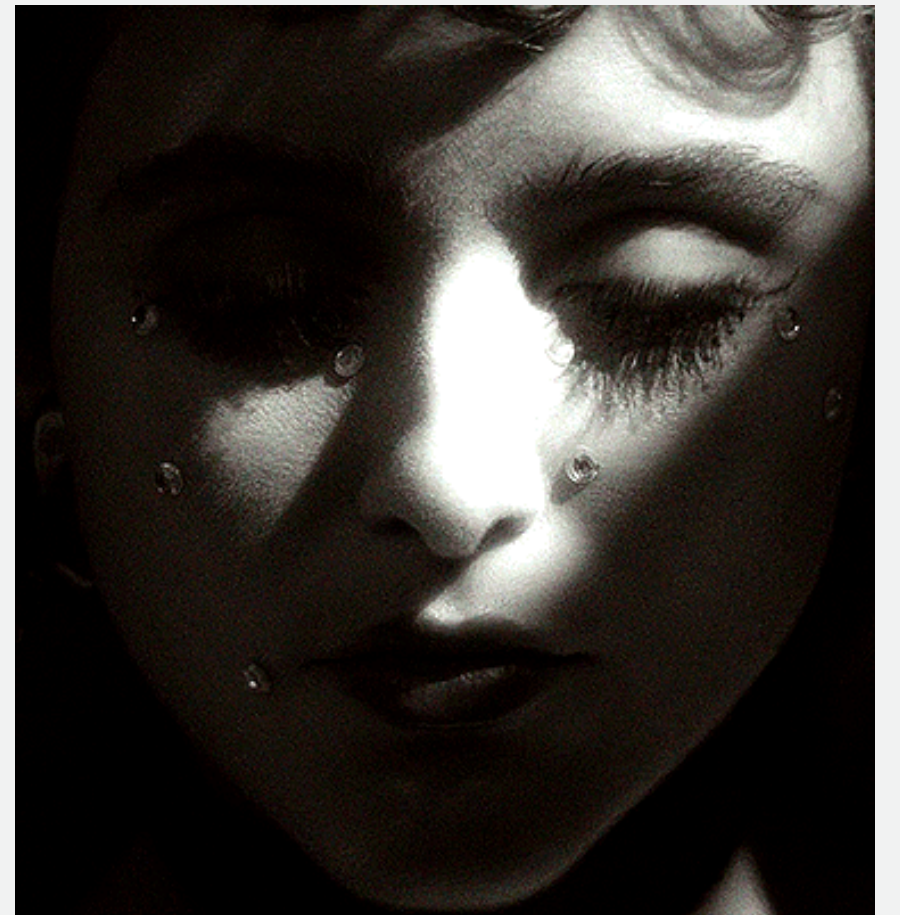
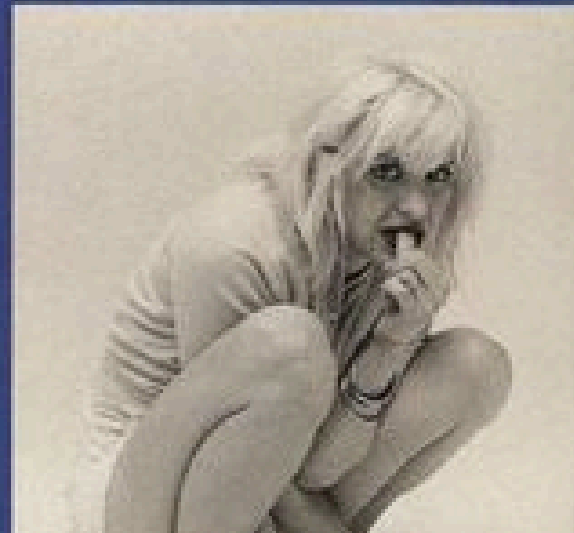
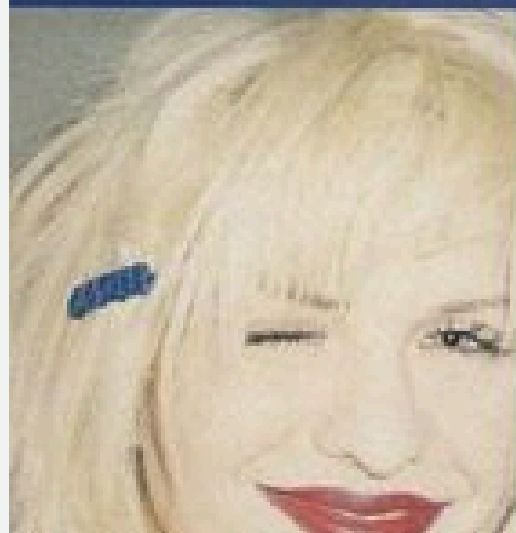
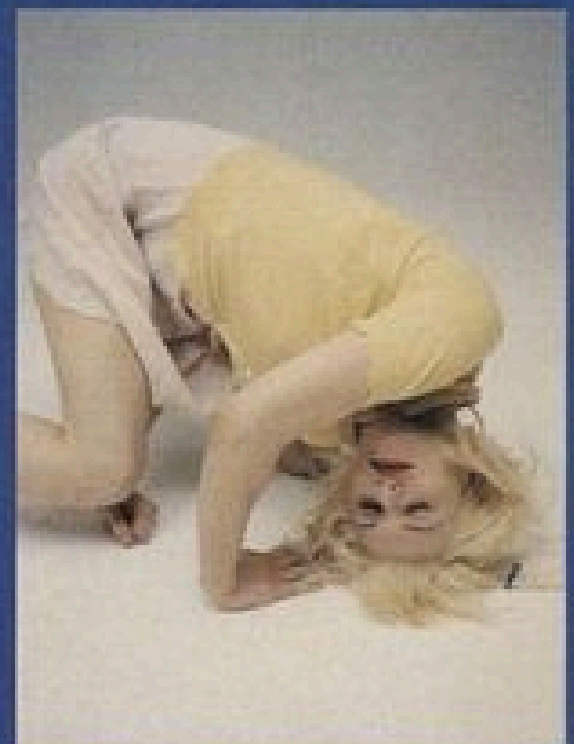
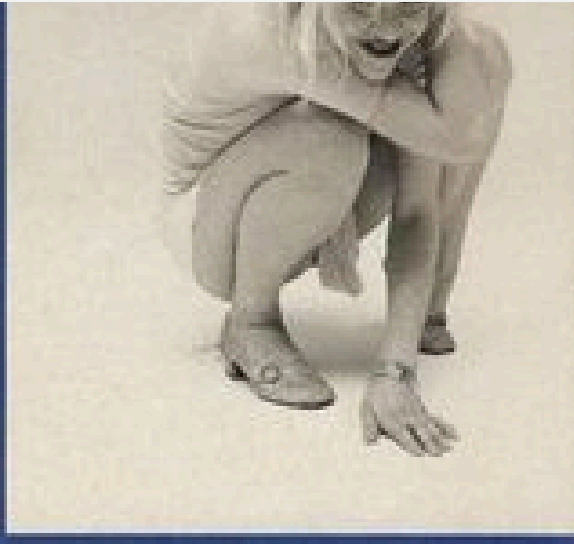
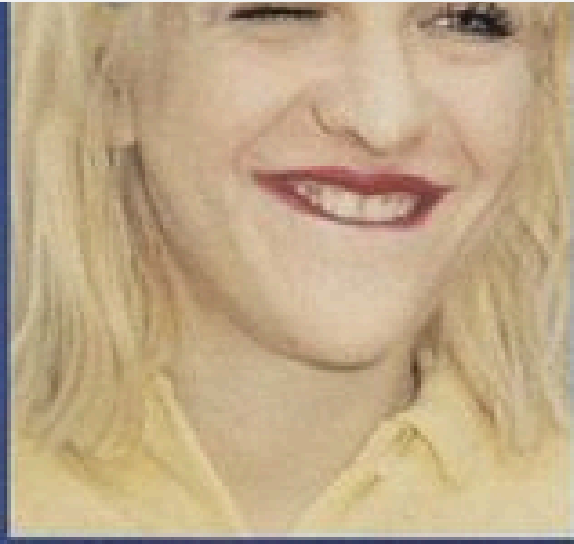
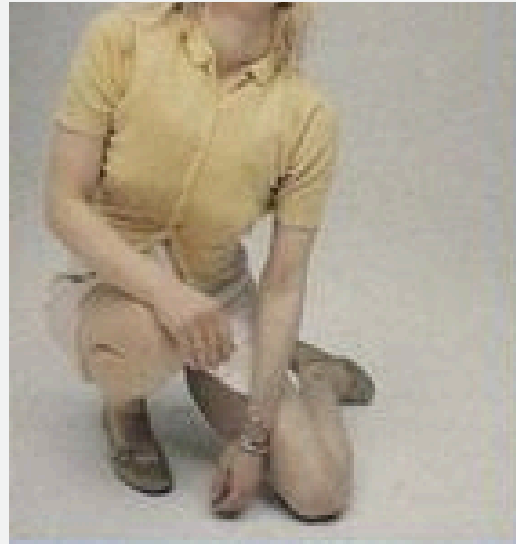
At the same time, a lamb, who has just lost its mother, makes a treacherous journey across a highway. The road is eerily empty, and the lamb is making the scariest journey of its life.

