

THE DOUBLE TICKET

Try classical music. Get a free pass to your favorite festival.



PROBLEM

Most young people have never considered attending a classical music concert. Let alone now, with the approach of a post-covid summer and festival season.

INSIGHT

Landing a ticket to the top festivals is almost impossible to get right now. What if we gave them a hand if they tried classical music?

IDEA

A physical limited edition ticket that is a free pass to a top Dutch festival. As long as you watch a classical concert at the Concertgebouw first. Afterall, it only takes one try to get into classical music.

