

NPU Conference 2017 meets Arts
and Audiences

1.-2. November 2017
Dansens Hus

YOUNG AUDIENCES

t: @audiencesNorway #kultureltansvar
#youngaudiences #ungtpublikum #artsaud17

npu
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ARTS&
AUDIENCES



NPU Conference 2017 meets Arts
and Audiences

November 2

RECAP AND INTRODUCTI ON



Niels Righolt
CEO
Center for Arts & Interculture



Ingrid E. Handeland
Director
NPU Norsk publikumsutvikling /
Audiences Norway

t: @audiencesNorway #kultureltansvar
#youngaudiences #ungtpublikum #artsaud17



NPU Conference 2017 meets Arts
and Audiences

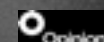
CAMRARA LUNDESTAD JOOF

MODERATOR OF THE DAY

t: @audiencesNorway #kultureltansvar
#youngaudiences #ungtpublikum #artsaud17

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ARTS &
AUDIENCES



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BUILDING MILLENNIAL AUDIENCES



Alan Brown
Principal
WolfBrown

t: @audiencesNorway #kultureltansvar
#youngaudiences #ungtpublikum #artsaud17





Building Millennial Audiences: Barriers and Opportuniti

Welcome

- What does research say about Millennials and the arts?
- Strategies for building demand
- Focus on experimentation with format
- Product level branding

What does research say about Millennials and the arts?

Key Barriers across Numerous Studies

- Cost of tickets / Cost of entire evening
- Lack of social context (e.g., “no one to go with”)
- Busy with other things (lack of relevance)
- Not familiar or aware of arts org. (i.e., lack of brand affiliation)
- Doesn't fit schedule (too big a commitment)
- Don't like type of performance or programs (lack of relevance)
- Too far away/hard to get to (lack of relevance)

Key Opportunities

- Make programs more relevant
- Offer brand affiliation opportunities
- Support and encourage social connections
- Reduce price point

Strategies for Building Demand

Strategies for Building Demand

- Experimentation with setting
- Experimentation with format
- Audience engagement strategies (e.g., demystification and other “wrap-around” content/engagement)
- Active participation strategies
- Community engagement and co-creation
- New approaches to curating (e.g., diversifying artistic decision-making)
- Accessing demand across disciplines
- Leveraging media to reach new audiences

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Strategy:

Experimentation with format

Context for this Format

Diversification

- Fragmentation and diffusion of public tastes in art
- Increased difficulty serving all audience segments with one product/experience
- Pressure on arts groups to differentiate products in order to serve different audience segments
- Increased demand for alternative kinds of arts experiences

Types of “Alternative” Formats

- Introductory formats
- Educational formats
- Social formats
- Late night formats
- Collage or continuous formats
- Interdisciplinary and cross-genre formats
- Temporary or pop-up formats

Introductory formats

New World Symphony: Mini-Concert



Phoenix Symphony: Season Sampler Mini-Concerts (free)