These two beings—Viola and the lamb—are united by their torment. As the EP’s overarching story continues, the lamb follows Viola, a constant reminder of the past. Is it over? Is the lamb a haunting specter, a symbol of a shattered relationship? Or is it a guide, leading her toward the truth? The lamb, or its ghost, becomes a companion in Viola’s grieving process, reminding her that the past is not an enemy—it has suffered alongside her, crying and anguishing to find the truth, whatever that may be.

VISUAL AESTHETIC







OVERVIEW

- Color theme - pastels, muted colors
- Glowing, ethereal - but with hard edge
- Incorporations of humor/sarcasm - not so serious, light-hearted in certain aspects
- Focus on animals and the environment as heavily personified characters
- Pigeons, Long Dogs, Deers, Lambs

GRAPHICS FONTS



Genevieve Stokes
on tour

With a Lightning Strike

with Lily Kershaw

Oct 14	Washington, DC	DC9
Oct 15	Philadelphia, PA	Johnny Brenda's
Oct 17	Brooklyn, NY	Baby's All Right
Oct 18	Boston, MA	Cafe 939
Oct 19	Portland, ME	Portland House of Music
Oct 21	Toronto, ON	Drake Underground
Oct 23	Chicago, IL	Beat Kitchen
Oct 24	St. Paul, MN	Turf Club
Oct 26	Denver, CO	Globe Hall
Oct 28	Salt Lake City, UT	Kilby Court
Oct 31	Portland, OR	Mission Theater
Nov 01	Vancouver, BC	The Fox Cabaret
Nov 02	Seattle, WA	Madame Lou's

