



1st Annual Young String Soloist Competition

Client: Chamber Orchestra of the Triangle

ASSIGNMENT

Announce the establishment of the competition and solicit entries from across the nation by young string artists. The parameters for entry set by the Chamber Orchestra of the Triangle were that the entrants must be violin, viola, cello or bass players residing in the U.S. Applicants could not be under professional management and must be between the ages of 16 and 23. The goal was to receive an ample pool of initial submission to be able to select the 18 best as semi-finalists to come to Raleigh for two rounds of competition. The culmination of the event would be the awarding of a first, second and third prize winner, as well as a special award for the best soloist from North Carolina.

TARGET AUDIENCE

The unique target of high school and college-aged students from across the U.S., required establishment of communication to the iPod generation (I-gen), as well as identification of communication channels for media and associations that reach the I-gen classical musicians.

SPECIAL CHALLENGE

Articulon's services were not engaged until late November. The deadline for submissions was February 1. This meant that a large portion of the target market was going to be away from market focused media (e.g. school newspapers, radio stations and bulletin boards) for winter break.

TACTICS

Articulon took a four-prong approach to achieve success in the allotted 60 days.

- Established interactive MySpace and FaceBook social networking pages and used press release postings on Internet news sites to reach the target audience.
- Press releases and media follow-up with broader spectrum classical music radio stations and trade journals. *Continued >>>>*



Competition winner, Jing Qiao, performs for judges.

CASE STUDY



- Engaged intense media relations work with school newspapers to assure announcement of the contest in the first issues when students returned from break.
- Sought out classical music organizations, sending advisory notices to each organization's director for sharing with participants.

RESULTS

As of the February 1 deadline for entrants, this first annual competition received 31 qualified submissions which needed to include a studio quality of CD of their solo performance of a concerto movement of the full concerto they would perform in the semi-finals.

- Twenty-five of the submissions came in from outside North Carolina, spanning the East Coast, the Midwest and as far away as Oregon.
- 52 MySpace Friends
- 295 MySpace and FaceBook readers
- Inclusion in 8 daily e-mail news feeds
- Inclusion in 6 RSS feeds
- 50 internet news sites
- 26 blog posts

COVERAGE

On-air promotion by WCPE, TheClassicalStation.org

ONLINE

- A! Magazine for the Arts
- Art Colossus
- Classical Voice North Carolina
- Music Vision Daily
- WBRZ, ABC Louisville, KY
- Knoxville News Sentinel
- The Eagle (Bryan- College Station, Texas)
- Triangle.com, News and Observer (Raleigh, N.C.)

PRINT

- The Advocate (Baton Rouge, La.)
- Knoxville News Sentinel (Tenn.)
- The Herald-Sun (Durham, N.C.)
- The News & Observer (Raleigh, N.C.)
- The Eagle (Bryan-College Station, Texas)
- The Metro Herald (DC)

