



CLIENT The Royal Concertgebouw  
DATE BRIEFING 18th of June 2021  
DEADLINE 2nd of July 2021 @ 14:00  
RESULT NIGHT 2nd of July 2021 @ 19:00 Concertgebouw Amsterdam

### **BACKGROUND & BRANDSTRATEGY**

The Concertgebouw focuses on the following core values:

- World-class (wereld klasse)
- Open (toegankelijk)
- Impassioned (beziel)
- Surprising (verrassend)

The Concertgebouw focuses on sheer quality in everything we do and touch. We have a strong focus on sublimity, both in the quality of our program and the service we offer to our visitors. We also strongly believe this sublimity should be as accessible as possible and we strive that every Dutch person should at least have visited the Concertgebouw once in their lifetime.

### **INSIGHT**

Classical music and the Concertgebouw have the stubborn image of being dusty, elitist and old fashioned.

Tickets in general are expensive and not-accessible but there are a lot of possibilities to visit the Concertgebouw with a small wallet (for example membership of our youth association, last-minute sales, free lunchtime concerts etc.).

### **THE PROBLEM/CHALLENGE**

Thanks to a generous donation we are given the opportunity to strengthen and widen our program for young talent musicians. We also strongly believe that young musicians can be able to attract younger audiences being more recognizable on stage. The donation has also given us the opportunity to lower the prices making it easier to attract these younger audiences. We are merging all young talent programs under one larger umbrella with the working title "Hemelbestormers" or in English "Trailblazers". We are looking for a way to attract these younger audiences and lowering the barriers of visiting classical music and the Concertgebouw.

### **OBJECTIVE/ASSIGNMENT**

Sold out concerts with a younger and diverse audience (40% in the hall under 35). With a special focus on all concerts within the Hemelbestormers category. We are aiming for a young and diverse audience all by the end of 2025

### **KEY MESSAGE**

Classical music is for everyone! Feel free to adapt or think of something better.



### **TARGET AUDIENCE**

Young and diverse urban music lovers in (18 – 35).

### **EXPECTED DELIVERABLES**

Anything can be delivered, a publicity stunt, an integrated campaign, a concert format to launch the “hemelbestormers” programming.

### **PLANNING**

- Friday, June 18<sup>th</sup> – Briefing
- Thursday, July 2<sup>nd</sup> – Judging from 15.00
- Thursday, July 2<sup>nd</sup> – Announce winners from 19.30

### **ADDITIONAL INFORMATION**

Feel free to cross any boundaries! We love the combination of authenticity on one side and have a bit of self-mockery on the other.

### **BUDGET**

40K for development and execution (media excluded), 10K in following seasons. If you have any ideas for live events with ticket sales you can go top that budget with possible revenue streams.