HOT GOTH GF AND GIRLS, GUTS, AND GIALLO PRESENT

DYKES OF DARKNESS

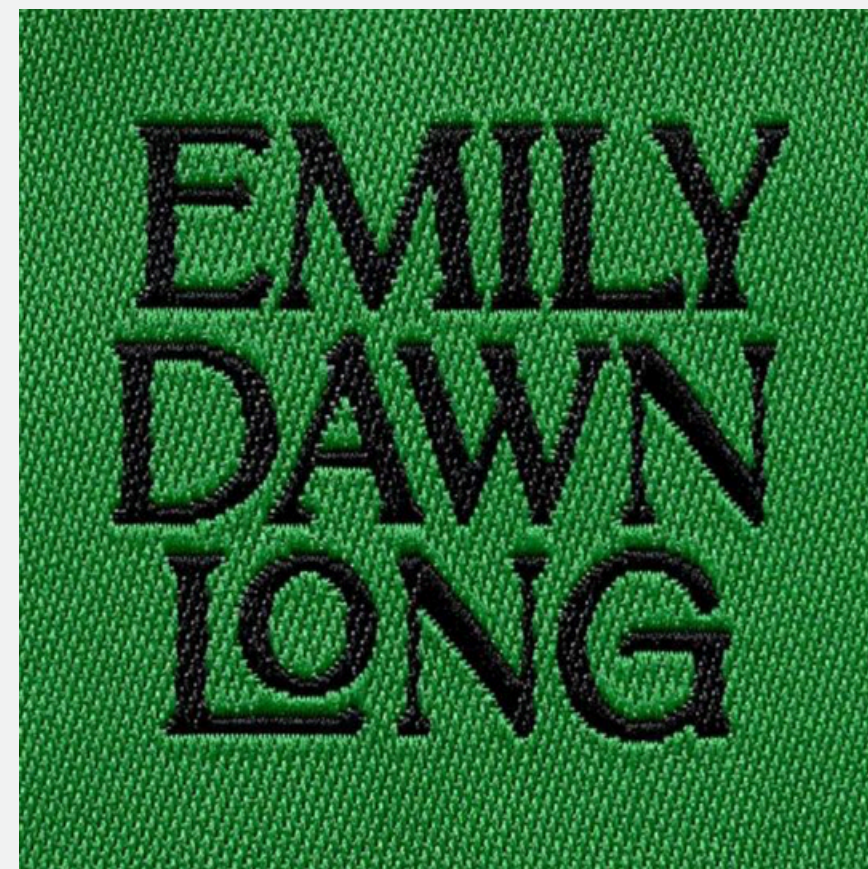
A LESBIAN VAMPIRE BDSM PLAY PARTY

DUNGEONS HOSTED BY:
TORI LUX
DOM DEMI
NATALIE CARNOT

PERFORMANCE AND PLAY WITH
SHANITA BUMP

HORROR PORNO
THEATER SHOWING
SELECTIONS FROM
AORTA FILMS,
PINK LABEL TV
AND MORE

KINKY VENDING BY:
PLEASURE BRUJITA

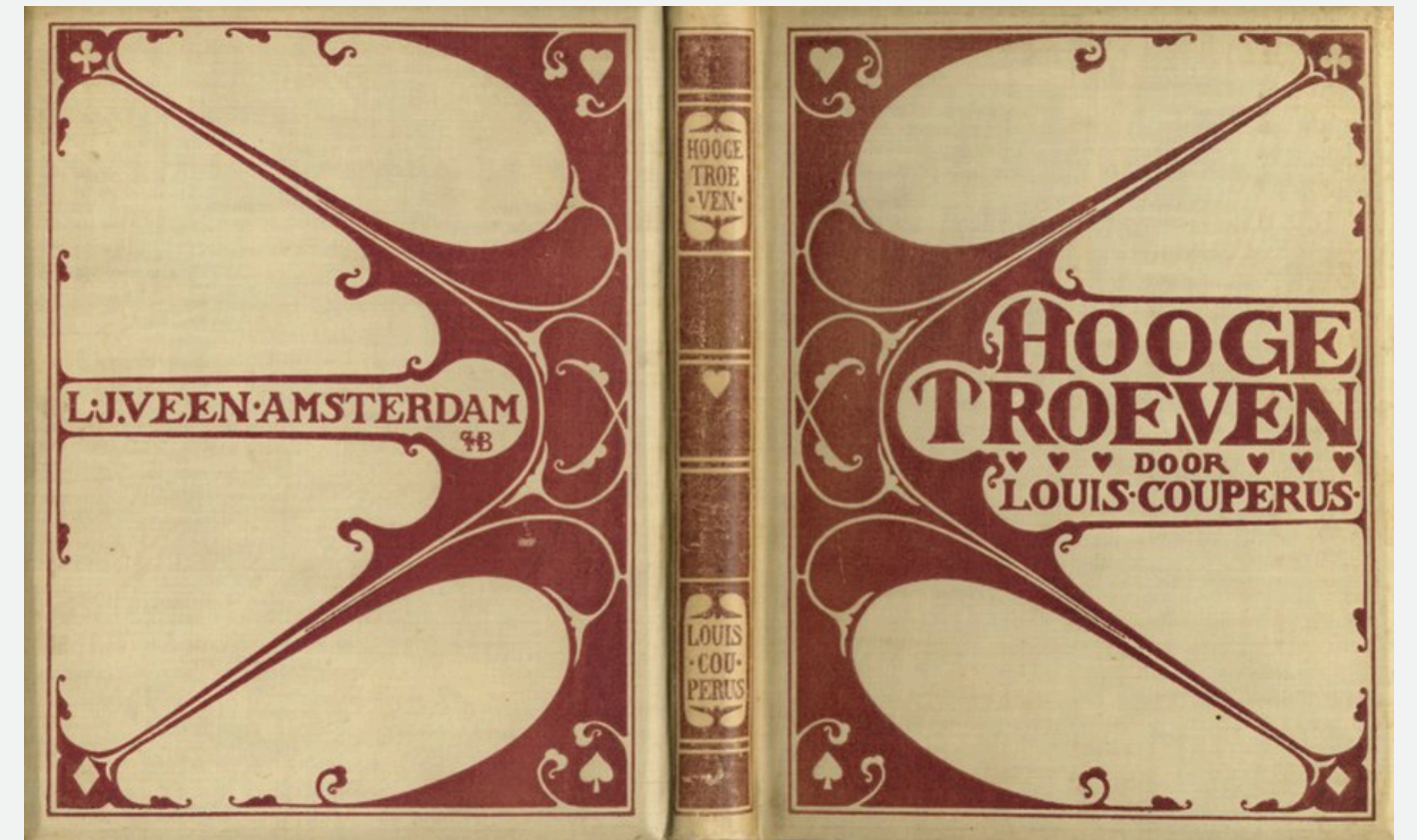
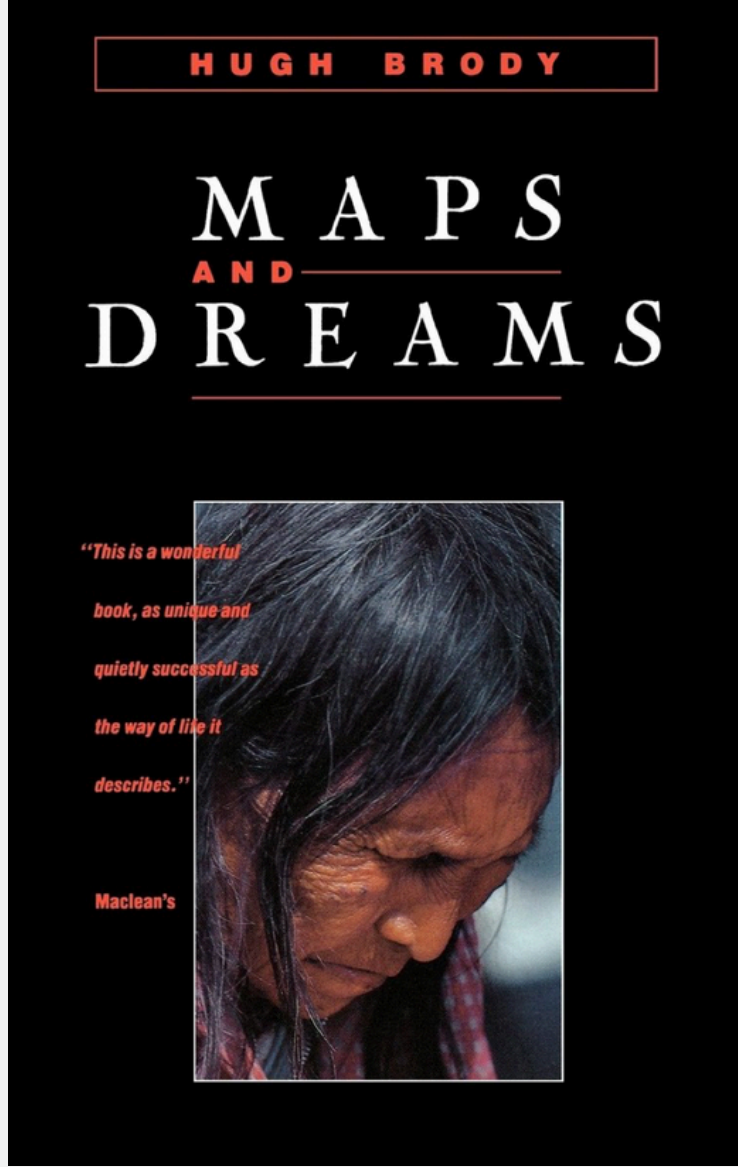
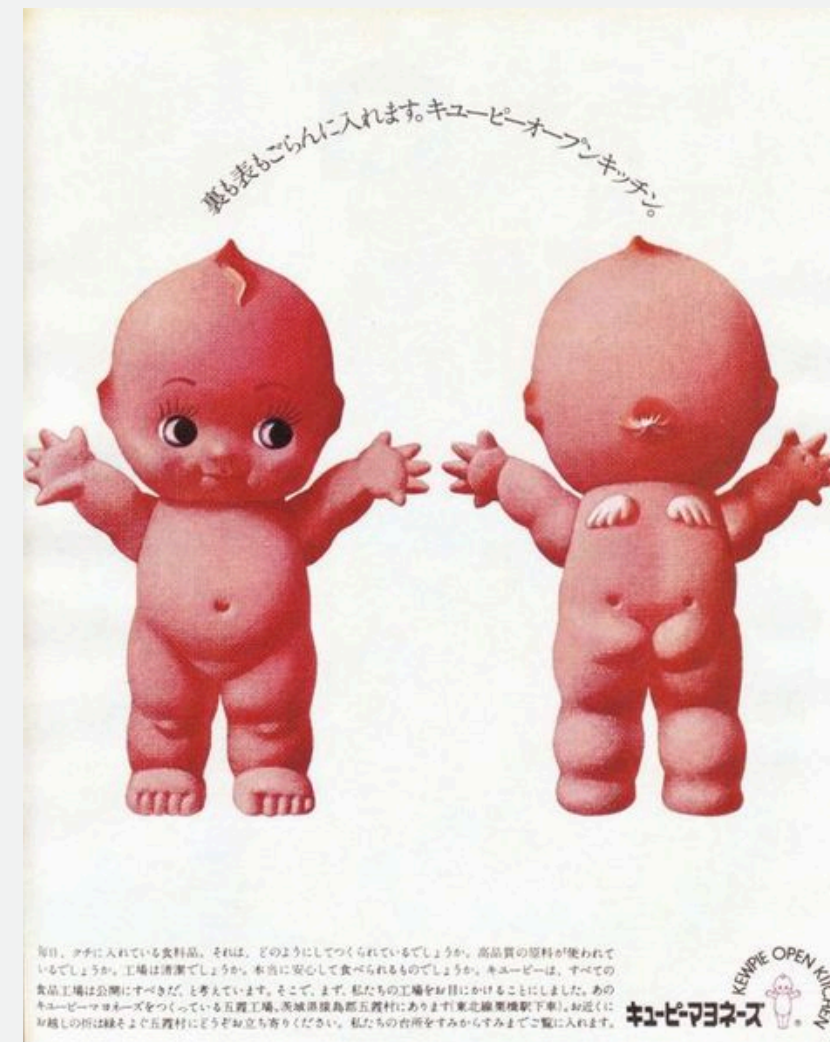
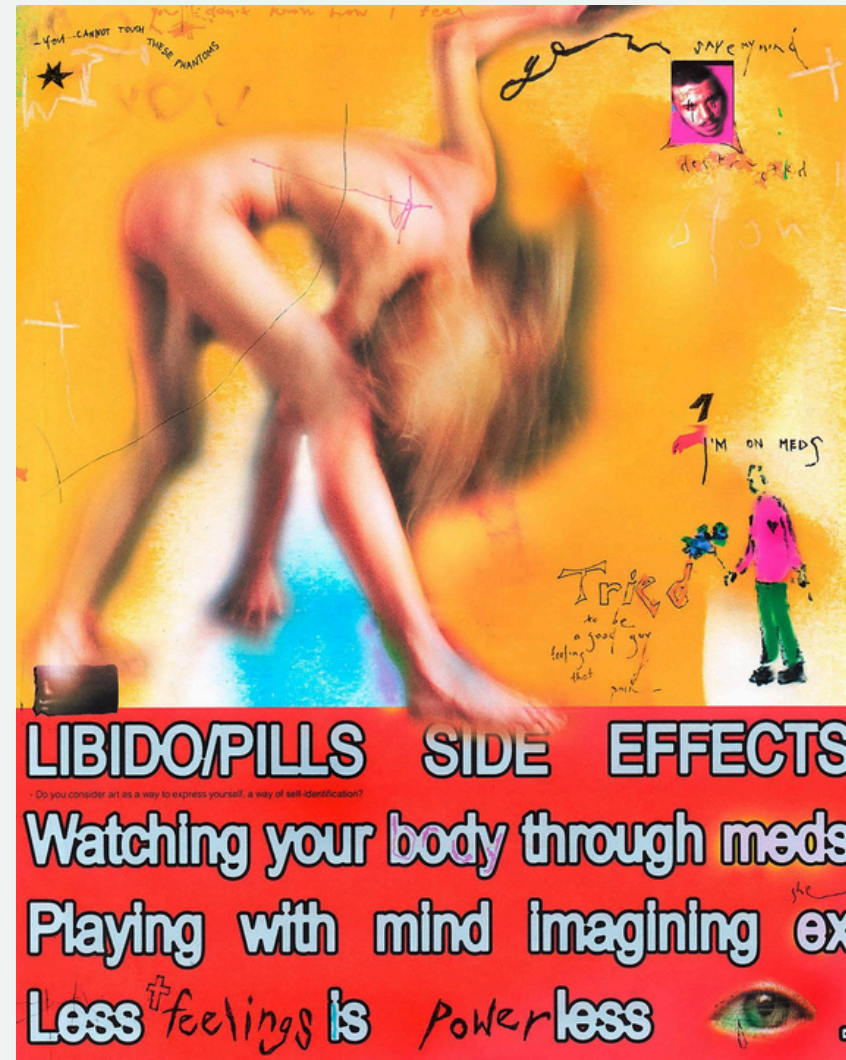


