

US vs EVERYONE

ABO Find Your Way Cohort 2017/18

**In 2015/16 only 37% of tax-payers
thought that Culture and the Arts
should be funded through taxation**

**Business investment in
sponsorship of the arts
fell by 20% in 2014/15 alone**

–Arts Index Survey 2007-2017, National Campaign for the Arts

BRAND PARTNERSHIPS

Us vs All of Them

US vs EVERYONE

CO-INVESTMENT

Us vs The Others

INTEGRATION

Us vs Us

BRAND PARTNERSHIPS

Us vs All of Them

**People are attracted to
experiences**



Secret Cinema

The Shawshank Redemption

*One Flew Over
the Cuckoo's Nest*





Dinner in the Sky



“I was delighted by the present from my wife at Christmas: tickets to watch [an] Orchestra playing Rachmaninoff...

As I get older, I am increasingly drawn towards *experiential* presents. Physical gifts can be wonderful... but a trip to listen to music, with someone with whom you can share the experience and memories, is priceless.”

–Matthew Syed, The Times (8 January 2018)

**“They do have to evolve...
It used to be that 80:20 rule. It would be
80[%] shopping, and 20[%] experience.
It’s got to go the opposite [way] now...”**

–Angela Ahrendts, Senior Vice President of Retail, Apple

ACOUSTIC



BURBERRY ACOUSTIC

Celebrating upcoming and established British artists with live performances and special collaborations



LUCY ROSE
'MOIRAI'

The British singer-songwriter performs 'Moirai' live for Burberry Acoustic inside St James' Church, Islington, accompanied by her band.

MORE MUSIC



YouTube

Watch



Apple Music

Listen



t Maltese
'The World Caves In'



Dan Owen
'Moonlight'



RHAIN
'Time Traveller'

PIONEERING SINCE 1906 – FOR THE PIONEER IN YOU.

For 110 years, Montblanc has been driven by a pioneering spirit and extraordinary dedication to craftsmanship. Discover our heritage, fine writing instruments and sophisticated timepieces in a unique digital experience.

[▶ Discover the Montblanc Universe](#)



Follow Hugh Jackman on a journey through Montblanc's history.

**The ingredients for a
compelling experience are
already in the art**



-Angela Ahrendts [VIDEO]

Fostering effective brand partnerships

**Creating
compelling experiences
by blurring the lines**

SHIPPING TO
UNITED KINGDOM

MR PORTER

Search 

SALE WHAT'S NEW DESIGNERS CLOTHING SHOES ACCESSORIES WATCHES SPORT GROOMING

FILTER



JOURNAL



THE CAR

MR PORTER X BMW I3

In an exclusive collaboration, we teamed up with BMW to produce our own limited-edition i3 car



The Travel Kit

To complete the experience, in the boot you'll find a bespoke MR PORTER Essentials Travel Kit, comprising a BMW leather holdall and five special anniversary items exclusive to MR PORTER: a black and white [London Undercover](#) umbrella, a special-edition [Leica](#) camera, [Cutler And Gross](#) sunglasses, a [Lock & Co Hatters](#) bowler hat and a bespoke-edition set of [Wallpaper* City Guides](#). The perfect car, in our opinion, for the understated urban gentleman.



