

MITO SettembreMusica



Integrated Communication Plan

INTRODUCTION

In this document we'll introduce the Communication Strategy for **MITO SettembreMusica**.

These activities represent the strategic milestones of the entire communication plan proposed for **MITO SettembreMusica**, that focuses on:

- **Engaging young people bringing them closer to the genre through Digital PR activities**
- **Broadening the Festival's awareness through a wider media target**
- **Growing the Festival's awareness amongst classical music enthusiasts**

Our mission aims to communicate **MITO SettembreMusica** to a wider audience in order to build a closer relationship with citizens and media.



STRATEGIC LINE

We developed a communication plan, declinable on strategic and more operational levels, in order to achieve objectives and media results.

Each level will be projected through a specific language, a realistic timetable and it will be directed to a defined media target, characterized by different interaction, interest, involvement and information channels.

The media target has been thought in order to reach a **new audience** and tell **different stories**, with the aim of making classical music more mainstream.

We provide a strategy that will move through:

- **PR & Media Relations**
- **Digital PR**
- **Micro-influencers engagement**

PR & Media Relations for MITO TRAVELLING PRESS CONFERENCE

The true kick-off of the communication plan will be represented by the **Inauguration Press Conference** (May 29th or June 5th). Because of the strong relationship among the two cities of the **MITO SettembreMusica**, we thought a different format in order to highlight this feature.

The conference will begin in **Milano Centrale Station** where the **Major of Milano Giuseppe Sala** and the **President of MITO SettembreMusica Anna Gastel** will address the press.

Then Anna Gastel and the **Artistic Director Nicola Campogrande** will take a train for **Torino**. Once in **Torino Porta Nuova Station**, **Campogrande**, born in Torino and former director of the Filarmonica, and the **Major of Torino Chiara Appendino** will give a speech for the local press.



PR & Media Relations for MITO ONE-TO-ONE OPPORTUNITIES

In addition to the classic PR job for MITO SettembreMusica, during the transfer from Milano to Torino we'll organize **one-to-one interviews** with a really **selected panel of media outlets** with the **President of MITO, Anna Gastel**, and the **Artistic Director Nicola Campogrande**.

Otherwise we could schedule them by the end of June in order to cover the September issues. Due to the summertime newsrooms close very in advance.

Anna Gastel will be interviewed by:

- Angelo Aquaro - **Robinson** (La Repubblica)
- Francesco Oggiano - **Vanity Fair**

Nicola Campogrande, instead, will talk with:

- Alberto Piccinini - **Rolling Stone**
- Federico Pucci - **Ansa Lifestyle**



OOO: Out of Orchestra

During the summer period, in Italy, many people want to leave off their inbox for a detox period. Usually they set up an automatic reply known as "out of office".

Out of Orchestra is an activation thought as a **PR & Digital PR activity** where produce video contents **for online media and social media channels**. This kind of contents are very sharable and engaging especially during summer time. We should keep in mind that work with newsroom of the main printed daily newspaper, in these months, is very difficult.

During Summer we'll organize few **music sessions** in the most important italian seashores in order to **decontextualize classical music and bring it to a broader audience**. This will work as **teaser for the MITO SettembreMusica**. We can organized it as an unconventional activity or as a real event in selected territories to increase the awareness of classical music.

Beach will become one of the most fascinating and unusual venue where listen to classical music.

DIGITAL PR FOR MITO

Social Media Management

The content strategy for MITO will be focused on the inauguration press conference, the Out Of Orchestra project and the month of September using **Facebook** and **Instagram**. In order to involve a younger audience we should use Instagram **focusing on Stories for a creative and dynamic storytelling**.

During MITO SettembreMusica we'll create few **new social formats** in order to increase the engagement:

- **"Meet the MITO"** - A Facebook and/or Instagram live where the biggest artists will answer to the community's questions
- **"Behind the scenes"** - Tell through photo, stories or video about how musicians prepare themselves for the performance

Micro-influencers Engagement

We suggest to involve **micro-influencers** because their **trust** amongst audience **is higher** than a famous influencer.. A campaign with micro-influencers has a **60% higher engagement rate** and is **6.7 times more cost-efficient** (per engagement).

Micro-influencers

FRIENDZ FOR MITO



The **Friendz** campaign will support **MITO SettembreMusica** for all the month of **September**. Contents will be published on users' social profiles with a personalized copy and MITO's hashtags,

Campaign before the Festival

Target: Italy, 25-35+

Few days before the beginning of MITO we'll ask to Friendz's users one simple question: "What does classical music represent for you?".

Campaign during the Festival

Target: Milano, Torino, 18-35+

Before the main events Friendz's users will create a sort of hype around the concert posting dedicated social media contents

KPIs for a campaign:

2 Social Media
1.700 Users
3.400 Posts
1.768.000 Reach
2.380.000 Impressions
68.000 Interactions

Friendz is a community of people who share a passion for photography and social media. The entire community now has around 280,000 users throughout Italy. By creating targeted campaigns, we are able to promote the Festival's soul by pushing their users to create content and share it on their Facebook and/or Instagram profiles.

TIMING



PR, SOCIAL MEDIA MANAGEMENT AND MEDIA RELATIONS WILL BE ALWAYS ON 24/7 FROM THE KICK OFF TO THE END OF THE AGREEMENT.

KPIs

We propose two approaches for the KPIs evaluations:

Qualitative evaluation

We will involve a selected panel of journalists and will submit them a **survey** in which we will understand their **perception of the Festival before and after the communication campaign**;

We'll provide a realistic analysis about the sentiment of the articles in relation of the media outlet prestige.

Quantitative evaluation

- Comparing the total coverage to the previous years
- Comparing number of clippings to the MITO's goals
- Comparison between the number of national articles, local and specialized ones

BUDGET (5 months)

PR & Media Relations <ul style="list-style-type: none">- Communication consultancy- Media Relations consultancy- PR support	25.000€
Press monitoring service (print and online)	2.000€
Social Media Management	7.500€ (1.500€ per month)
Friendz campaign	8.000€ (due to framework agreement)

Costs do not include: production of the travelling press conference (venue, setting up etc), production of the OOO project, famous influencers fee.