

BRAVO

EAT, DRINK AND BE MUSICAL

Content

about Bravo & ASO

objective

target audience

research

persona study

where to meet our audience

the big idea

phase I

phase II

phase III

phase IV

bravo membership

our team

03 86 72 24 24

SCÈNE CONVENTIONNÉE D'AUXERRE
www.auxerreletheatre.com

LE PETIT ÉLÉPHANT
PAR LA C^{ie} THÉÂTRÉ
MARDI 30 JANVIER À 20H30

LES PETITES SCÈNES DU DIMANCHE
DUENDE
PAR LA C^{ie} MAJESTAD
DIMANCHE 24 JANVIER À 15H30

LÉON ET LÉONIE
CHANSONS DE BRELET ET BARBARA
PAR L'ENSEMBLE AÈDES / LES CLASSIQUES D'AUXERRE
VENDREDI 29 JANVIER À 19H15 / SAMEDI 30 JANVIER À 19H

DE PIÈRE MOULÈRE
D'APRÈS MOULÈRE
PAR L'ENSEMBLE EPIK HOTEL
THÉÂTRE
MARDI 21 JANVIER À 20H30

SPECTACLE EN FAMILLE
HISTOIRE DE BABAR
LE PETIT ÉLÉPHANT
PAR LA C^{ie} THÉÂTRÉ
MARDI 30 JANVIER À 20H30

AGORIA
DUSTY KID
LUKE ABBOTT
CHRISTINE ITAL
ROBIN FOX
LUCID

SO
MUSIC
NAN
FESTIVAL
MÂCON
27 OCT.

Saint-Saëns
Symphonie n°4
Poulenc

Mahler
Symphonie n°4
Mozart
Symphonie n°40

Pierre et le loup

Tigran shadow theater
A Strings & Voices

ROSSINI
CHŒUR DE L'ESPE
ASSONANCE
CARMEN
BOZET SAM & JON
ÉGLISE SAINTE BERNADETTE
1 BILLET = 2 CONCERTS
SAM 8 JUIL

REQUIEM MOZART
CHŒUR DE L'ESPE
ASSONANCE
REQUIEM
DURUFLE MOZART
BERLIOZ VERDI SAINT SAËNS
SAM 14 JUIN

BORODINE FAURÉ
CHŒUR DE L'ESPE
ASSONANCE
28 NOV 2014

CHŒUR DE L'ESPE
ASSONANCE
MOZART
CHŒUR DE L'ESPE
ASSONANCE

Ivy Words.

Face It
You're Beautiful
Face it.

BLISS

Hello Weekend. You Sexy Thing.

Be yourself; everyone else is already taken.

Life Is Too Short To Be Grumpy.

A negative mind will never give you a positive life.

BLISS

Blocky Things

Atlanta Symphony Orchestra



ASO is committed to build on its foundation of artistic excellence. It shares a heritage of passion for music, embracing its responsibility to be an important part of the cultural fabric of the Atlanta community and to strive to reach national and international audiences. Celebrating its 72nd season, the Atlanta Symphony Orchestra continues to affirm its position as one of America's leading orchestras with excellent live performances. As the cornerstone for artistic development in the Southeast, the Atlanta Symphony Orchestra performs a full schedule of more than 200 concerts each year, including educational and community concerts, for a combined audience of more than half a million people.

Bravo



The Atlanta Symphony Orchestra's group for young professionals, who share an interest in music, culture and making new connections. BRAVO is designed specifically for young professionals between 25-40 years of age, with an interest in music and the arts, who are looking for cultural opportunities with like-minded individuals. Members get access to incredible music, pre or post-concert parties and an opportunity to mix and mingle with other BRAVO members, and Atlanta Symphony Orchestra musicians. BRAVO membership of \$100 provides you with exclusive access to a minimum of four events every season.

Objective

Get like-minded young music enthusiasts to get together and attend shows at the symphony. Ultimately transforming the demographic from old patrons to young regulars.

Design a campaign to appeal to the desired demographic using different media and advertising strategies.

Target Audience

Young professionals between 25-40 who are interested in music and networking with other young professionals .