LOCK & CO HATTERS
+ Lock & Co Hatters Felt Bowler Hat



CUTLER AND GROSS
D-Frame Tortoiseshell Acetate Sunglasses



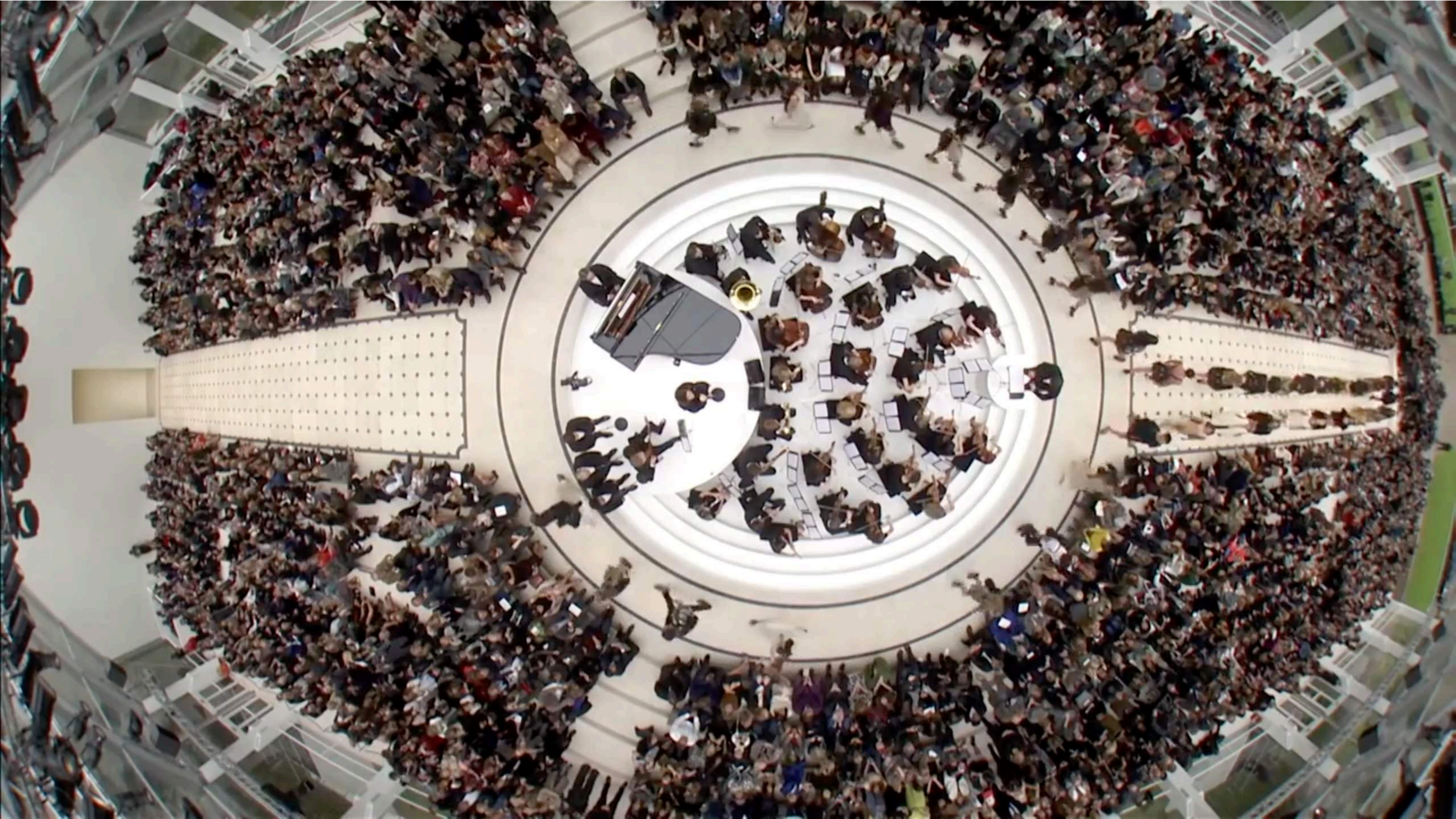
LONDON UNDERCOVER
Wood-Handle Umbrella



PHAIDON
Set of 10 European City Guides



-Chanel Paris Hamburg Fashion Show 2017/18 at Elbphilharmonie



-Burberry Womenswear Show 2016 [VIDEO]

The 'Halo' Effect

The hard to engage

**The subscription
model is broken**

**Customer loyalty is
big business**

Loyalty is Big Business

- **Nectar: 19 million members – more than a third of all UK adults**
- **Tesco Clubcard: 16 million members**
- **Amazon Prime: 65 million members**

