

**EFFECTIVE MARKETING BY  
CLASSICAL MUSIC PROMOTERS**

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**9 Case Studies in High Level Audience Growth**



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**From 0 to 1.820 subscribers in 6 seasons.**

*Östgöta Wind Symphonics, Sweden, 1993/94-1998/99*

**14.000 new attenders, 1.000.000€ extra ticket  
income generated in 3 seasons.**

*Royal Liverpool Philharmonic Orchestra, UK, 2002/03 -2004/05*

**Sold out subscription series in the first season.**

*Deutsche Kammerphilharmonie Bremen, Germany, 2004*

**Tripled ticket sales (from 67.000 to 162.000)  
in 2 years.**

*Vanemuine Theatre, Estonia, 2003/04-2004/05*

*The Effective Marketing report  
is simply excellent! Very useful.*

Edward Smith  
Managing Director  
Gothenburg Symphony Orchestra  
Gothenburg Concert House

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## EFFECTIVE MARKETING BY CLASSICAL MUSIC PROMOTERS

*Effective Marketing by Classical Music Promoters – 9 Case Studies in High Level Audience Growth* is a 100 page report commissioned by 36 classical music promoters in the Nordic countries. It was finalized in April 2006 by StillArt - a consultancy company supporting arts organisations in strategic development.

The report is written as a self help guide for arts institutions that are serious about increasing audience numbers effectively. The case studies present dozens of techniques that can be used immediately. Even more importantly, however, the research discovered two basic factors common to all these success stories: customer relationship management and development of leadership – factors that can be developed regardless of financial and professional situation.

### The report

- ☑ is action oriented and written to inspire
- ☑ has a pedagogical outlook with references for further reading
- ☑ describes dozens of practical examples for immediate action
- ☑ focuses on strategic factors behind strong audience growth
- ☑ is adaptable to arts organisations independent of organisational type and environment
- ☑ proves that the marketing philosophy is more important than money and competence

**Price:** 1.000€/500€ depending on the size of the organisation. Delivered digitally – 100€ extra for 3 print copies (100 pages, full colour). 6% VAT added for Swedish organisations.

You are welcome to contact us to discuss the findings of the research! We are also happy to help you evaluate the suitability of the report for your organisation's circumstances.

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**stillart.eu**

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Bergen Philharmonic Orchestra ▪ Concerto Copenhagen ▪ Danish Radio Symphony Orchestra and Choirs ▪ Musik i Dalarna / Dala Sinfoniettan ▪ Danish National Opera ▪ Finnish National Opera ▪ Gothenburg Symphony Orchestra ▪ GöteborgsMusiken ▪ GöteborgsOperan ▪ Icelandic Opera ▪ Iceland Symphony Orchestra ▪ Joensuu City Orchestra ▪ Länsmusiken i Jämtlands län ▪ Kristiansand Symphony Orchestra ▪ Luleå House of Arts ▪ Malmö Opera and Music Theatre ▪ Nordic Chamber Orchestra, Sundsvall ▪ Norrköping Symphony Orchestra ▪ Norwegian Chamber Orchestra ▪ Norwegian National Opera ▪ Norwegian Radio Symphony Orchestra ▪ Norwegian Wind Ensemble ▪ Pori Sinfonietta ▪ Reykjavik Concert Hall ▪ The Royal Danish Theatre ▪ Seinäjoki City Orchestra ▪ Sinfonia Lahti ▪ Tivoli – Copenhagen ▪ Tromsø Symphony Orchestra ▪ Trondheim Symphony Orchestra ▪ Umo Jazz Orchestra ▪ Musik i Uppland - Uppsala Chamber Orchestra ▪ Värmlandsoperan ▪ Århus Sinfonietta ▪ Musik för Örebro län / Swedish Chamber Orchestra ▪ Östgötamusiken / Östgöta Blåsansymfoniker

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## EFFECTIVE MARKETING BY CLASSICAL MUSIC PROMOTERS

*Magnus Stills rapport är mycket överskådlig där hans exempel från helt skilda miljöer ger läsaren en bra bild över hur man kan arbeta med marknadsföring för att öka publikantalet. För oss är de många exemplen på hur man kan bygga upp en trogen lyssnarskara, utan abonnemang, värdefulla och tillämpningbara.*

Åsa Agerbring  
Marknadsansvarig  
Dala Sinfoniettan - Musik i Dalarna

*The Effective Marketing report definitely points to fresh and much needed perspectives for marketing the arts. I believe StillArt has found factors with the potential to transform our branch.*

Lennart Lundblad  
Former Head of Marketing and Sales  
Royal Swedish Opera, Sweden

*The Effective Marketing report is simply excellent! Not only is it well written and without the usual jargon, it also contains thoughts and ideas that I have had for years but have never seen in collected in a document until now. This was the first paper I handed over to our new Communications Director and I'm sure we will be pursuing many of the ideas that the Report highlights.*

Edward Smith  
Managing Director  
Gothenburg Symphony Orchestra and Concert House

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