Jessica Alyssa

BIOGRAPHY

Jerrica Alyssa, Pop R&B's promising newcomer, grew up in a soulful Filipino-Canadian household, where music, singing and dance shared center stage. At a tender young age, she jumped at the chance to tour internationally with a professional Polynesian dance group throughout Asia, Europe and North America. Also early on, her Vancouver Filipino community began to enjoy her singing and piano talents, leading the way for her to gig all over town. Yet, an old school family tradition of spinning vinyl at home would turn out to be her strongest, artistic influence as a youth: non-stop Earth, Wind & Fire, Michael Jackson and Whitney Houston. Naturally through the next few years, her passion for music blossomed into a rich parallel path to dance: a conservatory education in piano and voice.

After a quick, but major detour from her musical trajectory, Jerrica completed a Bachelor of Science Degree in Genetics from the University of British Columbia. Even though this detour lasted only a moment, it was long enough to create clarity - a crystal clear decision to go right back to her pursuit of music. Next big decision was to pack up and leave Vancouver for a move to Music City, Nashville, Tennessee. Straight up she began collaborating with many first call Nashville musicians and industry veteran, Joseph Magee (Pitch Perfect, Miley Cyrus, Metallica, Whitney Houston, Etta James, Manhattan Transfer.)

Jump to the year 2021 and wow, Jerrica just closed out December with a bang; on TikTok she received 320M total views and counting, 7.8M likes, 601k new friends. Plus a duet with one of her songwriting heroes, Ed Sheeran! She is now thrilled to share the next leg of her journey with elevated songwriting and new sounds from her Sophomore EP "A Taste Of Honey. " Get ready for the gorgeous all-vocal intro of the first single, "Livin My Best Life," set to drop February, 2022.

MUSIC - "LISTEN NOW"

"Livin' My Best Life" (Single)

FEBRUARY 18, 2022

SOUNDCLOUD

"Easier This Way" (Single)

MARCH 18, 2022

SOUNDCLOUD

"It's Your Problem" (Single)

APRIL 15, 2022

SOUNDCLOUD

"You Get Me" (Single)

MAY 13, 2022

SOUNDCLOUD

"Take Me the Moon" (Single)

JUNE 17, 2022

SOUNDCLOUD

"Taste Of Honey" (Single)
& Taste Of Honey (EP)

JULY 1, 2022

SINGLE EP

TARGET DEMOGRAPHIC

Curated by:

RIYL: Ariana Grande, Alicia Keys, Pink Sweat$, Lizzo

Genre: Pop, R&B/Soul, Hip Hop

Age & Gender: Male & Female 13-35 years

Primary Locations: Nashville, Vancouver

Interest: Performing, Dancing, Music Production, TikTok, Fashion, Cosmetics, Costuming, Karaoke

REACH AND ENGAGEMENT

Based on Advertising Agenda per Month:

Anticipated Impression - 833,300

Target Actions Taken - 12,499

Desired Conversion Rate 5% - 624

BRAND PITCH DECK

CROSS PROMOTIONAL PARTNER:

A cross promotional partnership is the suggested option for brands who have equal social reach and/or existing promotional budget. Under the cross partnership, the brand and artist agree to equally cross promote each other through shoutouts, takeovers, crossposting, etc. to executing the agreed upon promotional strategy.

PRODUCT PARTNER:

In cases where a partner has a physical product that aligns with the artist's aesthetic, the product partner can have their product featured in a promotional giveaway (either physical or digital,) promoted during an event, and/or exchange product with the artist to execute the agreed upon promotional strategy.

ARTIST SPONSOR/MARKETING

When a brand becomes an artist sponsor, they will endorse the artist's full release campaign. They are included on all content & events and contribute financial assets towards the marketing agenda for the campaign.

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