Loyalty needs
experiences



**There's room for
charity in loyalty**





OUT OF SCOPE

A loyalty scheme on a grander scale

The screenshot shows the Nectar website interface. At the top left is the Nectar logo. The navigation bar includes 'My Nectar', 'Brands', 'Store Locator', and 'Contact us'. A left-hand menu lists categories: 'Technology (15)', 'Travel (11)', and 'Utilities (2)'. Below this is a section titled 'I WANT TO' with three options: 'Redeem & Collect' (unselected), 'Collect' (unselected), and 'Redeem' (selected). Underneath is a section titled 'HOW' with three options: 'Online' (unselected), 'In-store' (unselected), and 'By phone' (unselected). The main content area features two promotional cards. The first card shows a violinist with the text 'Collect or redeem your points with one of the UK's top orchestras' and a 'View more' link. The second card shows a cinema audience with the VUE logo and the text 'Big screen entertainment just got sweeter for Nectar members' and a 'View more' link.

nectar

My Nectar Brands Store Locator Contact us

Technology (15)
Travel (11)
Utilities (2)


I WANT TO

Redeem & Collect
Collect
Redeem

HOW


Online
In-store
By phone

[View more](#)



Collect or redeem your points with one of the UK's top orchestras

[View more](#)



Big screen entertainment just got sweeter for Nectar members

CO-INVESTMENT

Us vs The Others

Why and How?

**Limited
resources**

WHY?

**Short-term
thinking**

**Experts in
everything**

Could orchestras co-invest to:

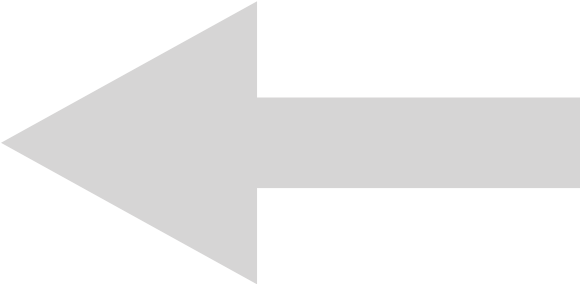
- **Achieve** more significant national impact with artistic projects
- **Champion** orchestral music more emphatically
- **Build** significantly greater capacity to innovate

PRODUCT

CO-INVESTMENT

CAPACITY

VOICE



CO-INVESTMENT IN PRODUCT



In two studies, we found that sharing an experience with another person, without communicating, amplifies one's experience. Both pleasant and unpleasant experiences were more intense when shared.

–Psychological Science, 2015

Could a programme on a national scale attract higher levels of sponsorship than an orchestra could secure on its own?



CO-INVESTMENT IN VOICE



CO-INVESTMENT IN CAPACITY



CO-INVESTMENT IN CAPACITY



A British Orchestras in America shared fundraising vehicle?

Annual operating cost for 1 organisation: \$15,000

Annual operating cost shared between 10 partners: \$1,500

**What will make the
difference?**

**Culture change with more conversation
between 'competitor' organisations
and more management time dedicated
to building partnerships?**

**External support body to deliver
value-adding partnerships?**

INTEGRATION

Us vs Us

**Traditional
concert**

**Relaxed
concert**

**Pops
concert**

**Family
concert**

**Chamber
concert**

**Dementia
friendly
concert**

**Crossover
concert**



**Opera in
concert**

**Community
concert**

**Commuter
concert**

**Film
concert**



“That’s not for me”



“Too boring for us”



