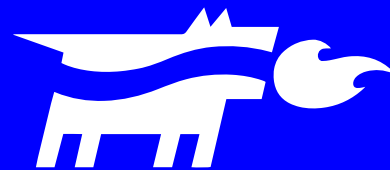


Het Concertgebouw



How do we bring a young, diverse audience to The Concertgebouw?



***“Isn’t the Concertgebouw just for
white, middle-aged, cis-gender,
heterosexual men?”***

- literally **everyone** (except white, middle-aged, cis-gender, heterosexual men)

GOAL NR. 1

Making the Concertgebouw the central point of cultural progression, history and development for the youth.

GOAL NR. 2

Promoting the “Trailblazers” concept and proving a young audience to these young talents.

GOAL NR. 3

Having a fun, yet critical look at the establishment. What is good marketing without shaking up the industry?

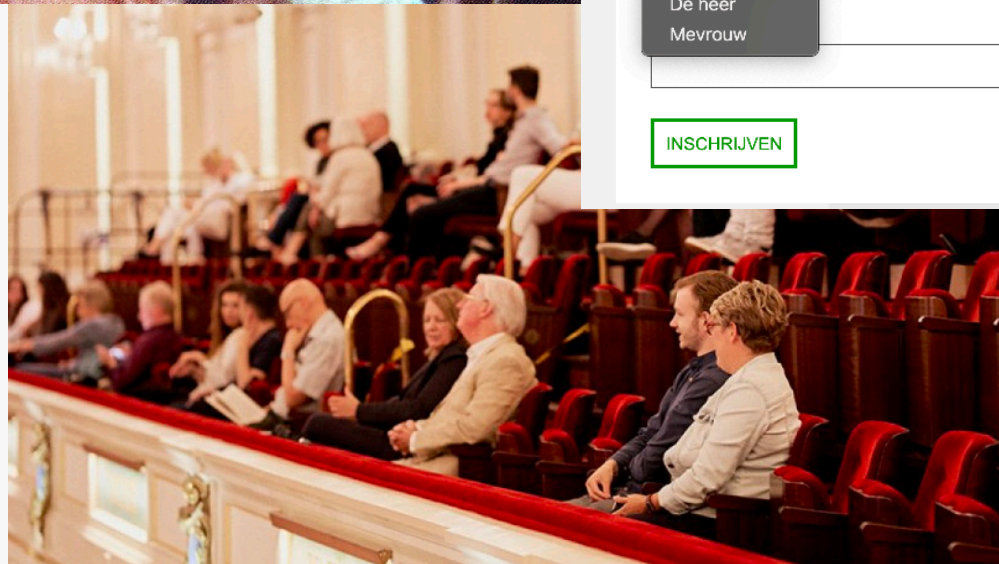
Want to know how we are going to do all of this?



(Re-)Claiming the Concertgebouw.

Because you can't be a cultural establishment without reflecting the culture you're in.





Op de hoogte blijven?

Schrijf u in voor onze nieuwsbrief en ontvang 2 tot 4 keer per maand updates over ons actuele aanbod en video's, foto's en kijkjes achter de schermen.

E-mailadres* ([privacy policy](#))

Aanhef* Tussenvoegsel

✓ Maak uw keuze

De heer

Mevrouw

INSCHRIJVEN

The Premise

So, we want to attract a diverse audience... Well, that is great!

But before we do, let's be a bit critical. The audiences we are looking for are not already there because of a couple of internal factors. For example, lack of representation, inclusion and the wrong tone of voice.

The Concept

With the campaign “*(Re-) Claiming Our Space*”, we are focusing on both programming and making The Concertgebouw the place to be for diverse, cultural youth.

1. Claiming Our Space; these are the Trailblazer claiming their space at The Concertgebouw for the first time.

2. Re-claiming Our Space; the diverse youthful audience re-claiming a space where they often feel forgotten or unwelcome.



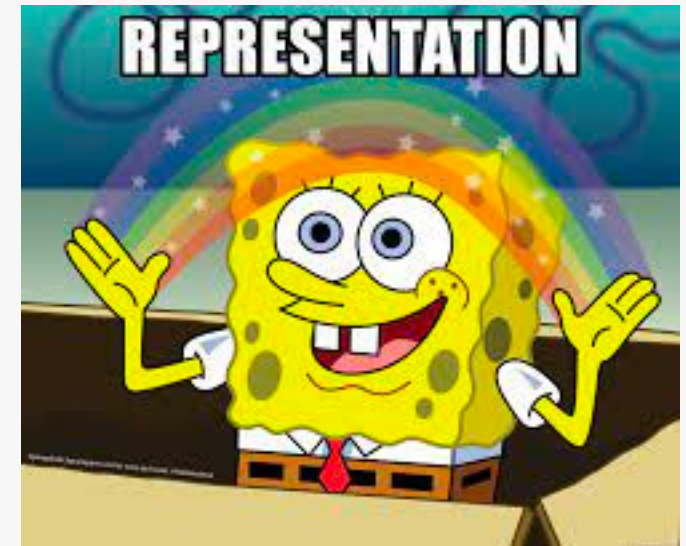
Please note the modification I did on the logo are a VERY rough sketch and simply show that it would be nice to create some addition elements to the current branding for this concept to make it more playful.

