

**NEW MUSIC:  
NEW AUDIENCES**

# **Marketing to young people**

**Heather Maitland**

Young people look for things that will give them social currency. They ask brands:

How will you help me belong?  
How will you help me be significant?

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youth marketing mobile culture since 2001



How can we  
help young  
people belong?

So we need to adapt our marketing, asking ourselves:

**HOW CAN WE HELP YOUNG PEOPLE  
BELONG?**

**Show you know  
who they are and  
what is important  
to them**

# Responses to music

- Responses are partly in-built, partly learned
- They are learned very early
- By 12 years old, musical preferences are fixed
- We should expose the under 12s to a very wide range of music
- After that we should focus on young people who show a spark of interest in what we do and build on that

There are huge differences between a 16 year-old taking cello exams and a 16 year old playing drums in a rock band...

**NOT ALL YOUNG PEOPLE ARE THE  
SAME**

...even though both are interested in music





**Perform in places  
they feel they  
belong**

# The venue is important

“If it’s at a venue you think you don’t fit into or you don’t want to go to or it’s too far then it doesn’t matter who’s playing.”

Maitland, H., The Jazz Services Guide to Getting Bigger Audiences for Jazz, Jazz Services, 2011

Here is the director of Contact in Manchester, a venue for young people talking about what worked for them:

“By breaking down barriers for young people, we also became a popular venue for a range of communities who felt unwelcome in stiff, traditional environments. We also engage in a range of outreach programmes with those communities, but the key was making them feel at home – welcomed and listened to – when they arrived.”

John McGrath, Contact

How could your  
organisation make  
your audiences feel  
welcome?

**It's an event  
not a concert**

**YOUNG PEOPLE GO TO “EVENTS”  
NOT “CONCERTS”**

# Events not concerts

- Develop gig formats that enable young people to engage actively, feel at home and interact with the musicians and the rest of the audience.
- It's about informality and atmosphere.



This feels like an event not a series of concerts because the leaflet communicates the experience

