

IS THERE MORE TO LIFE THAN THIS?

THE ALPHA COURSE
explore the meaning of life
alpha.org

JET LAGS

B&R

OCEAN

The billboard is a large-scale outdoor advertisement. The main image shows a hiker in a red jacket and blue pants standing on a rocky mountain peak, looking out over a vast, hazy landscape. The text 'IS THERE MORE TO LIFE THAN THIS?' is written in white on a black banner across the middle of the image. To the right, the text 'THE ALPHA COURSE' is written in a serif font, with the tagline 'explore the meaning of life' and the website 'alpha.org' below it. On the left side of the billboard, there is a smaller section with the text 'JET LAGS' and an image of an airplane. The billboard is mounted on a building facade, and the surrounding area includes a multi-lane highway with traffic, including a white bus and a semi-truck, and various city buildings in the background.

