

HAPPY HOLIDAYS

FOX
OAKLAND

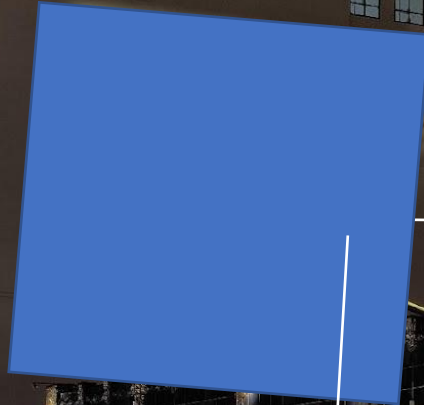
OAKLAND
27 - JULIEN BAKER &
- PHOEBE BRIDGERS
29&30 - TASH SULTANA

MERRY
CHRISTMAS

KAISER

FLORA

DUENDE



• Can we brighten up this white wall?

• Let's bump up the size of the ad. See blue box for reference.
• We can crop the top of the ad off (Merry Christmas...All Family Drink)
• I'd like this to look like it's an old painted on billboard that hasn't been touched in 50 years. So can we distress it a bit? Maybe add brick texture? Fade some of the color a little?
• Can we add a similar light effect as the two top billboards? So it looks like there are lights illuminating the billboard, with the light fall off in the examples I posted?

• Can we add a lighting effect to this and the other sign? See attached photos for reference.
• Can we change the font, so they look more holiday? One can be green, the other red.

• Replace Kaiser logo and letters with neon that reads, "Santa Co" We only need see the first couple of letters.

• The building looks odd here. Maybe bring into the frame more? The perspective is off. We may have to lose the sidewalk. If you have other ideas, great. May have to lose the fire hydrant.
• We can make the sign bigger
• Need to add the names to the marquee
• I would love it if we could change "FOX" to instead read "FROM". This is a lower priority

• Possible to add some light to some, not all, of these windows? Just to give this some more life?

• Lose the green lights on the stop lights.

• Can you adjust the lighting a bit on Santa, so it looks like he belongs in this evening shot?
• Did the photo of Thelma looking toward camera work? MG_1783