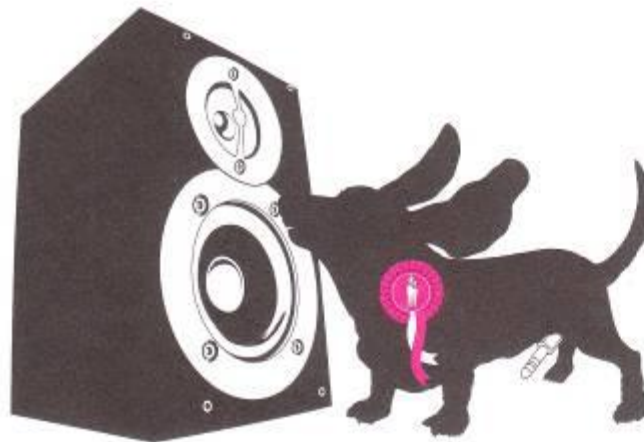
CAPSULE PRESENTS

# SUPER SONIC FESTIVAL

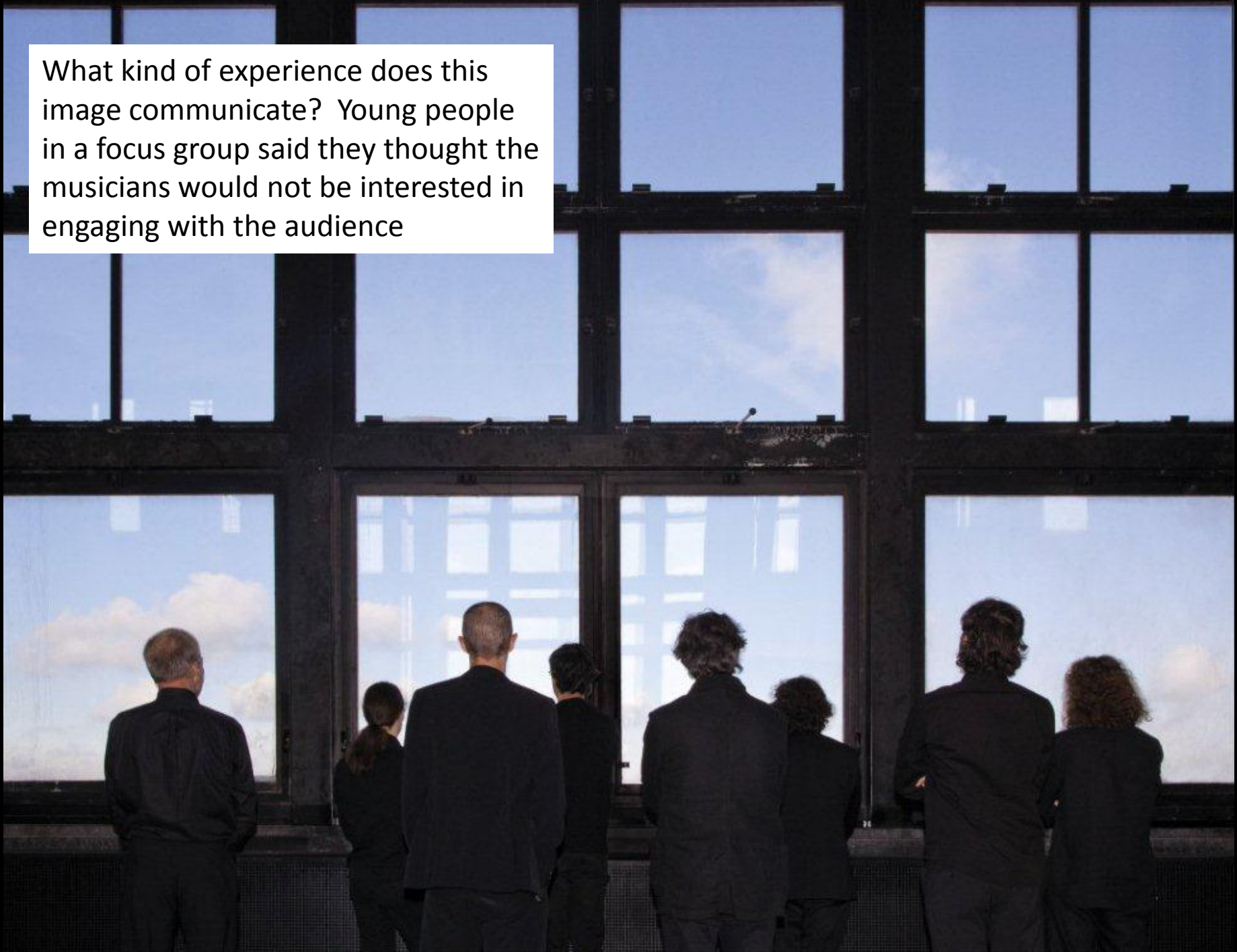
FOR ADVENTUROUS AUDIENCES COMBINING MUSIC, ART, FILM & CAKE

24TH - 26TH JULY 2009  
BIRMINGHAM UK

[WWW.SUPERSONICFESTIVAL.COM](http://WWW.SUPERSONICFESTIVAL.COM)

