Racism, elitism, sexism,
and ageism erased Alaide Costa,
the founding mother of Bossa Nova,
from history. At 88, we put her back.

> BACKGROUND

Although it was born in a country with tremendous racial diversity, in 1962, Bossa Nova was introduced to the world at Carnegie Hall by its founding fathers—all white men. Alaíde Costa, one of Brazil's greatest singers and one of the founding mothers of Bossa Nova, wasn't even invited.

Being overlooked affected her entire career. That meant she never got the space she deserved in major media outlets and was left aside by the biggest shows and record companies. Why? Because she was black, and, as she often heard, "a black woman ought to sing samba." Even so, she didn't give up and kept on singing.

> IDEA

As a brand that celebrates people's journeys, Johnnie Walker decided to right this historic wrong. If Alaide didn't have the space she deserved, we decided to pay for it to show everyone who she really was.

The first act was to buy two pages in Brazil's largest newspapers and create an ad – in the form of a correction– celebrating her entire career. The ad caused a national commotion, was shared organically on social media by millions of people, including many celebrities.

After that, we realised that a new concert was set to honour that historical one at Carnegie Hall. And Alaide was left out again. Then, we'd sponsor her participation. Alaíde sang on the stage of Carnegie Hall and was the only artist to receive a standing ovation for more than 3 minutes.

The next day, Alaíde's life changed. She made headlines in all major media, was interviewed by the main TV and streaming programs, won prominent awards, and much more:

CNN
"Bossa nova legend Alaíde Costa will sing at Carnegie Hall in NY, 60 years after being forgotten in a historic show."

VOGUE
"Erased" by bossa nova, Alaíde Costa performs in a tribute show in New York."

NEWMAG
"The Great Atonement."

FOLHA ★★★
"After 60 years, bossa nova rocks Carnegie Hall with Seu Jorge, Menescal and Alaíde Costa."

veja
"Alaíde Costa's historical reparation at Bossa Nova's 60th Anniversary show."

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