TOP NOTCH CONCERT



**“Not quick
enough for me”**

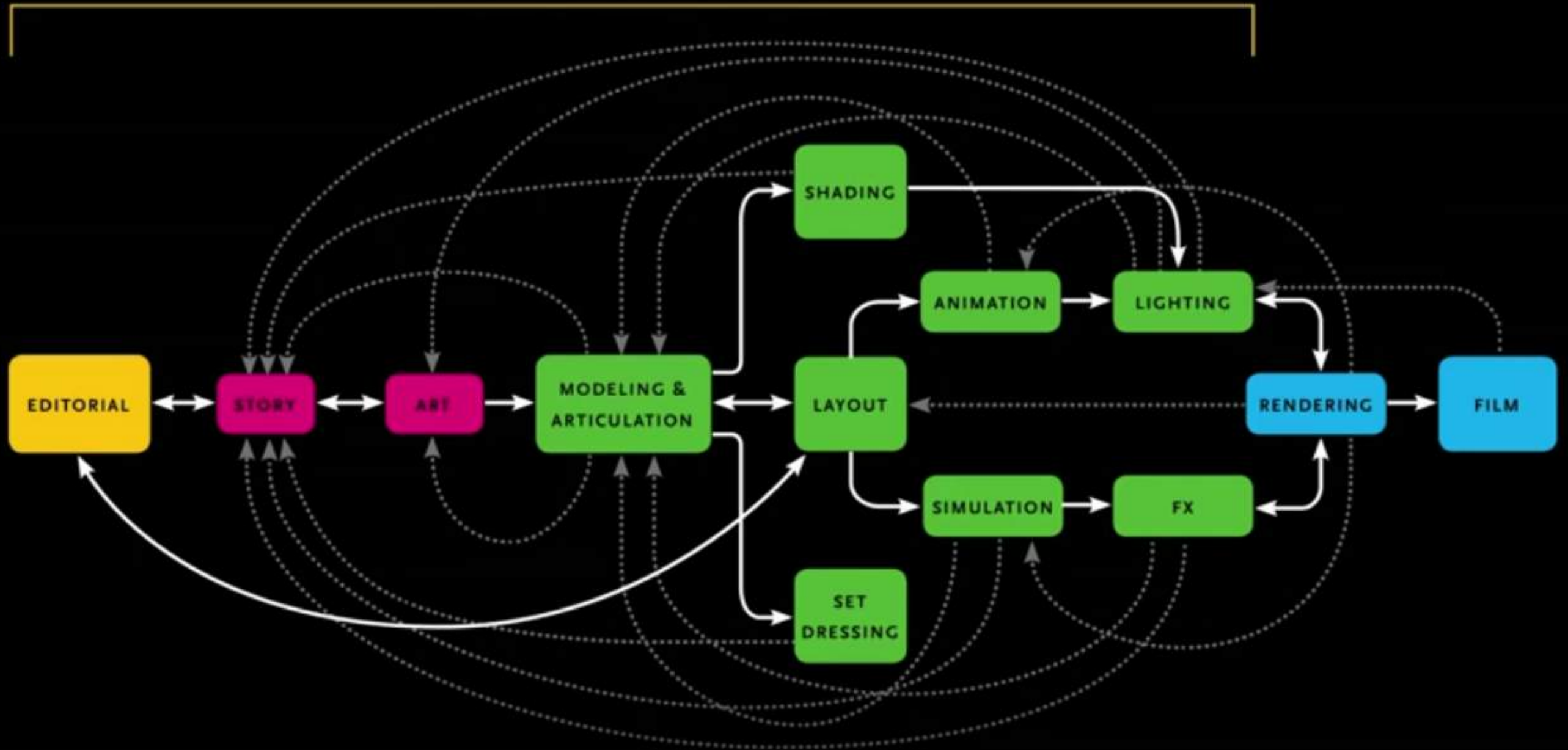
**“Not classical
enough for me”**



**“Increasingly the only
sustainable competitive advantage
is continuous innovation.”**

–David Gurteen, Creator of Gurteen Knowledge Café

EDITORIAL PROCESS



*-Pixar Animations Editorial Process,
from Linda Hill on 'How to manage for collective creativity'*

“Let's put in a policy that anyone, no matter what their level or role, is allowed to give notes to the director about how they feel about a particular film.