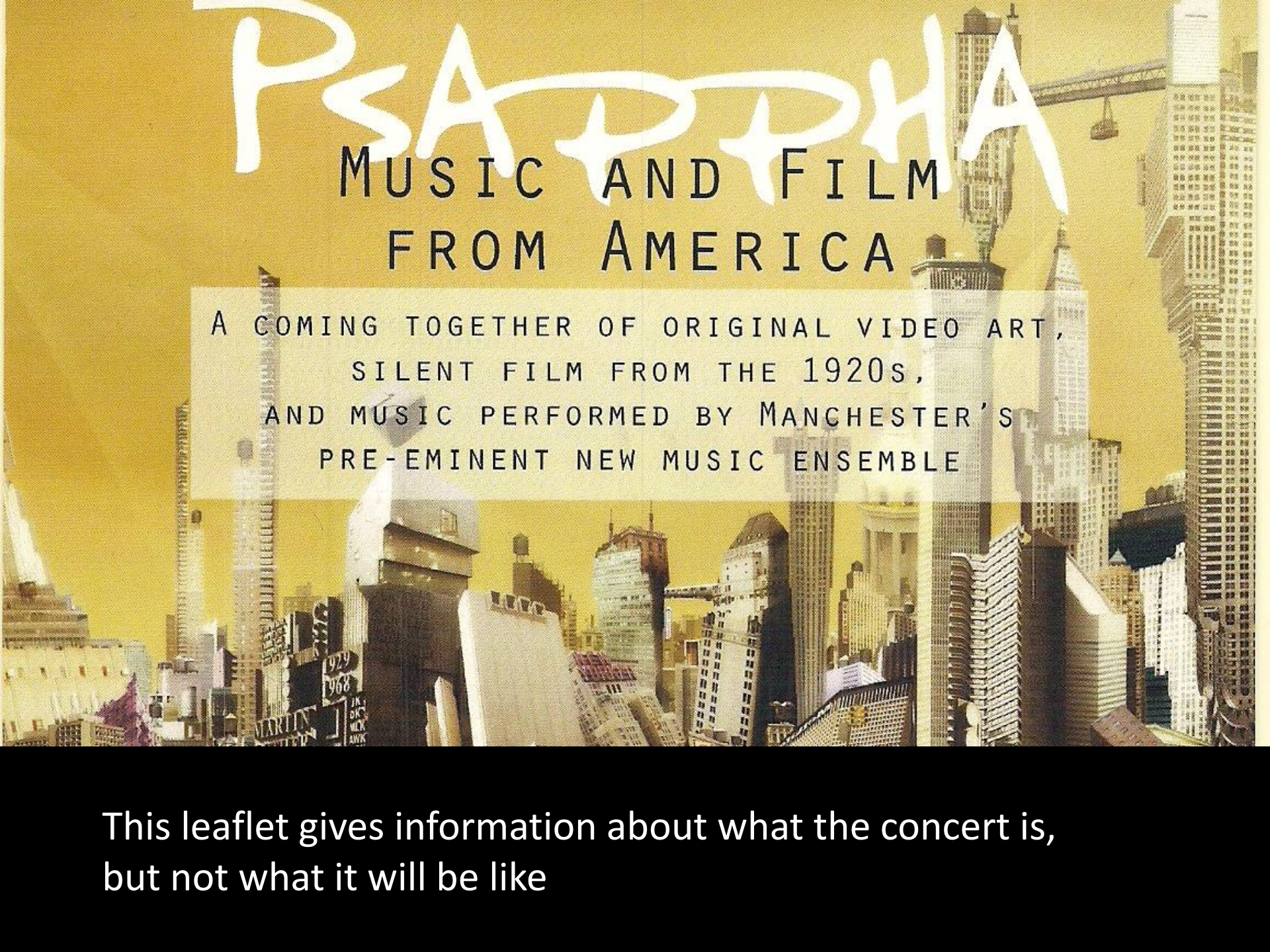


What kind of experience does this image communicate? Young people in a focus group said they thought the musicians would not be interested in engaging with the audience



## Write copy that:

- Sounds like you are friendly and welcoming
- Gives reasons not facts or hype
- Gets the reader to respond rather than giving information



# PSADPHA

MUSIC AND FILM  
FROM AMERICA

A COMING TOGETHER OF ORIGINAL VIDEO ART,  
SILENT FILM FROM THE 1920s,  
AND MUSIC PERFORMED BY MANCHESTER'S  
PRE-EMINENT NEW MUSIC ENSEMBLE

This leaflet gives information about what the concert is,  
but not what it will be like