Orquesta y Coro Nacionales de España



San Francisco Opera at AT&T Ballpark



© Cory Weaver/San Francisco Opera

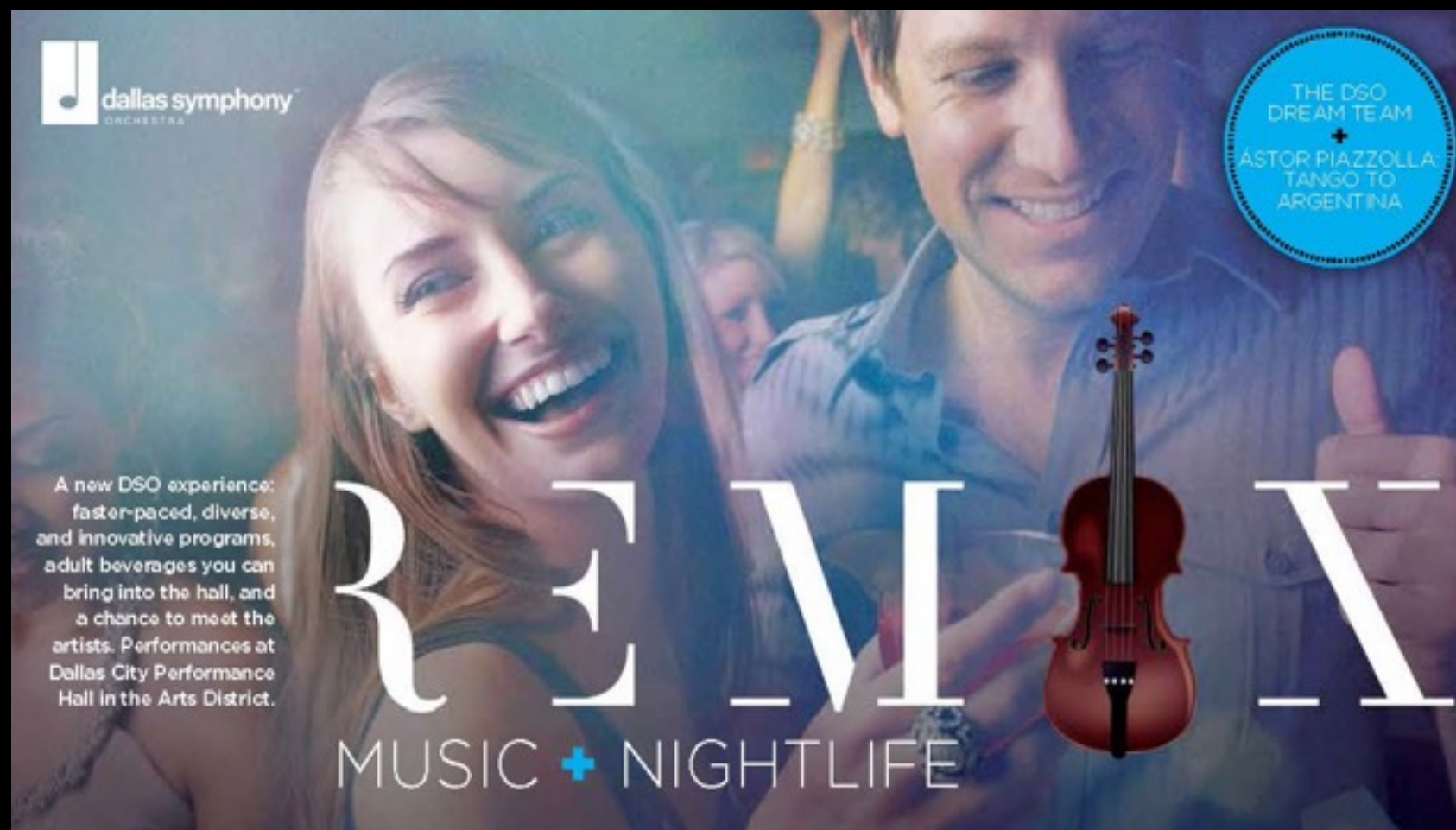
Social formats



Glyndebourne



Dallas Symphony's “ReMix” Format



The poster features a background image of a smiling couple at a social event. The Dallas Symphony Orchestra logo is in the top left. A circular badge in the top right lists the featured artists. The word "REMIX" is prominently displayed in the center, with a violin replacing the letter "I". Below it, the text "MUSIC + NIGHTLIFE" is shown. A descriptive paragraph on the left explains the format.

dallas symphony
ORCHESTRA

THE DSO
DREAM TEAM
+
ASTOR PIAZZOLLA
TANGO TO
ARGENTINA

A new DSO experience:
faster-paced, diverse,
and innovative programs,
adult beverages you can
bring into the hall, and
a chance to meet the
artists. Performances at
Dallas City Performance
Hall in the Arts District.