DELUXE
SUMMIT
STEREO

Romantic Accordion

♪ JALOUSIE ♪
 ♪ MAMY BLUE ♪
 ♪ HERE, THERE AND EVERYWHERE ♪
 ♪ THEME FROM "A MAN AND A WOMAN" ♪
 ♪ WE'VE ONLY JUST BEGUN ♪
 ♪ WHAT NOW MY LOVE ♪
 ♪ ARRIVEDERCI ROMA ♪
 ♪ SCARLET RIBBONS ♪
 ♪ LA VIE EN ROSE ♪
 ♪ MOON RIVER ♪
 ♪ LOVE IS BLUE ♪
 ♪ TRUE LOVE ♪

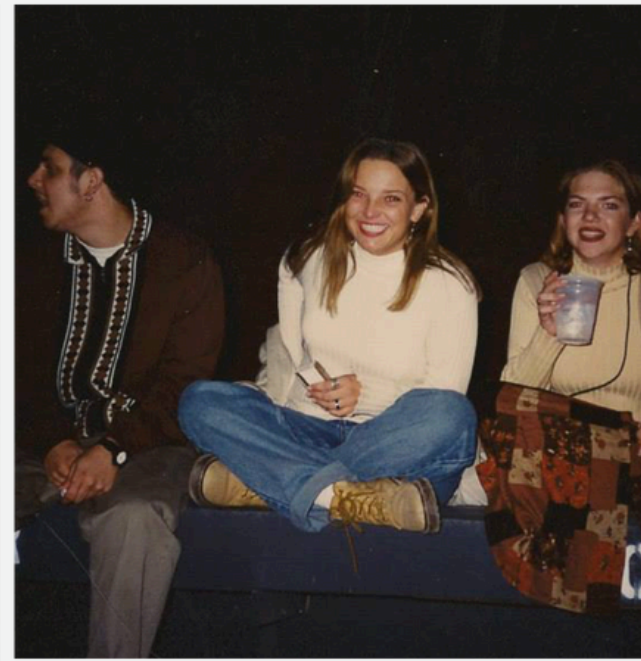
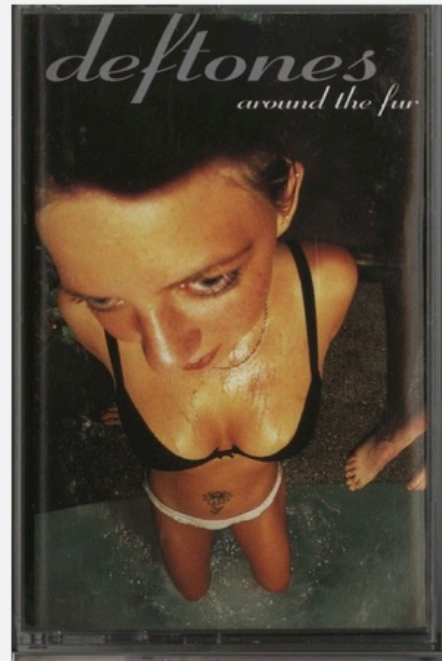
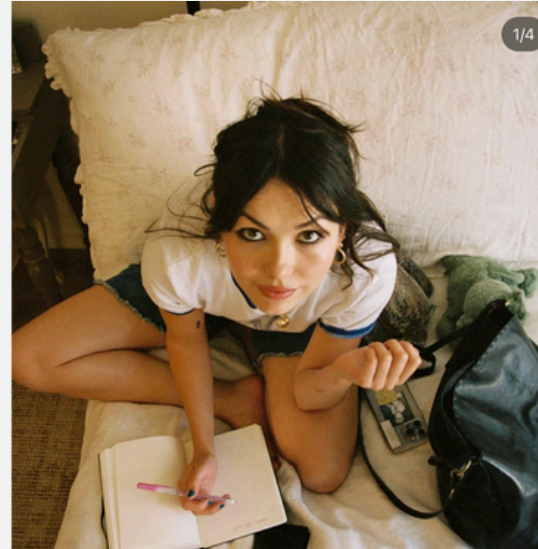
GRAPHICS POSTERS



