

## Matt Maltese - Album content

Combining OOH advertising with content creation into a slightly mind-bending, playful offering for fans. Playing on the idea of Matt's growth as an artist compared to his understated, modest self view, this campaign will present Matt as increasingly confronted and confused by his own image bombarding him in his everyday life.

Set in South London:

- Starting with subtle, mundane moments Matt's face appears on the milk carton as he makes a morning cup of tea. The title 'Driving Just to Drive' runs across the radio screen.
- Leaving the house, Matt walks past a wall of posters advertising the album. A newspaper has a small advertisement for Matt Maltese.
- Becoming unnerved, he jumps into a taxi - he notices a branded air freshener hanging from the rear view mirror.
- Picking up the magazine someone left in the cab, only to find it contains an editorial story featuring Matt Maltese.
- Cutting short the ride, Matt pays the fare and jumps out. He hurries around the corner, trying to get away from himself - only to come face to face with a billboard featuring Matt Maltese.