Research

Persona Study

Understanding the consumer and their interests, to communicate with them effectively.



Name: Katherine Sullivan
Age: 25
Profession: Marketing
Background: Graduate from Florida State University, just moved to Atlanta for work.
Interests: Fitness, Yoga, Music, coffee, reading, social media, travel
Fav. Apps: Instagram, Facebook, Netflix, Airbnb
Brands: Sephora, Target, H&M, Chipotle, Coke
Hang out spots: Atlantic Station, Piedmont Park, Ponce, Downtown, Buckhead, Intermezzo, TAP

Katherine loves exploring new parts of town with her friends and is always on a look out to make connections since she is new to the city. She also loves going to concerts and shows over the weekend.



Name: Conrad Jones
Age: 32
Profession: Consultant
Background: Works with Ernst and Young. Atlanta native.
Interests: Running, Art, Music, Piano, Soccer fan
Fav. Apps: Instagram, Facebook, Netflix, Spotify
Brands: Coke, Apple, Corona
Hang out spots: Piedmont Park, Ponce, Decatur,

Conrad is a trained pianist. He plays when he finds the time - Although he would be happy to perform for a small group of people, he loves listening to other people play. He is a regular marathoner and fitness freak. As an Atlanta native, he is passionate about their soccer team - Atlanta United.

Research

Where to meet our audience



Through understanding our consumer and their interest, we inferred that people between the age group of 25-40 like being outdoors, attending events and social gatherings.

They long for a sense of community and togetherness. Knowing these traits, our BIG IDEA focuses on meeting the target where they hang out. This would be in the parks, at a club, shopping arcades, a festival or a soccer game. Bravo needs to be present in places its audience inhabits.

According to online news journal - 'The Cabin', outdoor activities are much more popular with millennials.

The Big Idea

#BravoOnTheGo

motivating

unusual

soothing

energetic

Bring the symphony to where the young people are –
#BravoOnTheGo -

A mobile concert that travels to four different locations around the city showcasing four different moods of classical music. A small group of ASO musicians travel in a BRAVO truck to perform at pre organised events like a mini concert. Viewers can experience a flavor of the symphony through this mobile concert. Each performance represents a mood which will tie in well with the activities at the event. The audience can share this concert on their social media using the hashtag to increase awareness!

The events and themes are:

1. Publix Georgia Marathon - Motivational music
2. Art on the Atlanta Beltline - Unusual compositions
3. King of Pops 'Yoga in the Park' - Soothing music
4. Atlanta United game - High energy music

This is an opportunity for BRAVO to directly interact with its consumers and make an impact.

Social

PHASE I

Outdoor

PHASE II

Experience

PHASE III

Join us

PHASE IV

Social

Social Media Activation

Through social media, mainly Instagram and Facebook - BRAVO can reach out to the majority of its target audience. We created an aesthetic for the social media by incorporating duo-tones and simple typography. A theme will engage social media users and make them both curious and interested in the brand.

It will also be easier to identify BRAVO online.

Through the social media accounts and #BravoOnTheGo Bravo can promote the following -

1. Everyday happenings at the symphony
2. A new program or scheme
3. Parties and pre concert events
4. Share content from followers and members
5. Events and shows
6. posts about classical music

When you hear it
LIVE
It's harder to leave

BRAVO



Let the vilonist
pull at your
heart strings.

BRAVO



Be a part
of a moving
concert
experience.

BRAVO



Classically social

BRAVO



Plan your
pre and post
concert
experience

BRAVO



Make your
everyday musical.