PHOTOSHOOTS

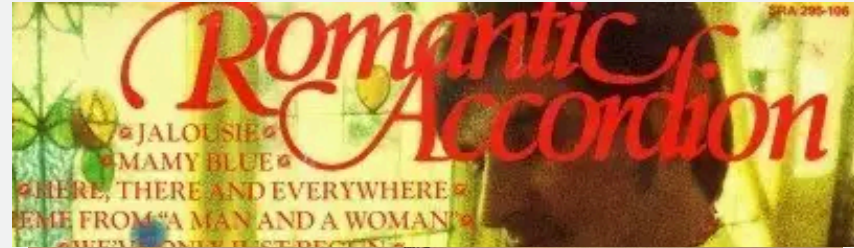
Combining yellow-violet colored, community branding-oriented, candid photos with

more tongue-in-cheek, “endearingly crass” stylized photos



MERCH

DOLLGARDEN



KEY WORDS

tongue-in-cheek

endearingly crass

stars

lambs

big-eyed

angels

gwen stefani

headlights

cathedral

porcelain babies

feeble little horse + wednesday

*rougner

americana

shoegaze hannah montana

PRODUCTION

AESTHETIC

**YOU ALWAYS
DO**

DIR. BY COLE SWANSON

ST. GABRIEL



Idea from Bryce:

- Blur, 90s Alt Rock, European
- Could be funny - you beating the shit out of someone dressed up as a lamb - <https://www.youtube.com/watch?v=kh9oVpAmBAc>
- Also maybe some mf WWE smackdown stuff - <https://www.youtube.com/watch?v=fsQhOCkczHQ>

SONG YOU ASKED FOR



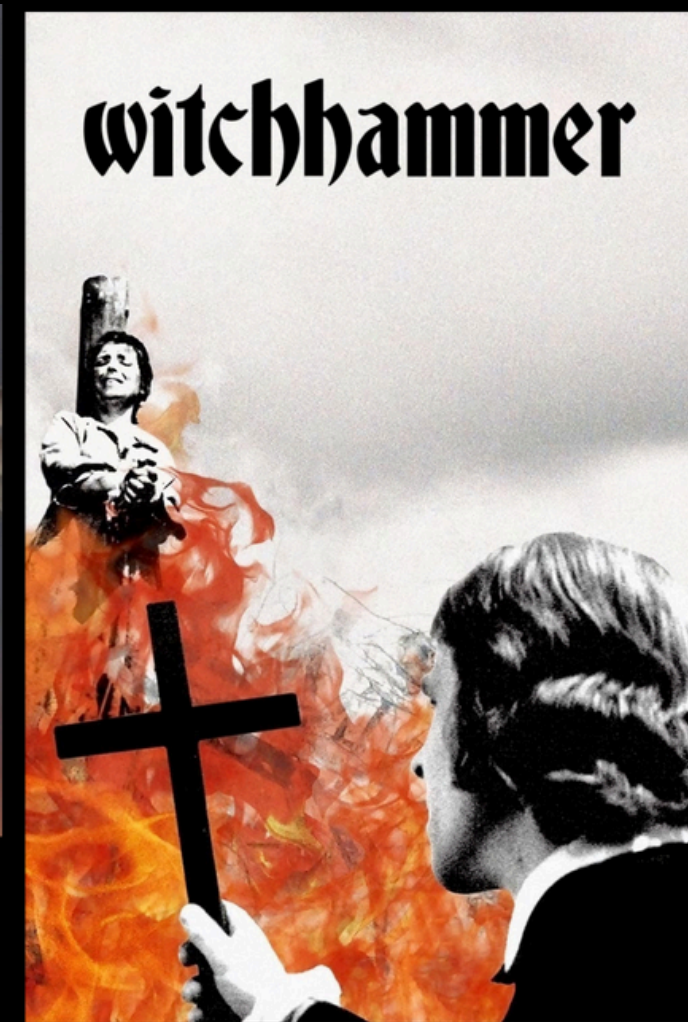
Idea from Bryce:

- Soft folk alt, The Cranberries, The Sundays

WHAT HAVE I DONE

Idea from Bryce: New Media, Transhumanism

- Having a final match between the lamb and Viola creating the star lamb. Could be done in AI: [here](#)
- Rage affiliated people
- Left4Soul (Insta)
- Cold_Archive (Insta)
- Female Pentimento: [reference here](#)
- Joan of Arc - Female Martyr



**PROMOTIONAL
IMAGES/VIDEOS**

CINEMGRAPHS

A “cinemagraph” is a type of image where most of the scene remains still, like a photograph, but subtle, repeated motion occurs in a specific area. It creates a striking combination of stillness and movement, usually giving a surreal or hypnotic feel to the visual

Focus on animals and the weather - however, Viola in frame as well



SHORT-FORM TEASERS

Short-form social media-oriented eye-catching visualizers that capture the essence of each song, 20-30 seconds long
*ex. go to farm with Grace and shoot Viola with lamb or something

EP TEASER

Teaser for the entire rollout - which could be turned into one long music film

MUSIC FILM

All of the music videos will be edited into one large video - back to back. The music videos should have buttons and transition nicely to each other.

FOLLOW UP CONTENT - BTS DOG

- Done in the style of the Bennett Coast: example
- Also done in the style of those Disney BTS docs - there should be the following
 - Making of You always do
 - Possibly two ways
 - One - Make it a parody (Get Scott to talk about how scary it was or like she keeps eating grass): example
 - Two - Keep it hijinx and serious (Observational docs, Bennett-type stuff)

MARKETING AND REACH

MARKETING STRATEGY



GUERRILLA

Create flyers, stickers, and mini posters with thematic elements like the lamb and star from the EP, placing them in high-traffic areas (cafes, skate parks, venues) around LA. Make them cryptic but intriguing, even funny, with QR code, leading people to search for Viola on social platforms or a landing page. Post photos/videos online, get people we know who live in LA to post and tag when they see them.



SOCIAL MEDIA

Develop a cohesive social media campaign that visually captures the aesthetic of the EP, using a combination of images, short-form videos, visualizers, and music video teasers to build anticipation and engage the audience.

