



ATLANTA SYMPHONY ORCHESTRA

CONCERT FOR UNITY

Jenny Erwin | Norah Zagorski | Makumbi John Muleba



ASO

We unite in our desire to **SERVE** and to **EXPAND** our audience sharing a **HERITAGE** of passion for music. We embrace our responsibility to be a vigorous part of the **CULTURAL FABRIC** of our **COMMUNITY** and to strive to reach national and international audiences.



THE CHALLENGE

Reach an audience the symphony hasn't accessed before through a concert that generates awareness for civil justice.



THE GOAL

On the anniversary weekend of “I Have a Dream” the Concert for Unity gathers Atlanta through music and its importance as an avenue for voicing the sound of a generation.



TARGET AUDIENCE

Demographic: young adults 20-40



Liz, 22

Just graduated with a degree in Graphic Design

Works weekends teaching at community art center

Passionate about women's rights

Listens to indie/alternative, plays guitar



Thomas, 30

Worked the past 8 years in Pharmaceutical Sales

Loves exploring the local food scene with friends

Makes sure to vote in every election

Listens to classic rock, DJs on weekends



Caroline, 35

Recent job move for corporate real estate

Multilingual and loves to travel

Not political but stays up to date with current events

Listens to opera, plays the piano



CAMPAIGN

Centered around MLK and his lasting impact in Atlanta & funded through co-op advertising
Unity in sound, action, and purpose.