BRAVO



See you at
the Symphony

BRAVO



A Musical Feast

BRAVO

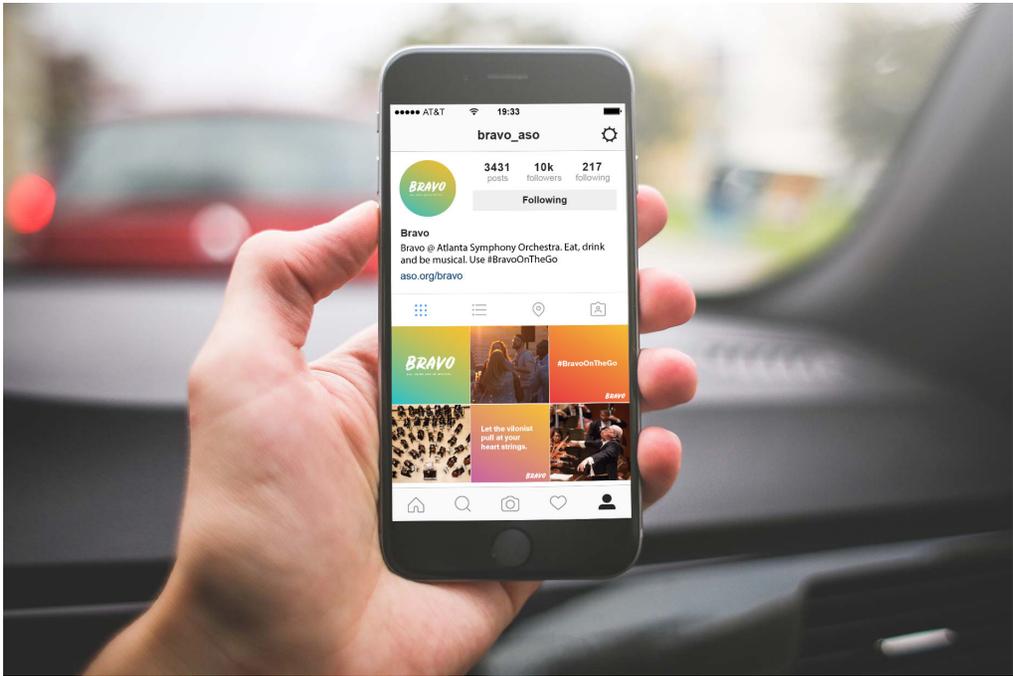


#BravoOnTheGo



Meet up for music









Bravo
Sponsored

Like Page

Bring out your inner soccer fan through an invigorating #BravoOnTheGo concert.

AUGUST 24
MERCEDES BENZ
STADIUM

Atlanta Is United Through Music

Bring out your inner soccer fan through an invigorating Bravo concert by musicians from the Atlanta Symphony Orchestra at the Atlanta United game.

Atlanta is united through music

Sign up today!

ASO.ORG/BRAVO

Learn More

650

562 Comments 311 Shares

Like Comment Share

MARCH 18
PUBLIX
MARATHON

Music Keeps You Company In The Long Run

Finish the race to the sound of an exclusive **Bravo** concert performed by musicians from the **Atlanta Symphony Orchestra** at this year's **Publix Georgia Marathon**.

BRAVO
EAT, DRINK AND BE MUSICAL

Sign up today at atlantasymphony.org/

Outdoor

PHASE II Posters & Ads

The posters and advertisements about each of the four events, will be in public places like shopping arcades, parks, museums and Marta stations. Specific stores like Publix and King of Pops will also have event posters to generate awareness and get people talking about #BravoOnTheGo

They will be put up in advance, so people can anticipate upcoming events. Each poster also directs the viewer to a micro site.

MARCH 18
PUBLIX
MARATHON

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APRIL 22
YOGA IN
THE PARK

Beethoven in Breathe Out

Inhale and exhale to an exclusive **Bravo** concert brought to you by the **Atlanta Symphony Orchestra** at the weekly King Of Pops - 'Yoga in the Park' event.

BRAVO
EAT, DRINK AND BE MUSICAL.

Sign up today at atlantasymphony.org/



Hear Art From The Heart

JUNE 25
BETLINE
FESTIVAL

Enjoy public art with an exclusive **Bravo** concert performed by musicians from the Atlanta Symphony Orchestra at the annual Art on the Atlanta Beltline exhibition.

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Atlanta Is United Through Music

AUGUST 24
MERCEDES BENZ
STADIUM

Bring out your inner soccer fan through an invigorating **Bravo** concert by musicians from the **Atlanta Symphony Orchestra** at the **Atlanta United** game.

