

Fact Sheet: Rosie Album

Artist: Rosé (Roseanne Park)

Album Release Date: December 6, 2024

Album information:

The album *Rosie* features 12 tracks, including "APT," "Number One Girl," "Two Years," "3AM," "Toxic Till the End," "Drinks or Coffee," "Gameboy," "Stay a Little Longer," "Not the Same," "Call It the End," "Too Bad for Us," and "Dance All Night."

Rosie, Rosé's debut solo album, is a deeply personal exploration of her "terrible 20s," capturing themes of vulnerability, growth, and self-discovery. With a blend of pop, indie, and R&B sounds, the album includes standout collaborations with Bruno Mars ("*APT*"). Described as her personal journal, *Rosie* invites listeners into Rosé's world, offering heartfelt ballads and uplifting tracks



Campaign Objectives

1. **Introduce Rosé as a Solo Artist:** Position Rosé as an individual brand, showcasing her artistic growth beyond BLACKPINK.
2. **Drive Fan Base Growth Internationally:** Expand Rosé's fanbase beyond K-pop into global mainstream markets.
3. **Build Brand Loyalty:** Foster fan loyalty by emphasizing authenticity, vulnerability, and relatability in her storytelling

Key Campaign Highlights

1. **Global Listening Parties:** Launching December 4, 2024, in major cities across the USA.
2. **Media Appearances:** Performances on *Jimmy Kimmel Live!* and *The Tonight Show Starring Jimmy Fallon*, with features in *Time Magazine*, *Rolling Stone*, and *Vogue*.
3. **Podcasts:** Interviews on *Switched on Pop* and Zane Lowe's *Apple Music Show*.
4. **Social Media Campaign:** Daily countdowns, lyric snippets, TikTok challenges (#APTChallenge), and fan content reposts.
5. **Offline Activations:** Exclusive live listening party for 50 fans and immersive *Rosie*-themed pop-up events.

Collaborations

- **Bruno Mars:** Co-produced and featured on the lead single "APT.", and producer for single "Number one girl" in album *Rosie*