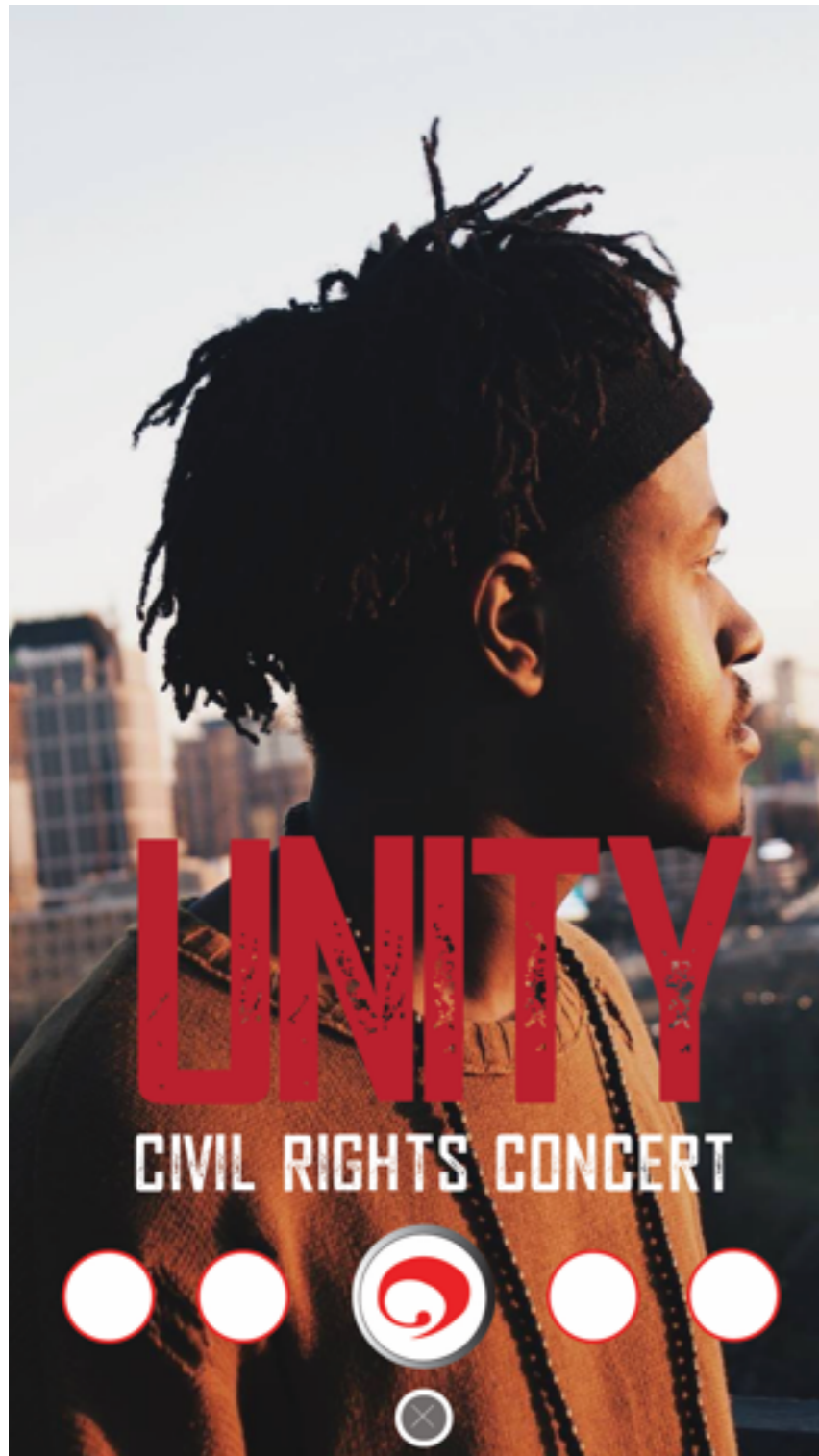


SOCIAL

Through the monuments of MLK we take the city of ATL on a journey through music and it's significance as a unifying factor.

SNAPCHAT FILTERS & TROPHY CASE

Portion of MLK speech plays with orchestra music in background. All 7 cassettes play full speech

