



More than the Moment. More than the Music.



TEAM MARC USA

Introduction and Background

Alia Musica Pittsburgh was founded in 2007 by a consortium of Pittsburgh-based emerging composers. Currently, they feature visiting ensembles/artists, Alia Musica's chamber ensemble, and organize the biennial Pittsburgh Festival of New Music.

More Than the Moment. More Than the Music.

In the words of Federico, everyone is an audience member for Alia Musica Pittsburgh...they just don't know it yet. Which means that every day contains a moment for them to discover and experience the experimental music. Every day is a day that classical music can become a part of their routine. You don't have to go to a concert hall to be involved in the music; it can be a part of everything you do. More than the moment means you don't have to dedicate a specific moment in your life to be involved in the world of classical music; you can carry it with you throughout everyday life. More than the music is about establishing meaningful relationships with the target audience to build lifelong connections and promote a loyal fanbase.

SWOT Analysis

Strengths

- Base of artists
- Extensive portfolio
- Widespread concerts & performances
- Base of donors

Opportunities

- Spotify, building a dedicated fanbase
- Breaking into student-artist audience, collaborating
- Eccentric nature

Weaknesses

- Low brand recognition
- Minimal following
- Lack of Staff
- Brand cohesion

Threats

- Experimental music could turn off some people
- General audience wants to go to traditional orchestra performances
- Unestablished marketing plan

Goals & Objectives

- We aim to expand the Alia Musica Pittsburgh audience to the age ranges 15-18 and 19-25.
- We want to better define and exemplify the personality and brand of Alia Musica Pittsburgh.
- Once the Spotify account is created and Alia's songs are uploaded we aim to get over 1,000 plays within a year through promotion efforts.
- Run a competition for high school students for the chance to play with Alia Musica in one of their concerts.
 - Encourage students to promote Alia Musica through their own social medias
- Partner with larger organizations such as Pittsburgh Cultural Trust for pro bono advertising

Elements of the Campaign

Social Media

For social media, our team is suggesting a few basic changes to increase site traffic.

- Our first suggestion is to place the hashtag #MyMusicalMoment on any promotional material or social media posts created by Alia Musica.
 - This hashtag will allow potential fans of events to find more information and people related to Alia Musica, while also creating a stronger community around the brand and its events.
- Creating low-cost advertisement videos to post on Facebook, Instagram, Twitter:
 - 5 second snippet of an old person doing a mundane activity while listening to classical music (possibly even sitting and listening)
 - 5 second snippet of a young person doing an exciting or creative activity (working out, painting, etc) while listening to the same music
 - **Takeaway:** Young people also listen to this type of music, and it can inspire them to create more than the movement, and more than the music
 - Have this be the main video featured on their Youtube channel and consistent segment on their Instagram.
- Post 15 second samples of music on social media.

Spotify

- We plan to use the highly rated TuneCore as a distributor and publisher to get music on Spotify (\$75 set up fee)
- With the \$75 set up fee, Alia Musica gets to publish an unlimited number of compositions on Spotify. Alia Musica also gets to keep 85% of the royalties collected, along with 80% of revenue earned through every streams and downloads of their music. This can create a source of passive income, along with an increase in exposure for Alia Musica.
- Use posters and cards to refer the music on Spotify.
- Use the \$250 advertising plan for Spotify content, with raising awareness as account goal

Events/Experience

We want to begin an annual timeline starting in November with setting up the high school competition, allowing students enough time to formulate their auditions in time for a February performance. At the same time, we plan to establish a Spotify artist page so we can promote that throughout the entire campaign. In March, we plan to perform pop up concerts on college campuses while promoting the brand through business cards and flyers. Following the school year, the focus will shift to live performances.

Promotional Items

In order to further promote the campaign and Alia Musica at events, we suggest that the organization hand out business cards to attendees and hang flyers at the places they perform. They can also place these flyers on bulletin boards at high schools.

Budget

Social Media Marketing Costs			
Platform	Activity	Cost	
Instagram	Create Business Account	\$0	
	Instagram Advertising	\$50	
Spotify	Create Alia Musica Account	\$0	
	Publish Music through Tunecore (Setup Fee)	\$75	
	Promote on Spotify	\$250	
Total		\$375	
Marketing Materials			
Item	Cost per Unit	# of Units	Total Amount
Business Cards (Vista)	\$0.04	500	\$20
Banner (Vistaprint)	\$13.34	2	\$26.68
Flyers (Vistaprint)	\$0.11	500	\$55.00
Total			\$102
Events			
Event	Cost per unit	# of Hours	Total Cost
Live Event at Frick En	\$125	2	\$250
Vendor Opportunities	\$300	2	\$600
Other miscellaneous e	\$100	5	\$500
Total			\$1,350
Total Costs	\$1,827		

Conclusion

To wrap everything up, we plan to incorporate Alia Musica into the everyday lives of our target audience and make it more than the moment. In order to do so, we plan to interact with high school and college students through live performances, promote the ensemble's music through Spotify, and unlock new potential in event performances. By establishing these new connections, we can build relationships and make it more than the music.

Banners:



Business Card (Front and Back):



Social Media Posts:



Flyer:



ALIA MUSICA PITTSBURGH

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