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ATLANTA SYMPHONY ORCHESTRA PRESENTS
#BravoOnthGo Concerts

Publix Marathon

MARCH 18 2018

Yoga In The Park

APRIL 22 2018

Betline Festival

JUNE 25 2018

Atlanta United

AUGUST 24 2018

BRAVO
EAT, DRINK AND BE MUSICAL.

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AUGUST 24
MERCEDES BENZ
STADIUM

Atlanta Is United Through Music

Bring out your inner soccer fan through an invigorating **Bravo** concert by musicians from the **Atlanta Symphony Orchestra** at the **Atlanta United** game.



Sign up today at atlantasymphony.org/

Experience

PHASE III The truck and merch.

Finally the truck with the mobile concert is moving now. We've spread the word and given people a heads up! #BravoonTheGo travels through town and if spotted - people are encouraged to take photos and share with others on their respective social media with #BravoOnTheGo to win merchandise.

As the bus halts and parks itself at the Marathon, Yoga event, United game or Beltline festival - musicians will set up an intimate concert which will attract people who are already present there, attending the event.

The pieces will reflect the mood of the event and can include snippets of popular musicals that the symphony has covered, like La La Land or Harry Potter - since these are relevant to popular culture.

If people show interest and sign up for membership on that very day - they get date night tickets to the symphony.

The truck will be branded with the logo and tag line of bravo and ASO, for people to take notice when it is on the move.



Atlanta
Symphony
Orchestra

EAT, DRINK & BE MUSICAL

BRAVO

#BravoOnTheGO

ISUZU
FTR

Atlanta
Symphony
Orchestra

GMC





#BravoOnTheGo concert at the Publix Georgia Marathon. Runners enjoying motivating classical tunes as they cover the distance.



#BravoOnTheGo concert at the Art on the Atlanta Belt-line event. Visitors enjoying unusual and rare classical tunes as they experience the exhibit.



#BravoOnTheGo concert at an Atlanta United game. Fans cheering to energetic classical tunes as they support their favorite team.



#BravoOnTheGo concert at the King of pops 'Yoga in the Park' event. Fitness enthusiasts can inhale and exhale to soothing classical tunes.