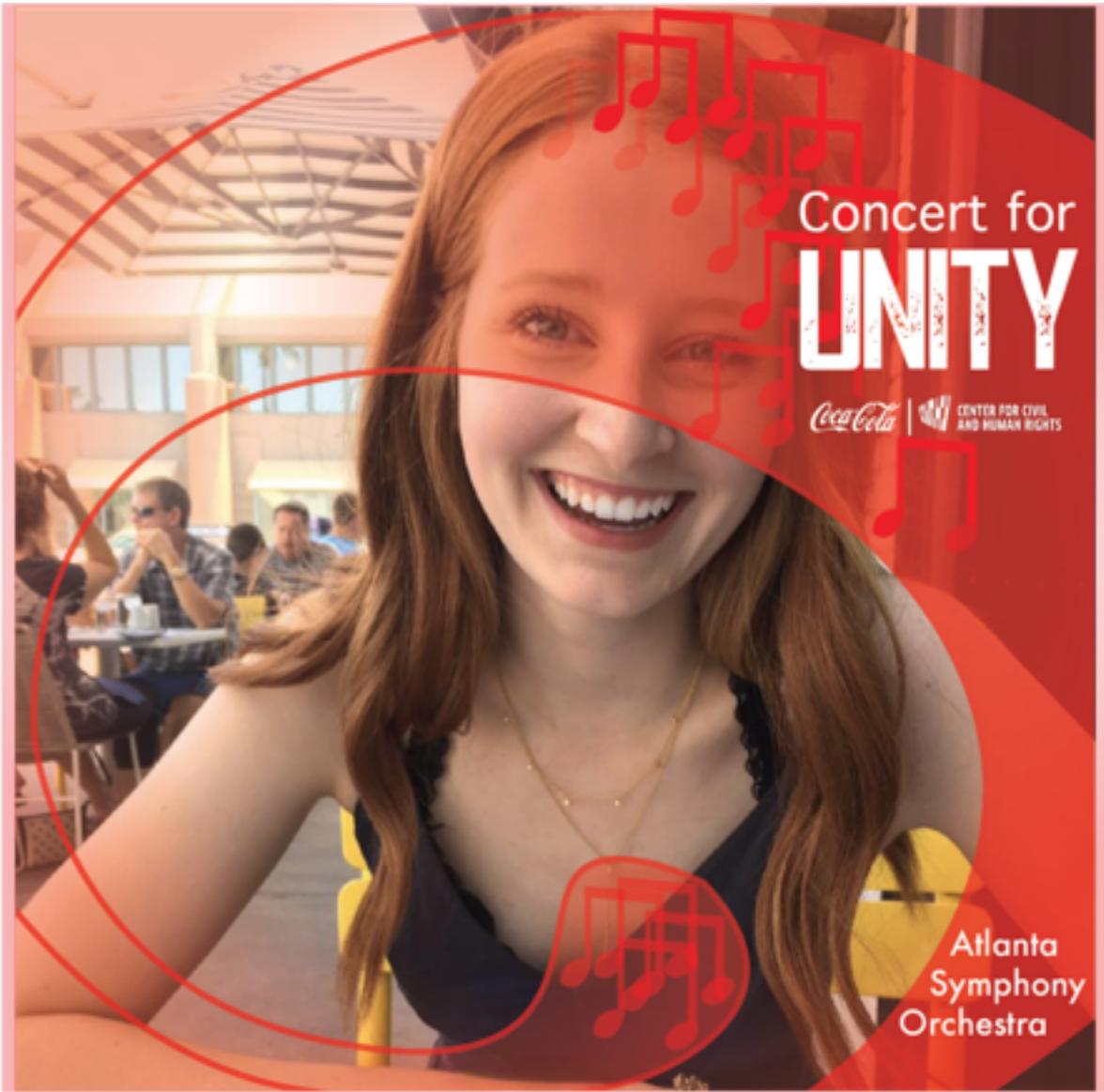


PRIZE

1. Download the Bravo app
2. Login with Snapchat
3. Use Unity filter at all 7MLK monuments
4. Collect trophies and speech
5. First 25 users to complete the hunt win 2 tickets to see the orchestra and a VIP pass to a local artist's performance
6. Collect prize at Unity Concert



FACEBOOK TEMPORARY PROFILE FRAME



FACEBOOK ADVERTISING



Atlanta Symphony Orchestra

Sponsored · 

UNITY in sound, action and purpose.




Free concert with performances by the Atlanta Symphony Orchestra and local Spoken Word artists.

[Learn more...](#)

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OUTDOOR

Bus Shelter & Street Banner

BUS SHELTER



STREET BANNER

Atlanta Symphony Orchestra concert for

UNITY




Atlanta Symphony Orchestra | Coca-Cola | CENTER FOR CIVIL AND HUMAN RIGHTS

08.25.18

Atlanta Symphony Orchestra
concert for

UNITY

Center for Civil and Human Rights 08.25.18



Atlanta Symphony Orchestra | Coca-Cola | CENTER FOR CIVIL AND HUMAN RIGHTS



ENVIRONMENTAL

Mural & Spoken Word

MARKETING: BELTLINE MURAL



Atlanta
Symphony
Orchestra

Coca-Cola

CENTER FOR CIVIL
AND HUMAN RIGHTS

Atlanta Symphony Orchestra
concert for

UNITY

Center for Civil and Human Rights 08.25.18

Community is the core of society and it's the Atlanta Symphony Orchestra's goal to help support this mission. Partnered with Coke and the Center for Civil and Human Rights, the Concert for Unity is hosting local civil rights leaders to share **Spoken Word** poetry throughout the performance. Join us in helping voice the sound of a generation.

ELIA NWANGAZA
RUBY SALES
JOHN LEWIS





EXPERIENCE

Designated overflow at Centennial Olympic Park & Sponsorship plug-ins

AT EVENT: CENTER FOR CIVIL AND HUMAN RIGHTS SIT-IN BLANKETS

People always say that

**I DIDN'T
GIVE UP**

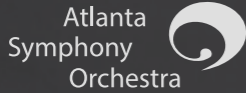
my seat
because
I was tired,
but that's
not true.

I was not tired physically.