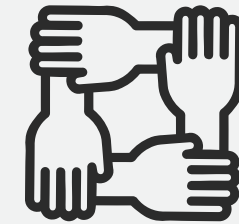
While prioritizing visually stunning content, also create a lighthearted, funny, and easily-replicated trend on TikTok and encourage participation from friends and micro-influencers within our network to boost engagement.



INDIE PRESS

Submit to playlists, blogs, such as Grrrrlmusic, Soundfynd, Playdate Media, Fashionably Early Music, That Good Shit, Buzzbands La, Luna collective mag, Atwood Mag, Paste Mag, Musicdiscoveryhour, Abreakmusic, College radio, etc.

Message contacts at indie blogs/magazines about interviews.



COMMUNITY BRANDING

Generate a sense of FOMO by showcasing the friendship and “shenanigans” behind the EP rollout. Share behind-the-scenes moments from the recording process, music video shoots, rehearsals, casual hangouts, etc. Release parties, wedding-cam vibes. Possibly do impromptu performances in unconventional LA locations (parking lots, scenic overlooks, beaches, vintage stores, skate parks, etc.) to create a spontaneous, authentic vibe. Depending on merch timeline, potentially table at flea market (with Indigo) and sell merch there, include QR code tickets/mini-posters.

OTHER SOCIAL MEDIA CONTENT - IG

OUTSIDE OF PHOTOSHOOTS / PROMOTIONAL IMAGES AND VIDEOS, WE ALSO WANT TO CREATE CANDID VIBE THAT CAN STILL CONNECT TO THE MUSIC



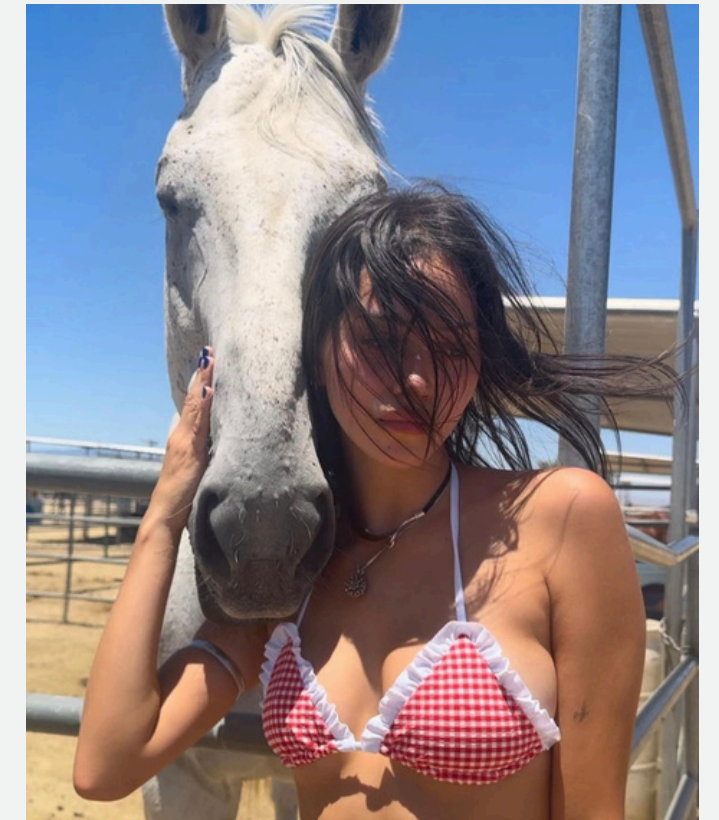
Putting up promotional flyers around LA



Rehearsal shots



COOL FITS N VIBE



Antics with friends

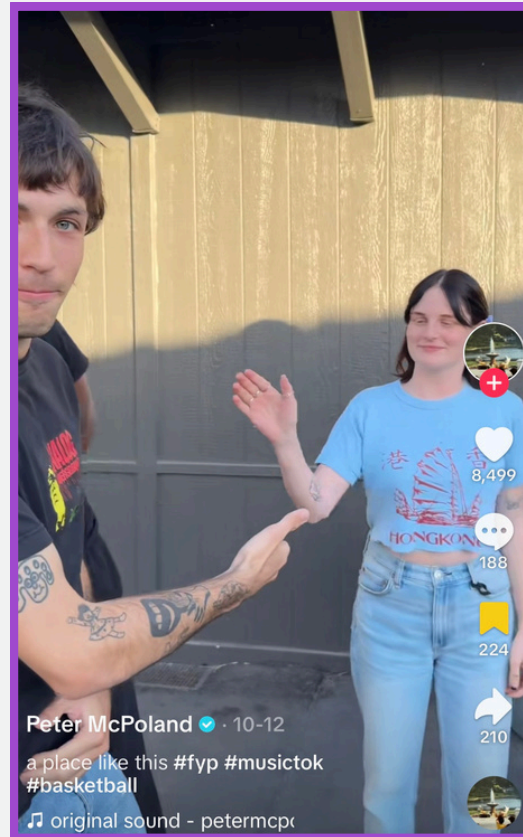
Maybe we need to go to a farm and see some lambs/animals



OTHER SOCIAL MEDIA CONTENT - TIKTOK

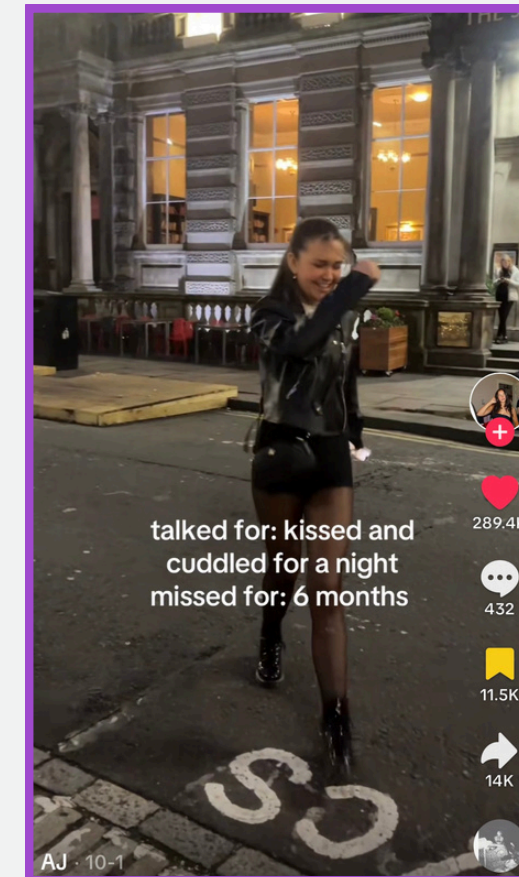
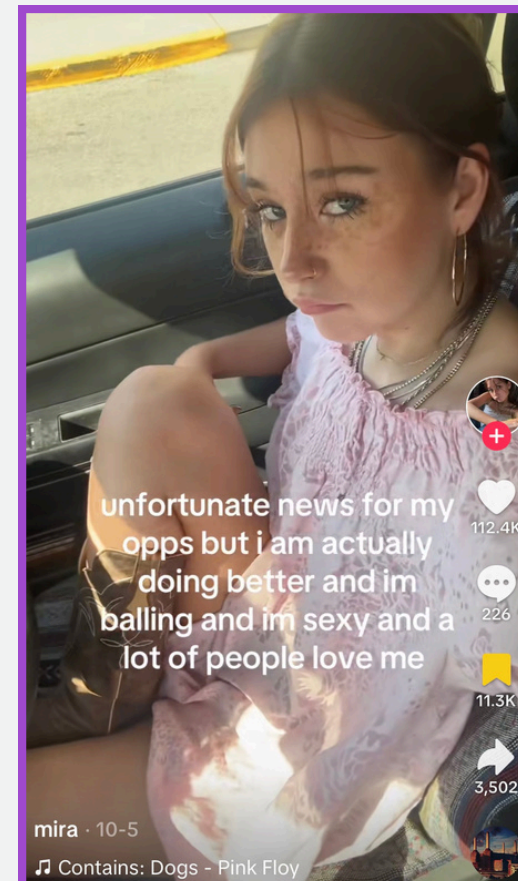
WHILE WE'RE DEVELOPING A DISTINCT VISUAL AESTHETIC AND PERSONA THROUGH OUR PROMOTIONAL MATERIALS, TIKTOK PROVIDES A PLATFORM TO SHOWCASE AND EXPAND UPON VIOLA'S REAL-LIFE PERSONALITY

