“Voice of Shanghai”
Shanghai Symphony Orchestra
Branding Project

SSO GROUP
Project Idea:

“To help Shanghai Symphony Orchestra increase their brand awareness in both local and international market using social media strategy and interactive digital tools”
Project Plan

Social Media (Instagram & WeChat)

Interactive Digital Installations

Partnership
Instagram Promotion
SSO should try to focus on posting quality content on their page. SSO should also need to take into account the feed design and layout. SSO should consider repost photos that are posted by KOL’s that are taken at the SSO, and should also hashtag and tag other accounts that are KOL’s and other symphonies in other countries in order to gain more exposure. SSO should also post more videos/boomerangs, or anything that will catch their followers attention.

Don’t include their website because it’s a rather dated website. Instead, SSO should include a link to the ticketing website for upcoming shows that are both in English and Chinese.

Utilize Instagram highlights and make sure SSO regularly update the highlights from the story that could include specific shows, promotions, or seasonal highlights etc.

Change their bio because 1. The link doesn’t work, and 2. It should state something like ‘The Oldest Orchestra in Asia’, or something that catches the attention of their potential or existing followers.

SSO should focus on the ‘Highlight’ titles, and maybe do something such as ‘June Highlights’, ‘May Highlights’ and so on. Highlights will be left on the page until you take them off, and you can only add previously posted stories into your highlights.

SSO need to utilize Instagram Stories in order to get more engagement from their followers. SSO can also get more exposure by hash tagging and tagging their location in their stories.

Mockup of how to Utilize Instagram to the Fullest

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Instagram Stories x Highlights

70% of Instagram Posts Don’t Get Seen:
Instagram’s new algorithm focuses more on past page engagement when choosing what content people will see. - Sprout Social

25% of Instagram Ads are Single Videos
Video ads can be up to 60 seconds long, but according to data from Wistia, drop off in engagement occurs quickly as length increases. If you can hook the audience within the first 30 seconds, SSO are likely to stick around and engage.
Examples of Potential Content:

This is an example of a form of post that can be done on a regular feed and implements the video aspect yet still showcases photos. You can also add music to it!

Simple details can be added that give viewers insight on different things. Ex: “The Oldest Harp in China” Using effects like Boomerang and adding emojis give users a more interactive feel.

Location is key, make it a point to always add it so people will always have that in the back of their head.
Resources Needed to Execute Smoothly:

- One full time social media manager
- Photographer/content creator for all events/performances
- Teamng up with local and international KOL’s

Potential KOL’s:
@shanghaigirleats
@herroyalcourt
@desiperkins
@kodaklens
@briandevans
WeChat Mini Program
John Liu

- 18-30 Chinese People
- Students or Work for less than 5 years
- Affordable leisure time
- Uninformed customers: interested in going to a concert but do not know where to go

Needs:
- Entry-lux
- leisure time
- social->hang out with friends, something to share on social media
Problems

- For SSO

  Brand awareness -

  attracting new customers (may be influenced by the current ones) / make current customers come more frequently

- For Customers

  high ticket price -

  finding a way to lower the price or make the concert more valuable/worthy
How the design lowers the barrier?

- Serves as another social platform to promote new concerts/performances in SSO, allowing potential uninformed customers know where to go.

- More discounts/coupons = more attractive prices = lower the barrier of "entry-lux" = more needy customers
60%

Wechat Mini Program Users are ages 18-30
Existing Examples:

- Snickers: hungerithm

- NYU Shanghai Map
  http://360.shanghai.nyu.edu/putout/1/20/pano/
Existing Examples:

- NetEase Music Competition

- Piano Tiles2
Prototypes - Part A: Cooperation with Mind King

- Special deck for SSO.
- 12 questions-> only when you give the right answers to all the 12 questions, then you have the opportunity to win the prize. (Concert ticket/restaurant coupons)
Prototypes - Part B: SSO Mini Program (Game)

- 10 difficult classical music pieces. (5 pieces for this month’s performance and 5 pieces for next month’s performance).
- Before the game starts, players can listen the music piece for a while and there will be a brief intro coming with the sound.
- When you finish the game, there will be an intro to the following concerts in SSO where you can hear the music piece in the game.
- Also, there will be a link to purchase the ticket.
- First 100 to finish all of them will get some prizes, varying from tickets and coupons provided different partnerships.
- Use other social media platforms to do promotion

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Prototypes - Part C: SSO 3D Virtual Tour
Resources Needed

01 Game Developers
02 Recording Studio
03 Partnerships
04 Social Media Promotion
Partnerships

- Paid media: official accounts on Wechat and Weibo (eg. shanghai WOW) http://www.shanghaiwow.com/

- Coupons: Airbnb, Starbucks, Swarovski, Chanel, Jo Malone, G etc
Interactive Digital Lounge
Alice Chen

- 8 years old
- Elementary school, second grade
- Forced to learn music by her mom (Tiger Mom)
- Doesn’t like classical music but doesn’t hate it either.

Needs:
- Establish her general music appreciation
- Improve her Violin skills
- Meet professionals

Immersed music experience
Easy to access for all audiences
Realistic
Music Education
3-Step Development

Immediate development:
- QR Code
- English subtitle (global audiences)
- Utilize impaired facilities
- Enhance engagement of current installations

Short-term Development:
- Signature photography spot
- Lighting

Long-term Development:
- Other examples of interactive digital installation from other orchestra
- What other orchestra haven’t done

Interactive Lounge
Prototyping

https://prezi.com/view/fcHZ42KCBxGFa3NgQHz/
Long Term Development

Entirely Digital, Web-Based Software

Simple, Screen-based Digital Installation

Avant-Garde, Physical Installation with Digital Elements
Web-Based Software

- New York Philharmonic (musical games)
  
  https://nyphil.org/education/young-peoples-concerts/young-peoples-concerts-play
Web-Based Software

- **Berlin Philharmonic (digital concert hall)**
Screen-based Digital Installation

- Australia Chamber Orchestra
  https://modprods.com/production/acovirtual/
Digital Installations Requiring Physical Construction

- Noise Floor
  http://www.daveandgabe.care/projects/#/noise-floor/
Digital Installations Requiring Physical Construction

- Cave of Sounds
Partnerships
&Brand

**Tiffany’s**
- Innovative and open physical spaces
- Well recognized brand and associated with similar themes as the SSO
- Lifestyle synergies and potential for cross promotion

**The Fairmont**
- Pop-up Concert in the Fairmont,
- SSO visiting the venue or hosting a featured musician
- Stay and visit: stay at Fairmont and receive a discount at the symphony
- 38 years old
- Works an office job
- Enjoy classical music and attends performances once a month
- Wants the whole experience of listening to classical music

Needs:
- high-end
- Special experience
- Social -> with family or with business friends
Users are enchanted by an impromptu pop up concert and then are eager to find out more information.

This not only helps the SSO to rebrand itself, but also pushes people to scan QR codes and engage socially.
Prototypes - Part B: Venue Maximization

Utilize brand synergies and venue characteristics to create unique listening and visual experiences for users.

The young and digital generation expects that their experiences will be customized and one of a kind. The SSO should look to place its musicians in the Fairmont’s unique venues.
Prototypes - Part C: Themed Room

Theme rooms based on symphony names. “Beethoven’s fifth” for example. Allow customers to use VR goggles to immerse in a symphony while in the hotel room. Use this experience to promote the symphony offline experience.
What do we learn?
Thanks for listening:)