REMIX

MUSIC + NIGHTLIFE

Kansas City Symphony: Classics Uncorked





SENSORIUM

DANCE, ART & MUSIC
Tuesday, March 10, 2015

WAR MEMORIAL OPERA HOUSE
SAN FRANCISCO

Tuesday night at the ballet

- 8:30 p.m. curtain time
- Mixed rep program
- House opens at 7:30 with lots of educational activities (and bars)
- \$29 “general admission” ticket price
- Emcee James Buckhouse (Twitter)
- Marketed through social media and micro-site

Decor

Lighting, video installations



Educational Pop-Ups

All About Tutus (and Tiaras 🤩)



After Party

Basement, War Memorial Opera House



**THE BALLET JUST
GOT A LOT
COOLER**



Late night formats

“Untitled”

SEATTLE SYMPHONY



New World Symphony: Pulse





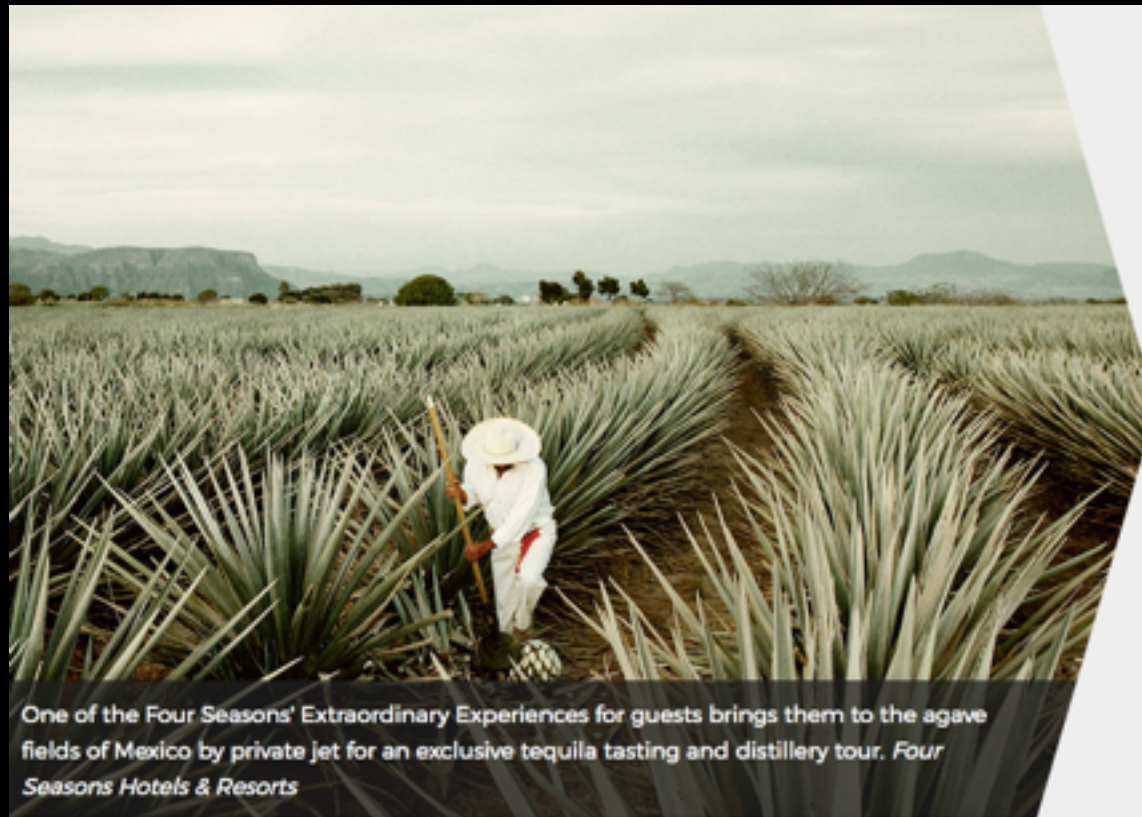


SoundBox, San Francisco Symphony



Product Level Branding

Branded Experiences in the Entertainment Marketplace




One of the Four Seasons' Extraordinary Experiences for guests brings them to the agave fields of Mexico by private jet for an exclusive tequila tasting and distillery tour. *Four Seasons Hotels & Resorts*