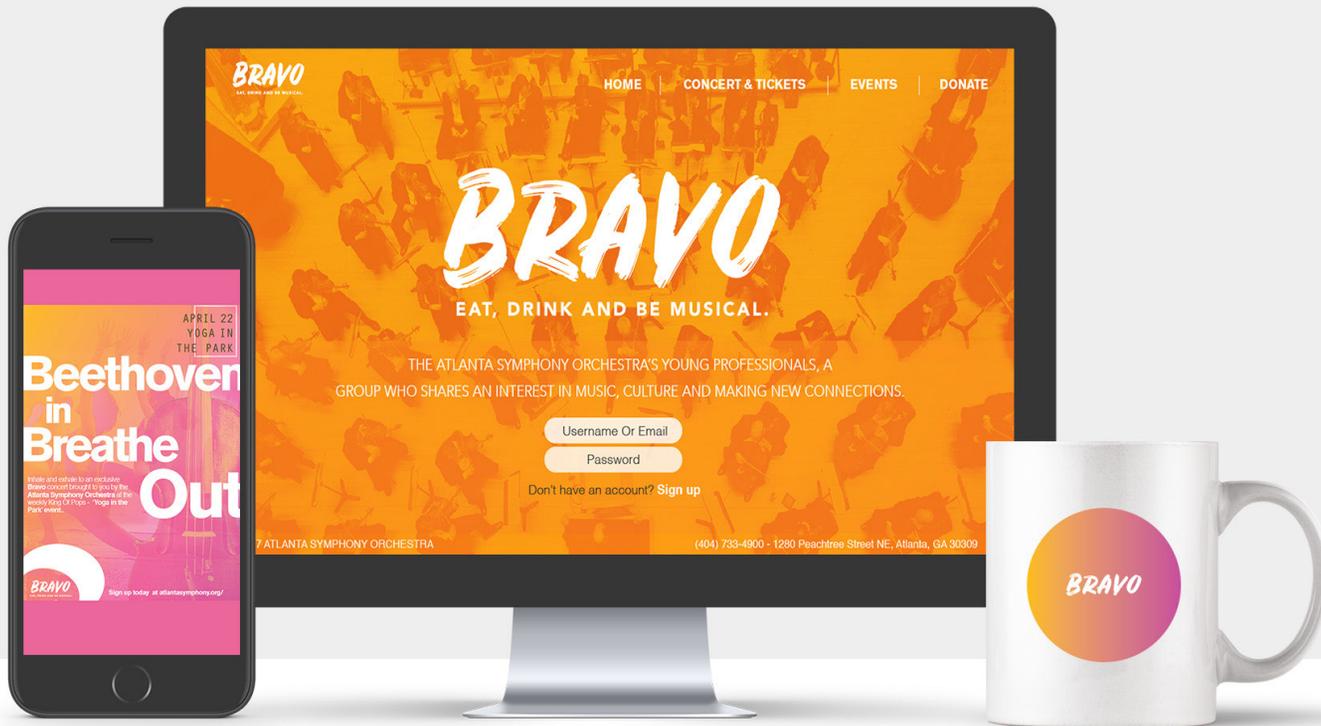
Join us

PHASE IV Microsite & Invitation

With an increasing interest in Bravo, through the campaign - people can start signing up on the micro site. Here they will receive updates on latest concerts and upcoming events and deals. The micro site is their go to destination for most Bravo related questions and concerns.

Each member also receives a personal invitation which emphasizes exclusivity. This special gesture will make members feel like an important part of the club.

All parts of the campaign have a call to action that directs the target to the micro site.



BRAVO
EAT, DRINK AND BE MUSICAL.

HOME | CONCERT & TICKETS | EVENTS | DONATE

BRAVO

EAT, DRINK AND BE MUSICAL.

THE ATLANTA SYMPHONY ORCHESTRA'S YOUNG PROFESSIONALS, A GROUP WHO SHARES AN INTEREST IN MUSIC, CULTURE AND MAKING NEW CONNECTIONS.

Username Or Email

Password

Don't have an account? [Sign up](#)

7 ATLANTA SYMPHONY ORCHESTRA

(404) 733-4900 - 1280 Peachtree Street NE, Atlanta, GA 30309

APRIL 22
YOGA IN
THE PARK
**Beethoven
in
Breathe
Out**

Entire and partial to an exclusive
Bravo concert brought to you by the
Atlanta Symphony Orchestra at the
supper club of Pops - Yoga in the
Park event.



Sign up today at atlantasymphony.org!



BRAVO



BRAVO
EAT, DRINK AND BE MUSICAL

Bravo Membership

strategies:

A BRAVO member gets to attend four concerts, social events and advance access to pre-sale tickets all for \$100 a year. In addition to this, Bravo should be the kind of organization that encourages young talent.

date night
at the symphony

1. If one chooses to **become a member on the day** of one of the four events (#BravoOnTheGo) - you **get a free date night** to an upcoming concert. this strategy will interest couples and those looking to spend time enjoying classical music.

BRAVO
promotes
talent

2. Encouraging **young musicians and artists to showcase their talent** at a social event. It could be singing, playing an instrument, reciting poetry or spoken word. Like art galleries promote fine artists and members - **Bravo too will support and encourage** the talents of the young music community.

This will make people interested in joining the program and bringing in their friends - which ensures greater participation and membership.

Our team

profiles:



Arundhati Prasad

Arundhati is a senior in the advertising program at SCAD. Her interests include art direction, writing and storytelling. Find more of her work on her website - arundhatiprasad.com or follow her on instagram @arudhati



Grace Bae

Grace is a junior in the advertising program at SCAD. She enjoys graphic design and art direction. Check out Grace's artwork on her instagram @6mspopo9



Laura Zarate

Laura is a junior in the advertising program at SCAD. Her interests are photography and experiential advertising. Follow Laura's visual journal on instagram @laurazarateIn

Fin.