**HOW CAN WE REDUCE THE RISK OF  
THE UNKNOWN?**

**Show the  
experience**



Jesteś tutaj: [Home](#) ▶ Festiwal Muzyki Nowej

## projekty

- Festiwal Arcydzieł Kameralistyki
- **Festiwal Muzyki Nowej**
- Wieczory z muzyką Szymanowskiego
- Festiwal Sztuki Wysokiej
- Festiwal im. G.G.Gorczyckiego
- Partnerstwo

## Festiwal Muzyki Nowej



Festiwal Muzyki Nowej to przedsięwzięcie cykliczne realizowane na Śląsku corocznie od 2001 roku, w ramach którego na przełomie listopada i grudnia prezentowane są koncerty muzyki współczesnej w tym premiery nowych dzieł, wykłady, spotkania z twórcami oraz warsztaty kompozytorskie lub edukacyjne. Projekt skierowany jest głównie do młodych twórców i wykonawców, którzy mają już na swym koncie szereg krajowych i zagranicznych sukcesów artystycznych, ale ich pozycja w środowisku muzycznym nie jest na tyle silna, aby mogli w pełni realizować swoje indywidualne projekty.

This is a beautiful place to perform in. But it would be much more effective to show it filled with people ...

The two images that follow aim to communicate the experience – do you think they succeed?







## Book Now

Modern music on ancient themes, exploring the Roundhouse Main Space sonically and spatially, with live 360° visuals from **SDNA**.

# Communicating the experience

Write copy that:

- Describes what the music is like
- Uses vivid verbal imagery
- Offers recommendations from people young people can connect with

Use lots of visuals and samples, not just words

When young people look at your communications, they ask ‘where am I in this story?’

**HOW CAN WE MAKE YOUNG  
PEOPLE PART OF OUR STORY**

How can we  
make youth  
part of the  
story?

**Choose images  
that show the  
audience**





### Band on the Wall

13,809 likes · 1,273 talking about this · 10,759 were here

Like Message

Nightclub · Concert venue  
25 Swan Street, Manchester, England.  
0161 834 1786



2

About - Suggest an Edit

Photos

Buy Tickets

Events

BOTW TV

Use pictures of your audience on your website, in social media and on printed leaflets and posters ...



# Montgomery Arts Centre Sheffield (MACS)

Like
 Message

302 likes · 11 talking about this · 1,204 were here

- Concert venue · Theatre · Performance venue
- Montgomery Hall, Surrey Street, Sheffield, England.
- 0114 272 0455
- Closed until tomorrow 09:00 - 18:00

About – Suggest an Edit



Photos



Events



Email Signup



Map

2

But make sure they look engaged, not bored ...



Here are the staff at a venue. Do you think they look cool or unwelcoming?



**Collaborate with  
artists who have a  
strong following  
of young people**

**Recruit the  
change agents**



#3

## 3 Key Change Agents

10% of youth influence the rest.  
They adapt products and services to enable their social lives.  
They are change agents – focus on them

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flickr: austinanomic

# Recruit the change agents

They are young people who:

- Love non-mainstream, relatively obscure music
- Highly opinionated
- Consider themselves influential in discovering new music
- Use music as a form of social currency - they want to share it

**Give the change  
agents the tools  
to create social  
currency**

Young people want to stand out from the crowd. But how can our organisations help them stand out if we all look the same? Here are some of the images of the ensembles participating in New Music : New Audiences. Which stand out?

## **HOW CAN WE HELP YOUNG PEOPLE BE SIGNIFICANT**

















Social media is a great place to engage with young people.

Think about your personal Facebook Profile. What was the last thing you posted? Why did you post it? Was it to engage with your friends or family?

But when many arts organisations use social media, they just announce concerts. That's not being social!

**HOW CAN WE CREATE SOMEWHERE  
YOUNG PEOPLE CAN ENGAGE WITH  
EACH OTHER?**

**Make  
social media  
social**



# Being social

- Ask questions
- Post photos and videos
- Post trivia (especially if it involves a question)
- Name check your audience