Why This Concept?

The youth wants to have the following things in/from their cultural establishment:

1. A sense of **belonging**
2. A sense of **community**
3. A sense of **representation**

They want to be a part of the conversation, feel seen and heard, and be a part of a bigger movement. They are critical about the institution, want to create a community and have a lot of fun along the way.



2. A Landing Page

Combining all these wonderful videos, inspirational classical playlists, insight info about classical music or underground unique talents on a website for the campaign at:

[www.\(re-\)claimingtheconcertgebouw.nl](http://www.(re-)claimingtheconcertgebouw.nl).

4. Launch Night

To launch the campaign, we will create a kick-off night with musical talent, talks, special guests and a big PR moment.

1. Social Media Campaign

By collaborating with influencers, we will build an online archive for [#\(re-\)claimingtheconcertgebouw](#). With this hashtag, we encourage the youth to contribute to our archive. Whether it's your talent or inspiration; share how you're (re-)claiming the classical space!

3. Poster and Video Campaign

With five youthful (cultural and classical) influencers, we will kick-start our campaign via a citywide poster and social media focused video campaign. Tag of the campaign: **“I'm (re-)claiming The Concertgebouw, are you joining the movement?”**.

1. Social Media Campaign

#(re-)claimingtheconcertgebouw

In the Social Media Campaign, we will kick off the concept online and create a following around the hashtag. Making classical music accessible for everyone through the power of Social Media and creating awareness about the diverse range of classical music and influencers.

Working together with different cultural influencers, we challenge people to express their classical interest or talent. Whether you share your favorite artist, playlist or talent; we want to create a platform for it!

Why This Step?

A Social Media campaign is a small effort way to create buzz around the campaign. It's a welcoming way to attract a lot of different people to the campaign and show that classical music is so much more than people think.

How?

To kick off the concept, we will work together with social changemakers like @seeyousioe and @thorn.vineyard and classical talents from the 'Trailblazer' program, students and creatives.

2. Landing Page

[www.\(re-\)claimingtheconcertgebouw.nl](http://www.(re-)claimingtheconcertgebouw.nl)

On the Landing Page, we're building an online archive for the (Re-)Claiming The Concertgebouw concept.

We will feature favorite classical playlists from social influencers, have talks with young classical talents and share historical insights about the classical background.

By featuring young, Black, Asian, Hispanic, disabled, queer, non-binary and/or gender non-confirming artists and sharing the rich history of classical music, we will give the young audience a broader view of what classical music is. In an easy to understand and playful (with a hint of rebel) tone of voice, we will build a connection with them.

Why This Step?

Representation and community are key in attracting a diverse, young audience. By creating a landing page, people can find out more about the program and see themselves being represented in The Concertgebouw space, building a sense of community and connection with them.

3.1 Poster Campaign

I'm (re-)claiming The Concertgebouw!
Are you joining the movement?

In the poster campaign, we will feature a wide range of cultural influencers, mainly from Amsterdam. These are people with affinity for classical music and have a profound understanding of social change.

Together with these people, we will create a campaign where we show that classical music is for everyone.

With a beautiful shot from the people on stage, (re-)claiming their spot. Using playful type and bold quotes, we will give the branding of The Concertgebouw a bit of an edge.

Note

In this campaign, we will also work closely with the Trailblazers, giving them the stage not only in The Concertgebouw, but also in the city itself.

3.2 Video Campaign

I'm (re-)claiming The Concertgebouw!
Are you joining the movement?

The video campaign will go live on Social Media and tells the story of different people (re-)claiming their space.

We follow a queer, black, young girl studying to become a classical musician. In a short video, we follow her journey; leaning about the history and learning the techniques. We follow her search for representation and the goosebumps moment when she steps on stage for the first time and the hall is filled with the most beautiful, unique people she has ever seen.

#(re-)claimingtheconcertgebouw

Or ...

The video starts with the Trailblazers getting ready to go on stage. The first time claiming their stage. Goosebumps moment! While they get ready, The Concertgebouw fills with colorful people in unique looks. They are reclaiming their space. Talking about the rich, diverse history, sharing their favorite classical playlists and celebrating them all being there together.

4. Launch Night

#(re-)claimingtheconcertgebouw

To complete the first part of the campaign, we will have an inspirational Launch Night. The goal of this night is to not only show the youthful audience how amazing classical music is; but also to provide space for people to explore themselves within The Concertgebouw.

We will create a space for people to meet, to learn about classical music through talks and explore new classical genres through a small classical tasting, hosted by the Trailblazers and collaborating with youthful brands.

Concept Within the Concept

Connecting Youth Culture to Classical Music. Most popular songs, from Kanye West to Jay-Z have their roots in Classical Music. Why not bring this to light and explore the ways' music influenced Pop-Culture by working with the Trailblazers and a well-known DJ to perform the original song and the re-made version?

So, are you ready to
shake things up?!