Rooms • Hotels

Branded Experiences Are Everything for Today's Hospitality Brands

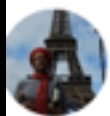
Deanna Ting, Skift - May 31, 2016 6:00 am

 @deannating



Go Out For Drinks With a Parisian

Join fellow travelers on the best bars and local clubs, first round on Anto



Your guide

Anto



Price per person
What's included?

288 kr

©WolfBrown 2017

40







bpm

electric
area

SIRIUS XM
CHILL



UTOPIA

Tiesto
CLUB LIFE RADIO

SIRIUS XM
LIMITED
EDITION
6

VELVET

the coffee
house

the
PULSE

the
blend

SHAWN
Love

SIRIUS XM
LIMITED
EDITION
XL

poptropolis

ROAD TRIP
RADIO

the heat

SIRIUS XM
FLY

Heart Soul

Soul
TOWN

THE
GROOVE

SIRIUS XM
Silk

**Arts organizations are beginning to
understand programming as a
portfolio of branded “experiences”**



PULSE

LATE NIGHT AT THE NEW WORLD SYMPHONY
FEATURING DJ SEAN DRAKE AND SOPRANO ELAINE ALVAREZ
TOGETHER WITH THE NEW WORLD SYMPHONY
FRIDAY, JANUARY 18 AT 9:30 PM
NEW WORLD CENTER



| S O U N D | | B O X |

A NEW PLACE FOR PEOPLE WHO LOVE MUSIC



SEATTLE SYMPHONY

LUDOVIC MORLOT, MUSIC DIRECTOR

SONIC EVOLUTION

LUDOVIC MORLOT CONDUCTOR
HEY MARSEILLES / SEATTLE SYMPHONY

NY PHIL

OFF THE GRID




<http://fringearts.com/programs/scratch-night/>

Scratch Night

The popular, free, informal 60-minute showcase of works-in-progress, on the first Monday of every month.



