

**BRAVO**

EAT, DRINK AND BE MUSICAL

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SCÈNE CONVENTIONNÉE D'AUXERRE  
www.auxerreletheatre.com

LE PETIT ÉLÉPHANT  
PAR LA C<sup>ie</sup> THÉÂTRÉ  
MONTÉ MUSICAL  
MARDI 30 JANVIER À 20H30

LES PETITES SCÈNES DU DIMANCHE  
DUENDE  
PAR LA C<sup>ie</sup> 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 14H

30/40 LIVINGSTONE  
DE SERGI LÓPEZ ET JORDI PICÓ  
THÉÂTRE  
MARDI 26 JANVIER À 20H30

SPECTACLE EN FAMILLE  
HISTOIRE DE BABAR  
LE PETIT ÉLÉPHANT  
PAR LA C<sup>ie</sup> THÉÂTRÉ  
MONTÉ MUSICAL  
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  
BOUET SAM & JUNE

REQUIEM MOZART

BORODINE FAURÉ  
28 NOV 2014

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

CHŒUR DE L'ESPE  
ASSONANCE

CHŒUR DE L'ESPE  
ASSONANCE  
MOZART

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.



|                        |   |
|------------------------|---|
| <b>Name:</b>           | Katherine Sullivan  |
| <b>Age:</b>            | 25  |
| <b>Profession:</b>     | Marketing   |
| <b>Background:</b>     | Graduate from Florida State University, just moved to Atlanta for work.     |
| <b>Interests:</b>      | Fitness, Yoga, Music, coffee, reading, social media, travel                 |
| <b>Fav. Apps:</b>      | Instagram, Facebook, Netflix, Airbnb  |
| <b>Brands:</b>         | Sephora, Target, H&M, Chipotle, Coke  |
| <b>Hang out spots:</b> | 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.

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**Social**

**PHASE I**

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**Outdoor**

**PHASE II**

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**Experience**

**PHASE III**

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**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](http://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/](http://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.

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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/](http://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.

**BRAVO**  
EAT, DRINK AND BE MUSICAL.

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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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Sign up today at [atlantasymphony.org/](http://atlantasymphony.org/)

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**  
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AUGUST 24  
MERCEDES BENZ  
STADIUM

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# 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.**





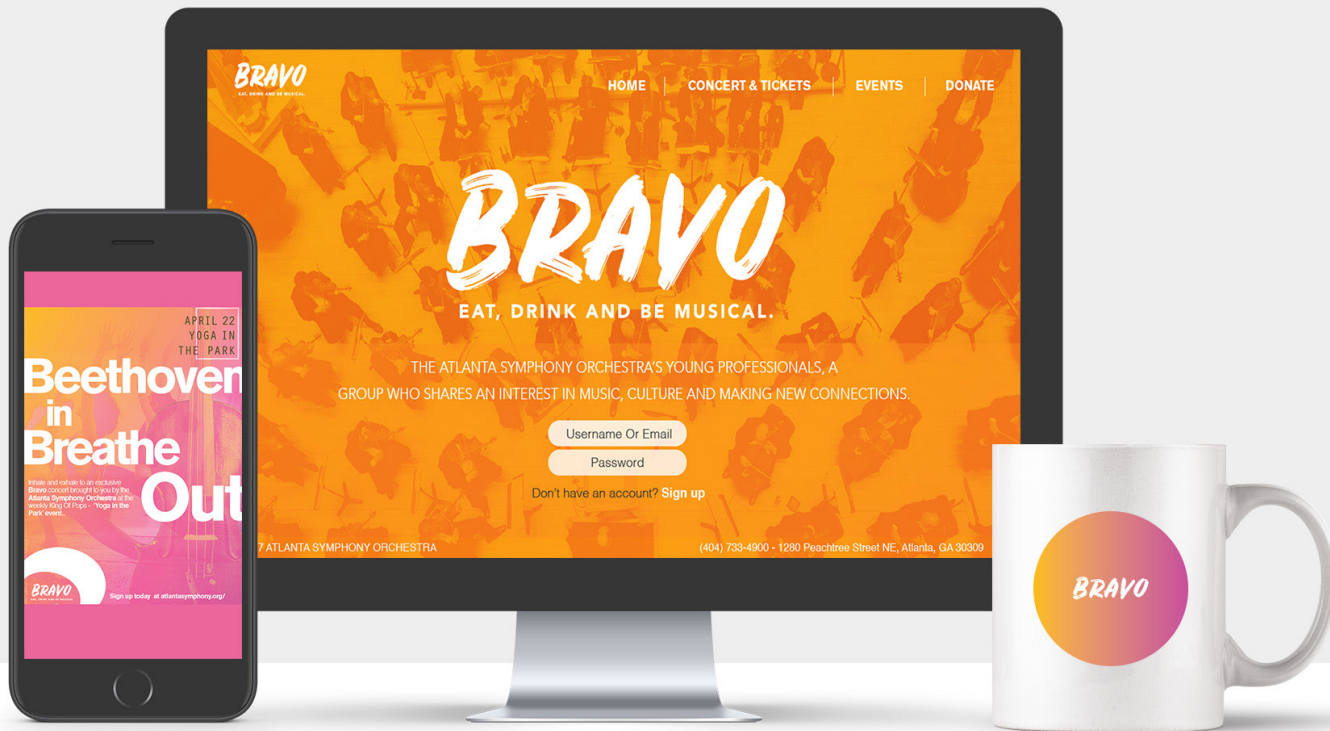
# Join us

## **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](#)

ATLANTA SYMPHONY ORCHESTRA

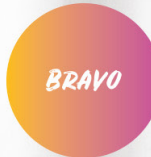
(404) 733-4900 - 1280 Peachtree Street NE, Atlanta, GA 30309

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](http://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.**

