

Jazzy Berlin - Berlin Jazz & Swing

Audience

1. Define Your Target Audience
2. Create as Much Unique and Engaging Content as Possible
3. Get this Content to your Target Audience
4. Build your 'Digital Tribe'

Who is there?

a research in US shows:

Jazz ticket buyer - predominantly male, and very well educated. On average, only 17% are under age 45, and 80% are white.

Young audience - download music, more virtual activities regarding music

75 % of all buyers in the 18-35 cohort use social networking websites, and 68% stream audio from the Internet.

Preferred activities

- (54%) indicated they would like to play a musical instrument in the future. The figures are highest for younger patrons ages 18-34 (72%).
- 1/3 would like to “study music history or music appreciation,”
- Jazz buyers learn about new artists on the radio (presumably both AM/FM radio and Internet radio), and through recommendations from friends or family members
- In live jazz shows, name of the artist is the driving decision factor. Cost is a secondary factor amongst younger buyers

What do Jazzers like?

30% indicated they like jazz that... 'makes me want to tap my toes and dance,'

31% like jazz that... 'makes me think or challenges me in some way.'

women prioritizing jazz that makes them want to move men prioritizing jazz that makes them think.
Older buyers 65+ like the sentimental aspects of jazz' that takes me back to another time or place'

Jazz buyers prefer informal settings for live jazz shows, especially clubs and lounges. Younger buyers have an especially strong affinity for informal settings.

The more knowledgeable jazz buyers become, the more live jazz they want to hear. Ultimately, the audience is a reflection of what's on stage

and some numbers...

Jazz performance attending: **DECLINING**

About 11% - 22.2 million adults - 2002

About 8% - 17.6 million adults - 2008

The highest income groups (\$75,000 and over) represented about 48 percent of adults attending jazz performances.

Adults ages 45 through 64 were the most likely to attend a jazz performance or concert.

Jazz performance attendance among adults 44 and younger declined between 2002 and 2008, especially for the 35 to 44 age group.

Jazzers are old, middle class and intelligent

Compared with people who have only a high school degree, people with college or graduate degrees were nearly eight times as likely to attend a jazz performance.

Not only is the audience for jazz shrinking, but it's growing older rather quickly.

The median age of adults in America who attended a live jazz performance in 2008 was 46.

In 1982 it was 29.

US Jazz online Radio listener

Mostly:

Men

35 to 54

White

college graduated

50k plus a year

married

employed

dine out, read books

have computers

Generation X study - Jazzers 2.0

- The brand is no longer at the center of the universe: the user is. Type and distribution of the content
- Have something meaningful to say: Emotional and genuine content
- Help them belong to the brand:
Create a an exclusive Community on your web, post their feedback, reviews, videos, blogs etc

Strategy

- Ideas to engage more audience

- Teach - how to listen to jazz sessions
 - how to connect/approach jazz
- Info - jazz reviews on performances in the city
- a photographer taking photos in jazz concert, clubs etc and spreading web cards
- blog with story about history of jazz in Berlin
- free ticket to ppl who answer a riddle on jazz radio show <http://jazzradioberlin.radio.de/> <http://jazzradio.net/en>
<http://www.coolradio.de/> <http://www.ffh.de>
- Tips for merchandise as by <http://www.wartajazz.com/office/2013/01/05/merchandise>
- support, donate, sponsor etc link
- 'behind-the-scenes' video series or a podcast interview series or downloadable mixtapes on the web

More ideas...

Jazz studies program from university- advertising there

Music blogs

Partnerships with jazz artists

Offering your target audience incentives to be a part of your email list (downloadable mixtapes, exclusive interviews, exclusive music videos, contests)

Forums

<http://forums.allaboutjazz.com/showthread.php?t=12939>

Blogs

<http://www.artsjournal.com/jazzbeyondjazz/2011/08/jazz-audience-surveyed-segmented.html>