SCRATCH
NIGHT



Lincoln Center presents

white light festival



OFF-CENTER



OFF
CENTER



UNIVERSITY
MUSICAL SOCIETY
ums

PURE *M*ICHIGAN

Renegade

Winter 2012 Season

SAN FRANCISCO PERFORMANCES PRESENTS



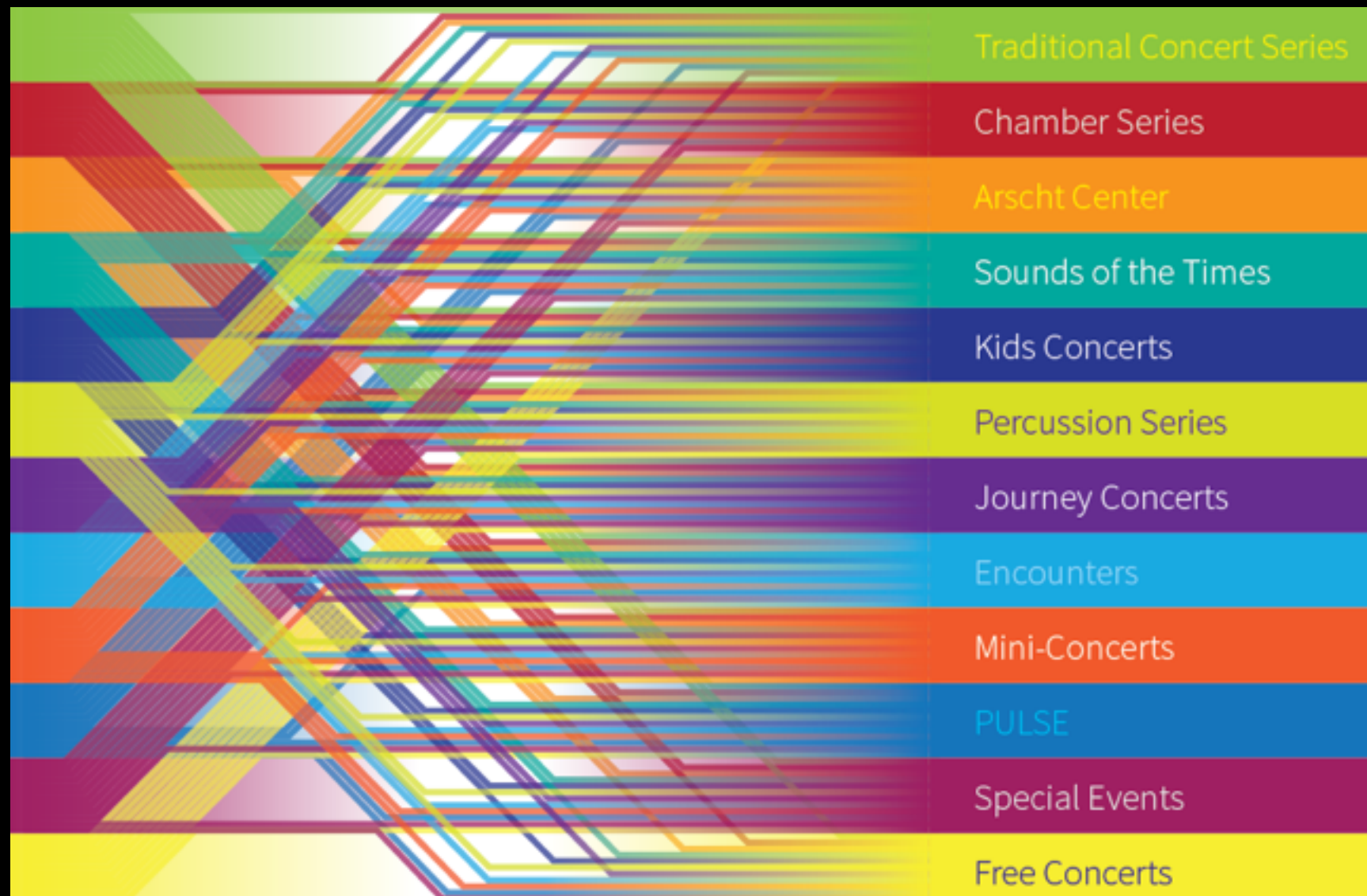
NEW ADVENTURES IN THE PERFORMING ARTS



What is happening here?

- Why would you brand a product versus just give it a clever name?
- When would you integrate a product branding with the institution's brand?
- When would you “counter brand” a product (e.g., Sensorium, SoundBox)?
- How different or distinct must the experience be in order for the brand “carry water?”
 - Does the experience of attending fulfill the brand promise?

Emerging conceptualization of programming as a neural network



Summary

- Young adults are facile with brands
- Artistic concepts married with good branding represent a powerful new asset for arts presenters.
- Loyalty accrues to the brand, transcending the individual works on the concert program
- Branded series and formats represent a renewable resource.

The background of the slide is a complex abstract design. It features a large, textured red band that curves across the upper left and center. Below and to the right of this band are several overlapping circles in various shades of red and white. The overall effect is a layered, geometric pattern.

Thank You

Audiences Norway 2017

Credits:

Music: Twenty One Pilots

Videography: What a shame the poor grooms
bride is a whore

npu

Norsk
Publikumsutvikling
Audiences
Norway

Movie: Tagged (2011)



AFTER THE MILLENNIALS

With Futurist Consultant ANNE BOYSEN