PBAJ CREATIVE ROLLOUT

LANEY WALDEN

PROCESS DECK



PBAJ (pronounced pea-badge) is Cincinnati-based indie rock/dream pop band known for their dynamic performances and earnest songwriting. Driven by the multi-talented Marissa Dulay - who leads the group as singer, songwriter, and drummer, PBAJ has drawn comparisons from 90s alternative acts to contemporary singer-songwriters.

Instagram: @pbajband





1 How High
PBAJ

2 Looking Down
PBAJ

3 Secondhand Smoke
PBAJ

4 Puppy Guarding
PBAJ

Released: August 28th, 2026

PUPPY GUARDING EP

"PBAJ's debut EP, "Puppy Guarding", explores themes of authentic love, broken friendships, and the fleeting nostalgia of youth. The four tracks give the band space to weave together different genres and influences - whether it is the hard-hitting rock on 'How High', the reverb-drenched riffs on 'Looking Down', the stripped-down folk ballad 'Second Hand Smoke', or the twangy yet gritty title track, this EP has carved out a lane for itself in the modern indie rock landscape."

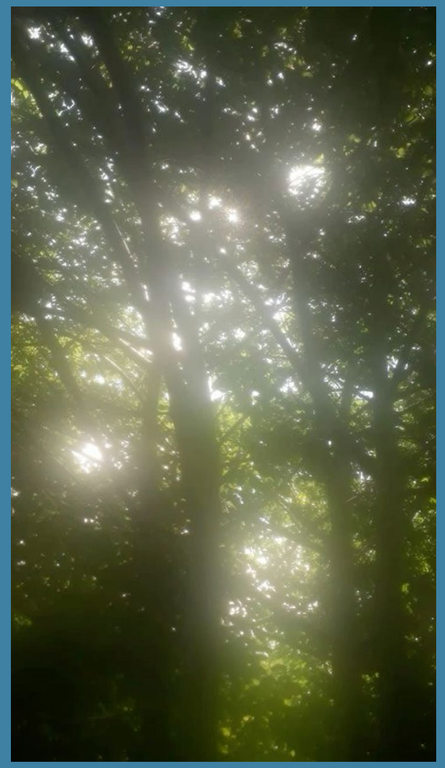
CREATIVE MOOD BOARD

















ROLLOUT DELIVERABLES

Era Photo Shoot	April
Cover Art	June + July
Live Session Recording	May
Visuals Pre Pro	May-August
Live Session Release	August
Visualizer Shoots + Edits	August
EP Release	August 28th
Music Video Shoot	Sept + Oct
Post Production	Oct + Nov

ERA PHOTO SHOOT

Visual Inspo:

- outdoors with green grass + blue sky. leaning into childhood themes of playfulness + movement.
- blue, green, and pink as central colors.











PHOTO SHOOT BTS

APRIL 12, 2026











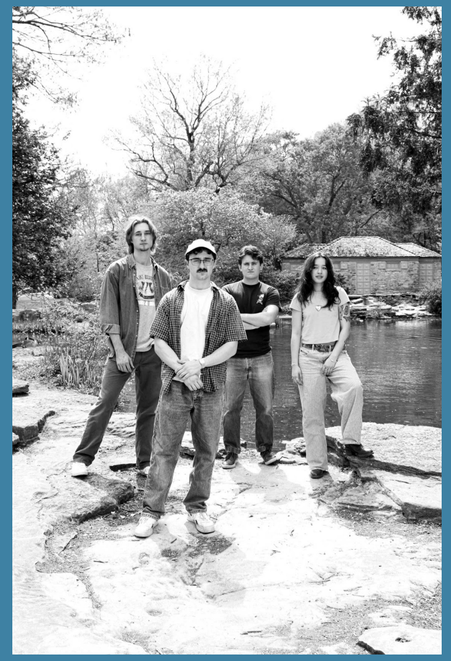





Photographer: Maya Lee

Alternative Picks





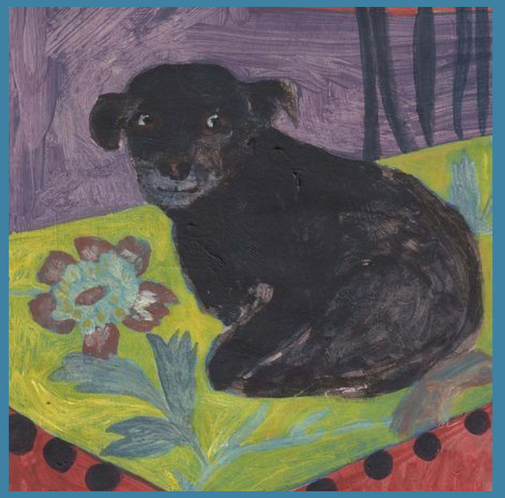


Photographer: Maya Lee

EP COVER ART

Visual Inspo:







COVER ART

Work in Progress







All artwork by Helena Abranov

FINAL COVER ART



Painting by Helena Abramov

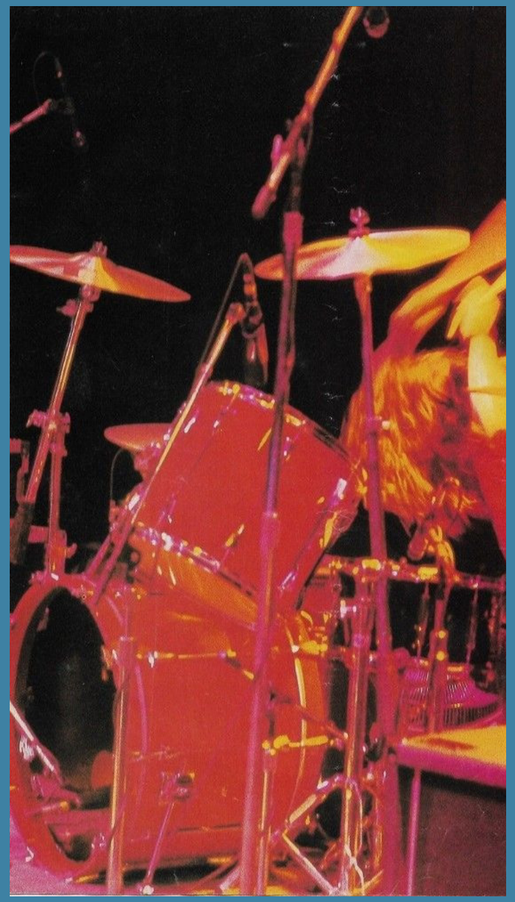
VISUALIZERS

Mood Board

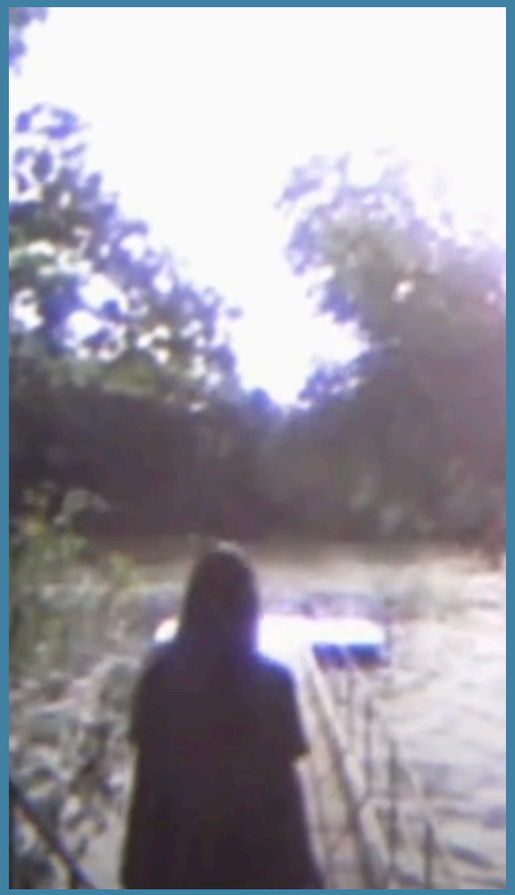
How High



Looking Down



Secondhand Smoke

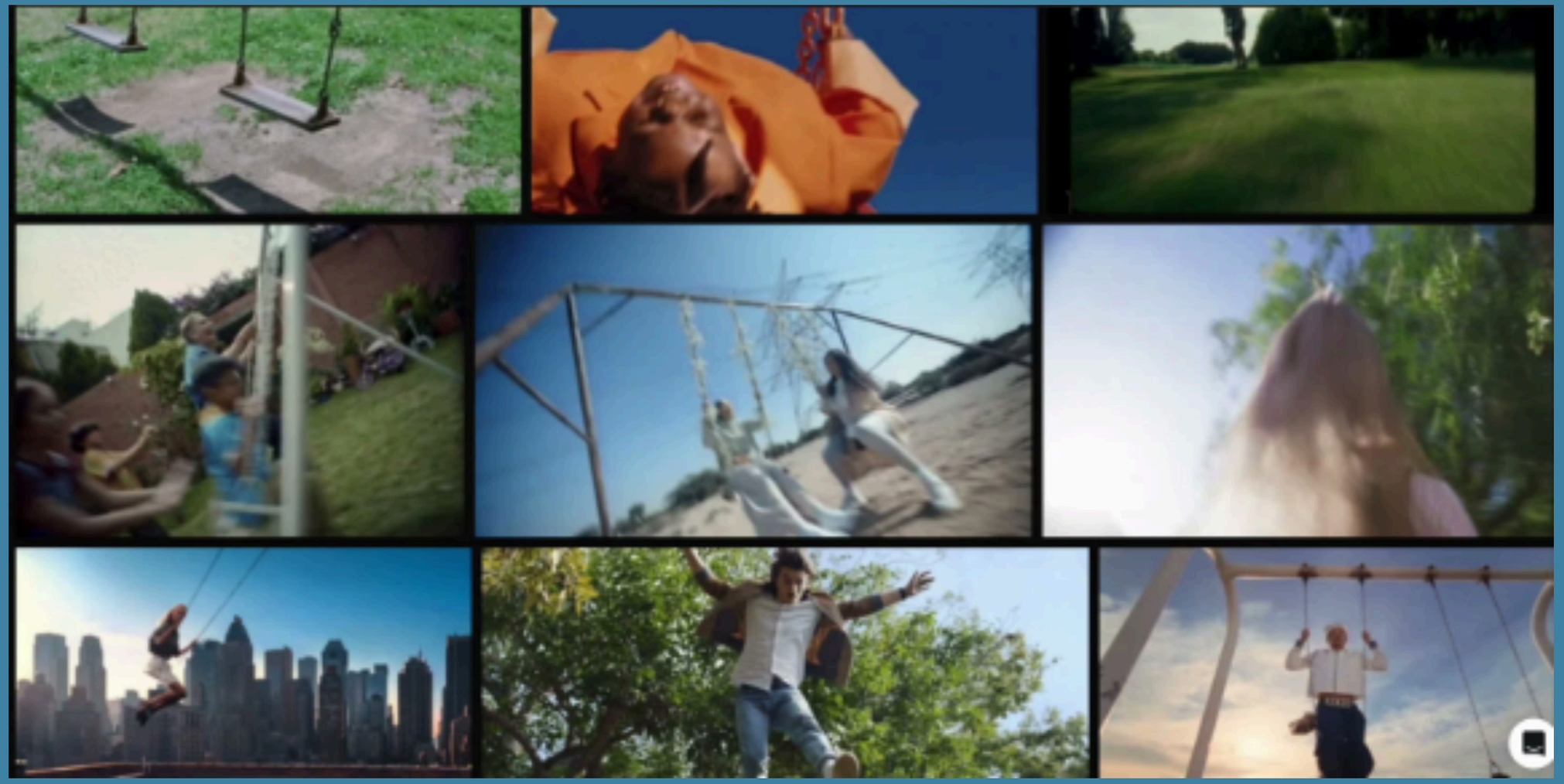


Puppy Guarding



HOW HIGH

upbeat, fast paced, high energy, fun



**frame set project deck*

PUPPY GUARDING