(LINKS TO VIDEOS EMBEDDED)

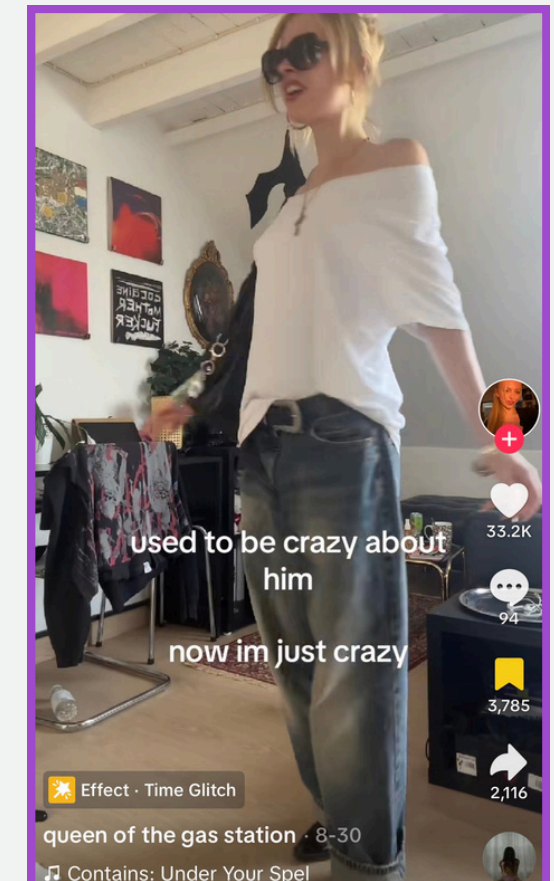
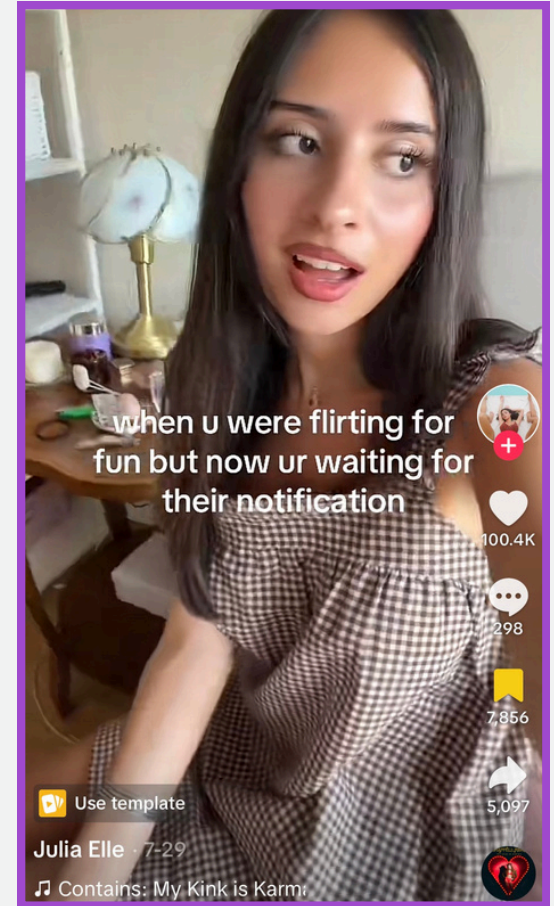


raw, unfiltered stupid friend antics

*find way to incorporate food in a way that makes sense "crumbs" line

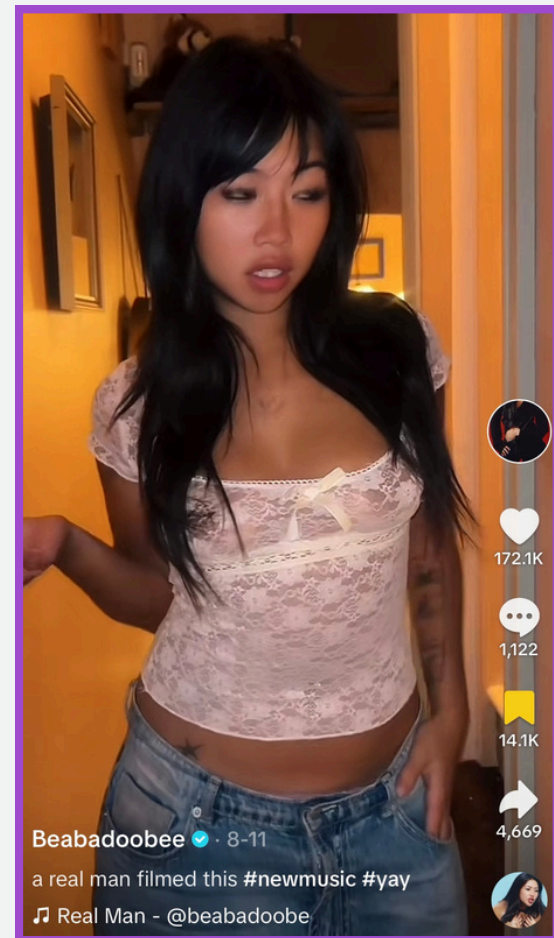
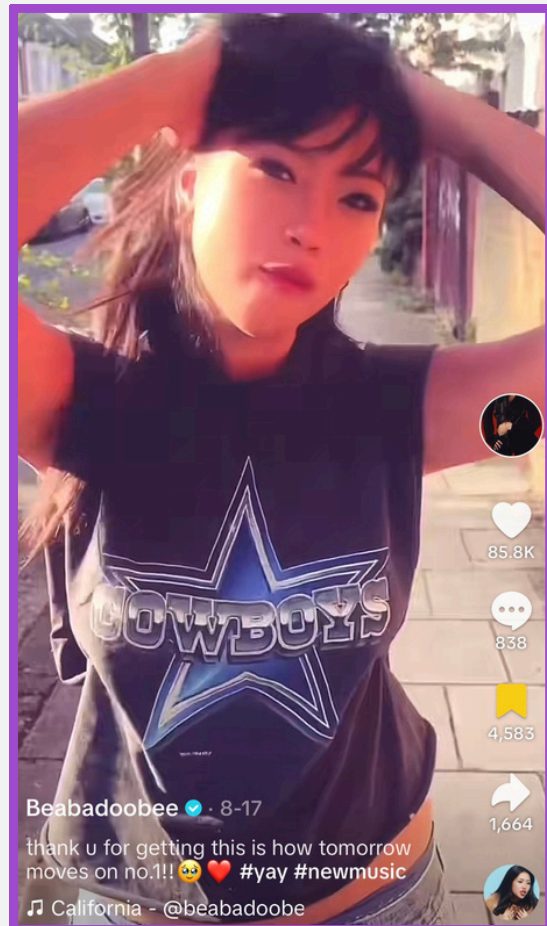