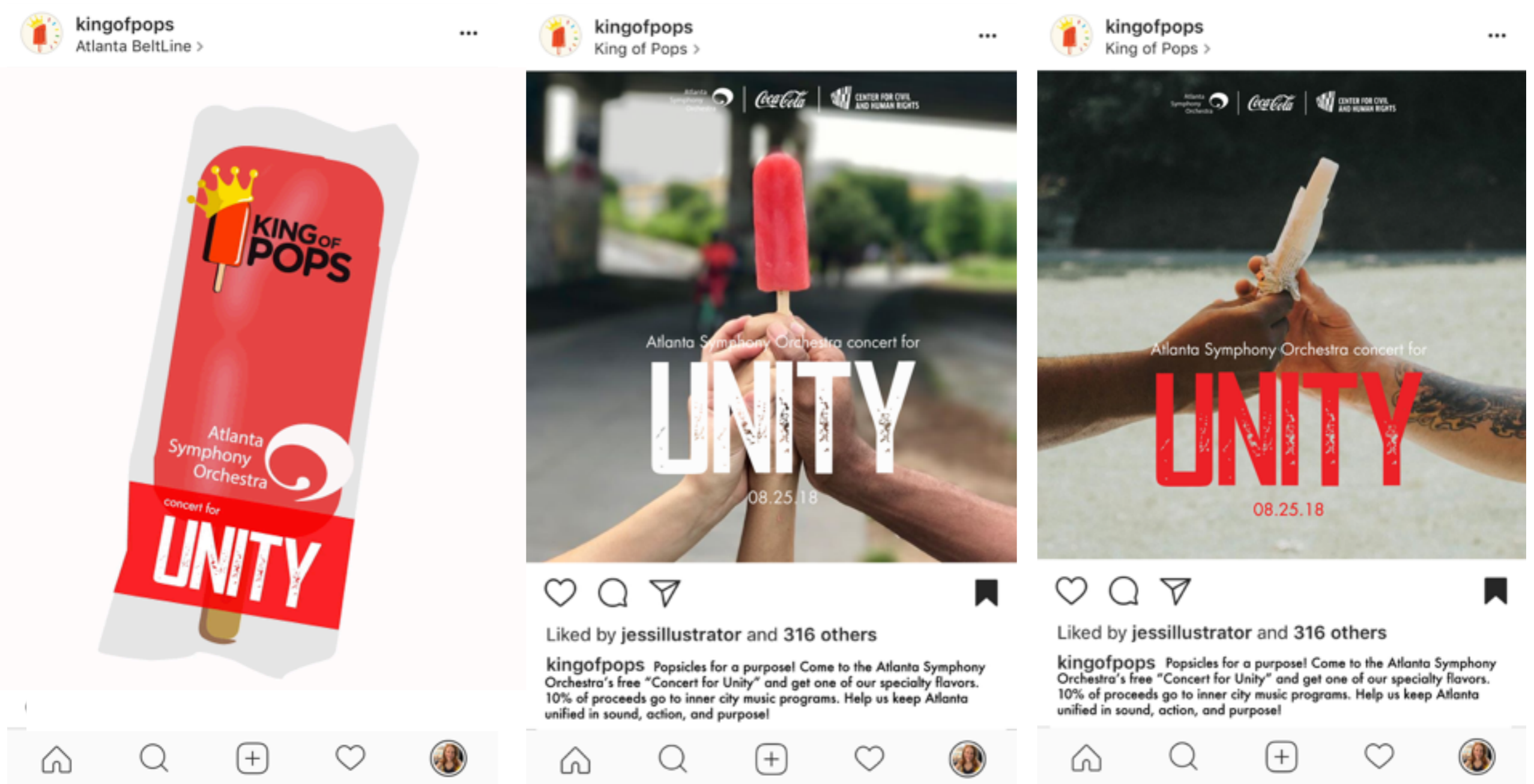
No, the only tired I was, was


TIRED OF GIVING IN

ROSA PARKS



AT THE EVENT: KING OF POPS STICKS AND SPECIALTY FLAVORS



@KINGOFPOPS  I have decided to stick with love -MLK



CONCLUSION

The Atlanta Symphony Orchestra's Concert for Unity provides a platform to reach new audiences, educate the public, and generate awareness of social justice and artistic values.