moody, anticipating, chalk artwork

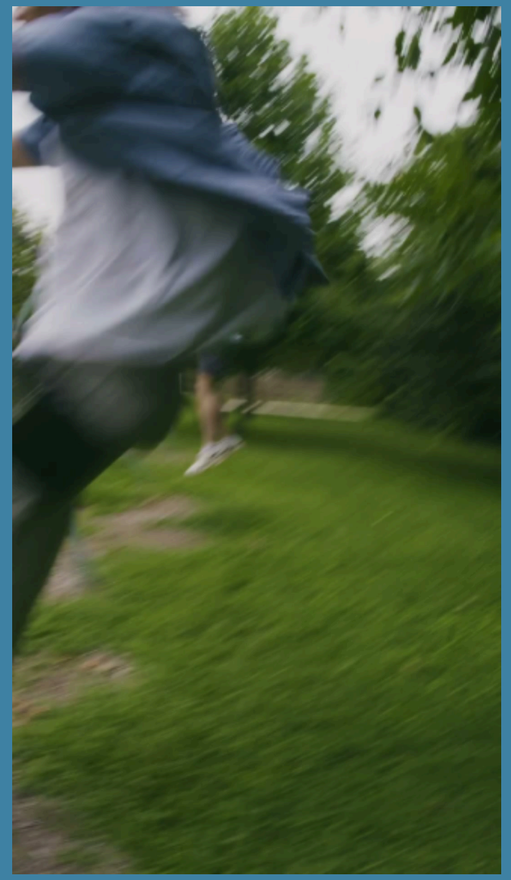


**frame set project deck*

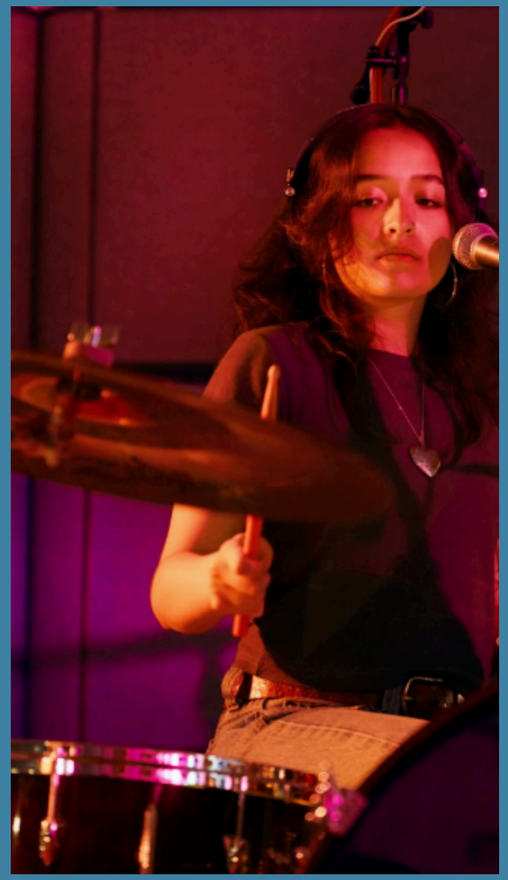
VISUALIZERS

8 second looping clip on Spotify

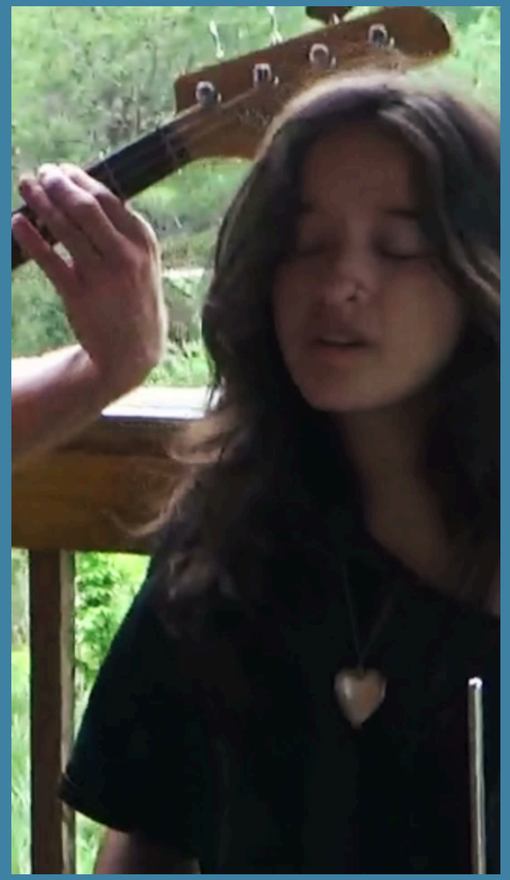
How High



Looking Down



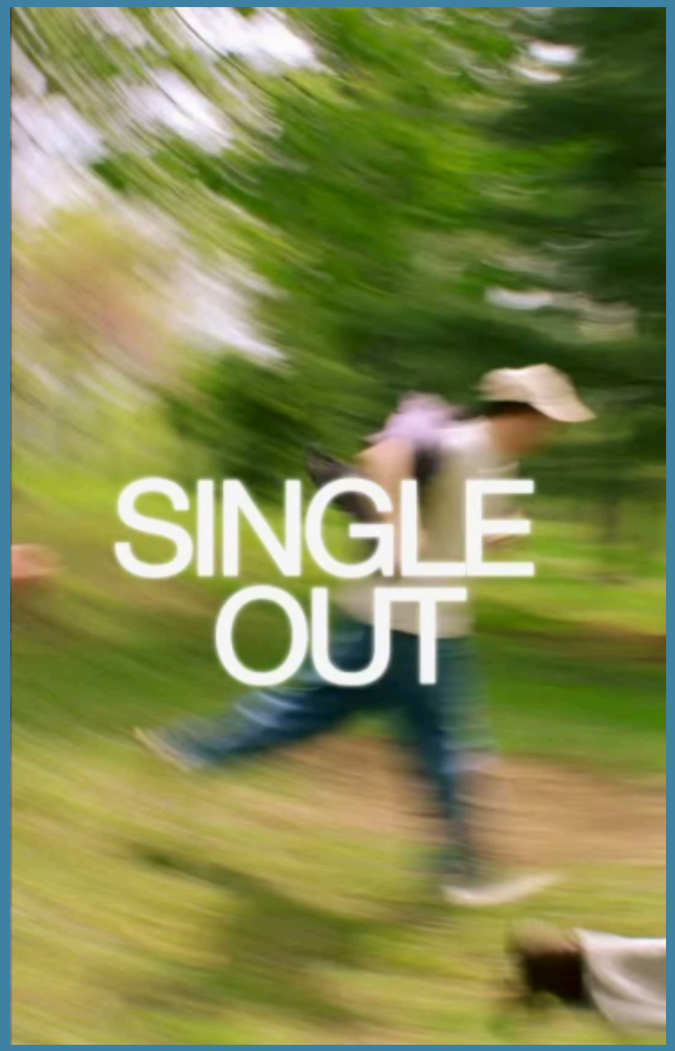
Secondhand Smoke



Puppy Guarding



SINGLE ANNOUNCEMENT



ALBUM TRAILER

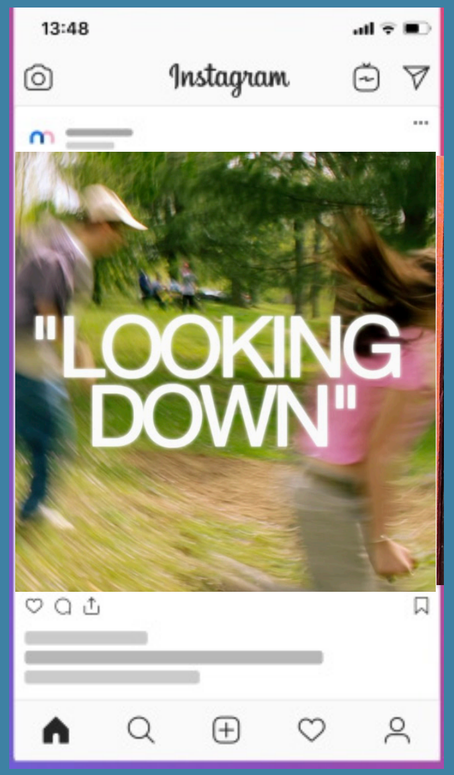