relatable text, slow-mo, fitted

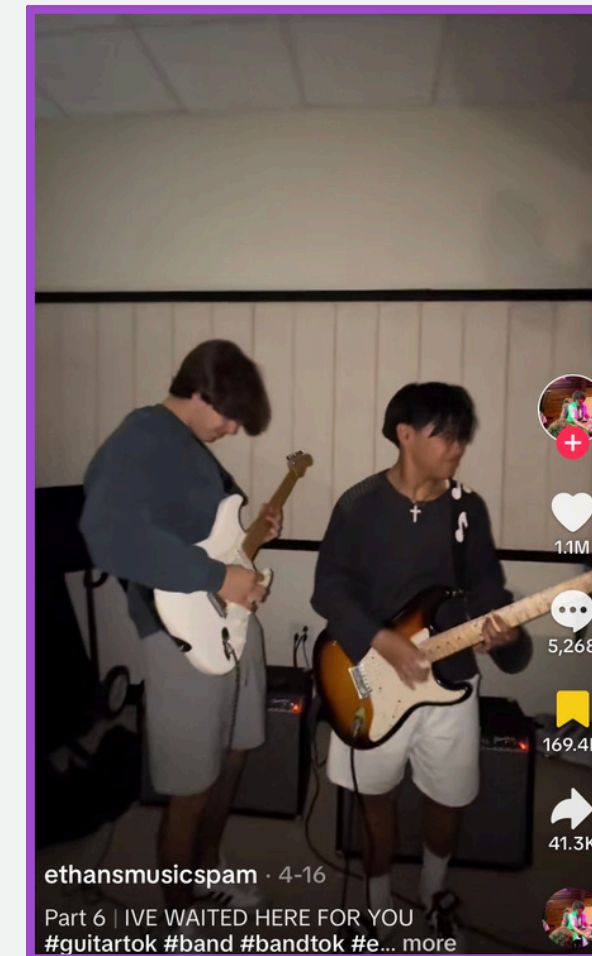
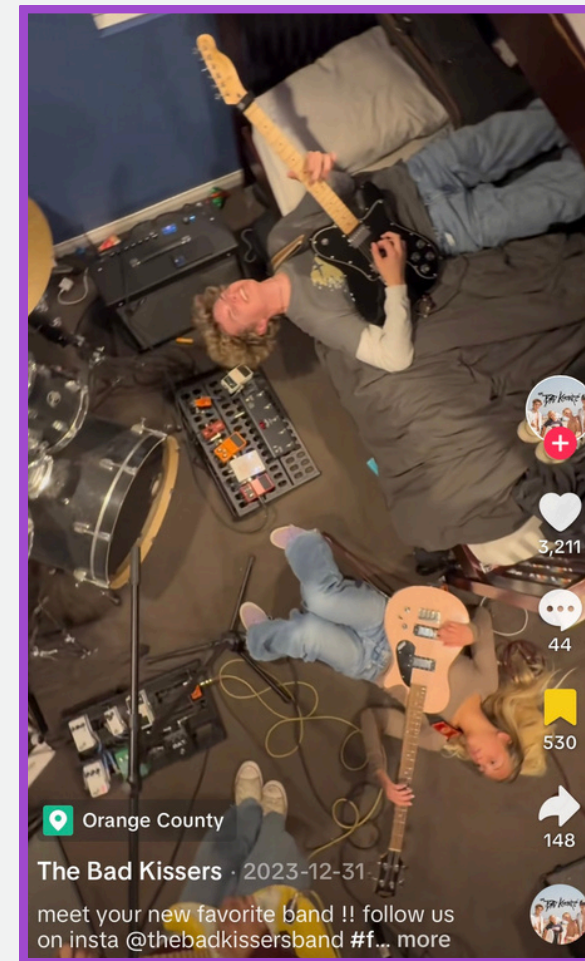


OTHER SOCIAL MEDIA CONTENT - TIKTOK

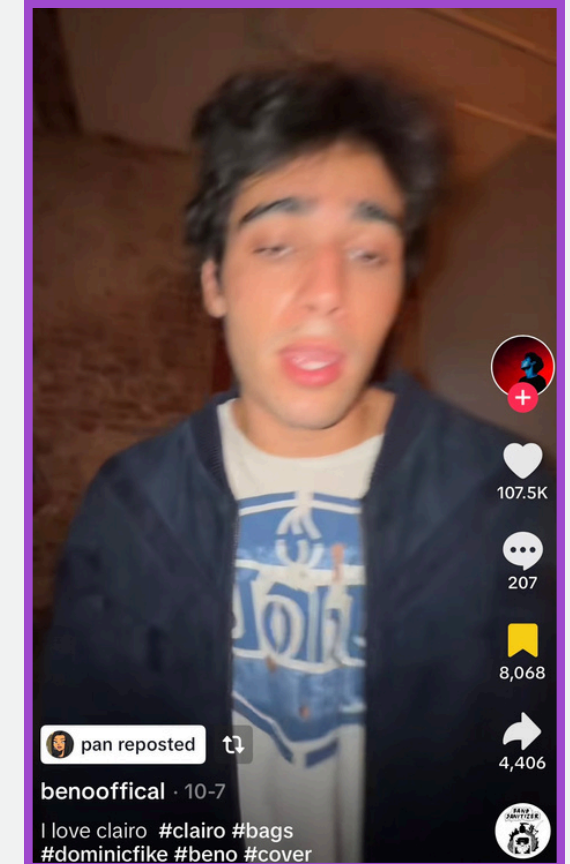
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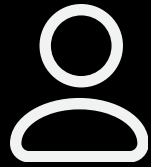


lip syncs, flash



**band/rehearsal content -
FUN + CREATIVE + EYE-
CATCHING**

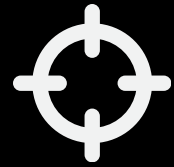




TARGET AUDIENCE

College-aged and post-grads who appreciate music paired with visual storytelling, and have experienced relationships and love.

Teens who are active online, eager to discover new artists first, and are drawn to cool visuals and lyrics.



DEMOGRAPHIC FOCUS

18-29 year olds
13-17 year olds

People who value aesthetic visuals in music videos and storytelling

Fans of artists such as Beabadoobee, Slow Pulp, MOMMA, Mk.gee, Cherry Glazerr

People who can relate to the experiences expressed in the songs.



KEY INTERESTS

Beer gardens and darts

Big-eyed smudged makeup

House shows

Modern nostalgia

AUDIENCE PROFILE

TIMELINE (AS OF NOW)