What can we do to make sure that all the disruptors, all the minority voices in this organisation, speak up and are heard?”

–Linda Hill, Professor of Business Administration, Harvard Business School on ‘How to manage for collective creativity’ at Pixar Animations

“...just the act of putting my idea into words or writing will help me shape and improve that idea...”

–David Gurteen, Creator of Gurteen Knowledge Café

**“...I’ll benefit from their knowledge,
from their unique insights,
and improve my ideas further.”**

–David Gurteen, Creator of Gurteen Knowledge Café

“I most enjoyed the way the app stayed with me, in the moment.”

–LSO audience member using EnCue

“Snippets of information – words Tchaikovsky used to describe a particular melody, for example – appearing at relevant points in the music really enhanced the experience of the music.”

–LSO audience member using EnCue

Yehudi Menuhin International
Violin Competition winner

JOANNA BLOGETTI

performs
KORNGOLD
Violin Concerto

FRIDAY 26TH JANUARY 2018 10.00
Wales Millenium Centre, CARDIFF



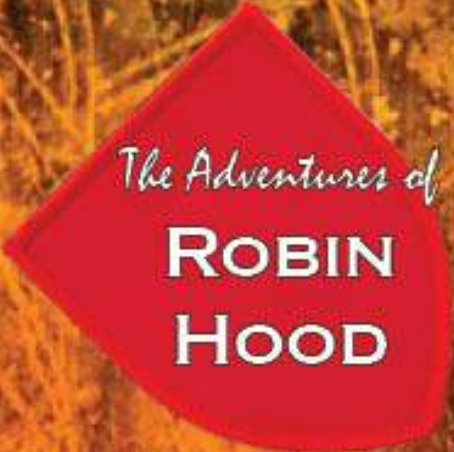
with interactive
programme notes





KORNGOLD VIOLIN CONCERTO

featuring music by the
composer of



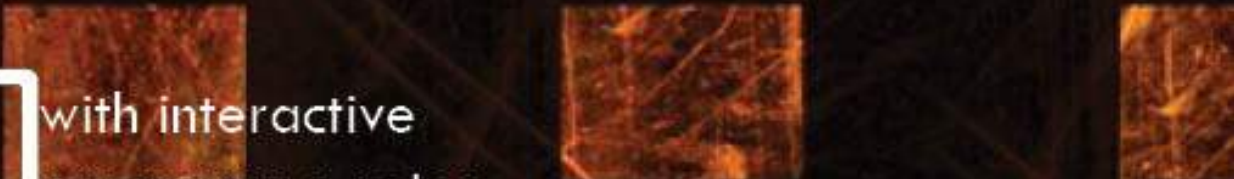
The Adventures of
**ROBIN
HOOD**



FRIDAY 26TH JANUARY 2018 10.00
Wales Millenium Centre, CARDIFF



with interactive
programme notes





MEET THE ORCHESTRA!



STRING FAMILY
STARRING
KORNGOLD VIOLIN CONCERTO
IN AN INTERACTIVE
PERFORMANCE



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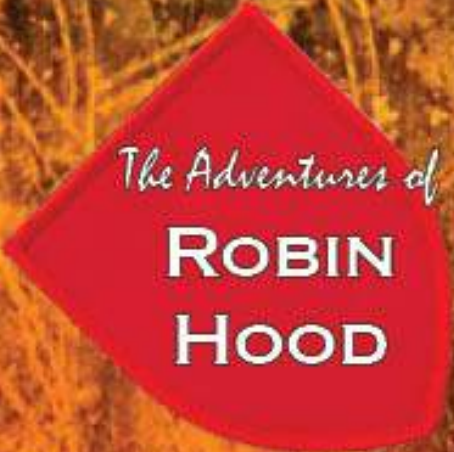
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KORNGOLD VIOLIN CONCERTO

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FESTIVAL UTOPIA