BAND PROMO

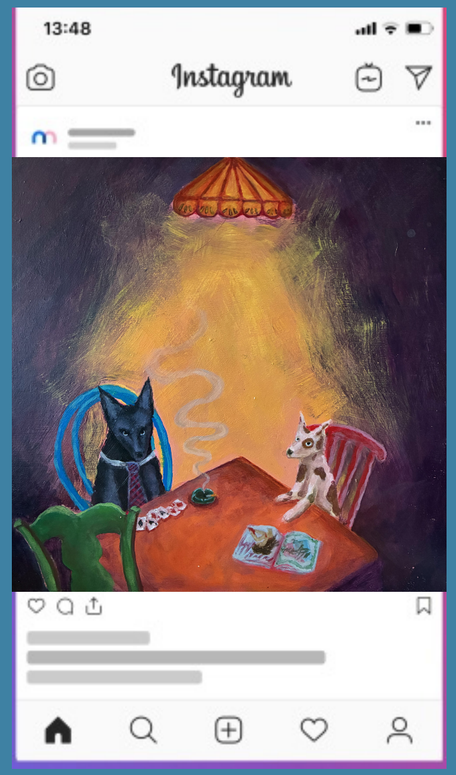


SOCIAL ROLLOUT

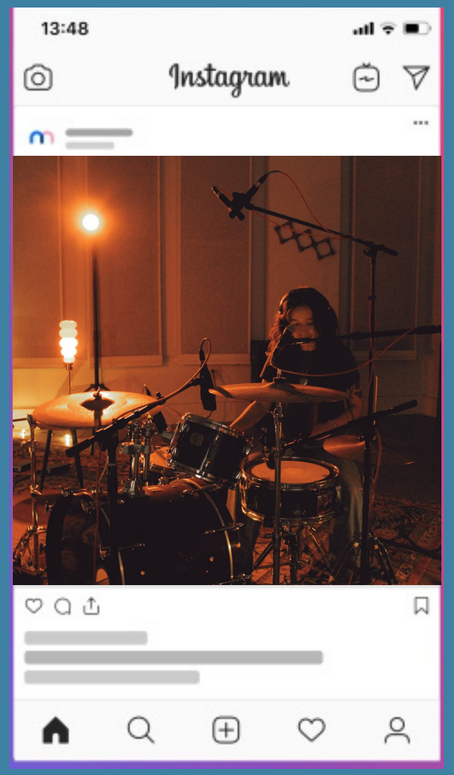
Single Announcement – 7/29



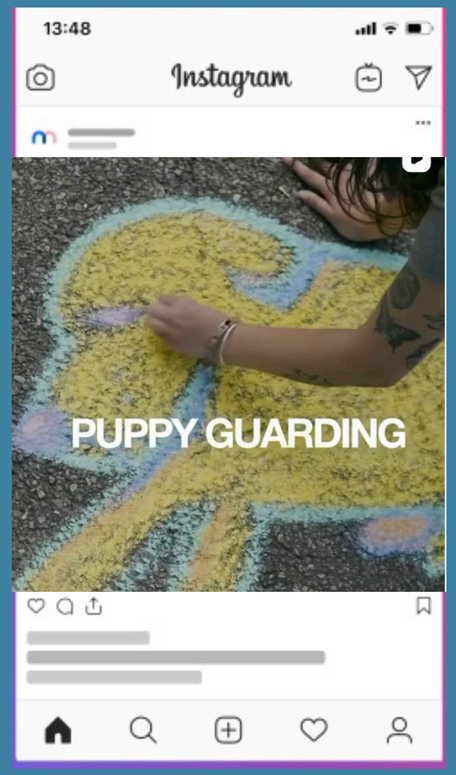
Album Cover Art – 8/14



Live Session Promo – 8/19



EP Visualizer – 9/27



LIVE SESSIONS

With Bearcast Media



Taped May 16th, Released August 21st

Credits: Producer + Editor

Acoustic "Mini City Session"



Released September 25th

Credits: Producer

MUSIC VIDEO

LOOKING DOWN

Narrative idea:

Marissa enters an elevator and selects the bottom floor. Before the elevator closes a stranger jumps in at the last second. As the elevator goes down, there’s a cast of interesting characters who join in on the ride. By the end, they're all having fun together. All mixed in with shots of the band performing together.

- 2 locations: Hotel Elevator + Performance Space.
- Cast of 7 extras + Marissa & band
- 3 Shoot days
- Budget of $1,500 (mainly going towards building elevator set)

Credits: Creative Director + Executive Producer

Shot Visualization























*Frame Set Deck

Official Music Video set to be released early November on PBAJ YouTube Channel



*Looking into getting it distributed through Vevo

PRODUCTION BTS











