

A high-angle, wide shot of the Pittsburgh Symphony Orchestra performing in a grand, ornate concert hall. The musicians are arranged in a semi-circular formation on a wooden stage, holding their instruments. The hall's architecture features high ceilings, large windows, and classical columns. The lighting is warm and focused on the stage.

# **PITTSBURGH SYMPHONY ORCHESTRA**

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**Wendy Chou**

**Michelle Tai**

**Benjamin Winebrake**

# INTRODUCTION

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Nominated for  
**2015 Grammy**  
**Award** for  
Best  
Orchestral  
Performance





# Popular music from Broadway and film

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# VARIETY OF PROGRAMS

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BNY Mellon Grand Classics

PNC Pops

FUSE @ PSO

Collaborations



THE ART OF PLAY.



PITTSBURGH SYMPHONY ORCHESTRA  
BNY MELLON GRAND CLASSICS  
2015 • 2016 SEASON

# PROBLEMS

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1.

# PROBLEMS



Retaining existing  
and attracting new  
subscribers

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# 2. PROBLEMS



Listening to  
constituents and  
building a tighter  
community



3.

# PROBLEMS

BEETHOVEN  
+ COLDPLAY  
FUSE@PSO: OCTOBER 6, 2015



MEDIA SPONSOR  
**NEXT**  
SUPPORTING PARTNERS  
UBER  
K&L GATES

Attracting younger  
audience through  
different channels

# SECONDARY RESEARCH

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# POOR AUDIENCE PERCEPTION

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“The concerts? **Boring.** The audience? **Old.** The symphony itself? **Outdated.**”

Pittsburgh Post Gazette



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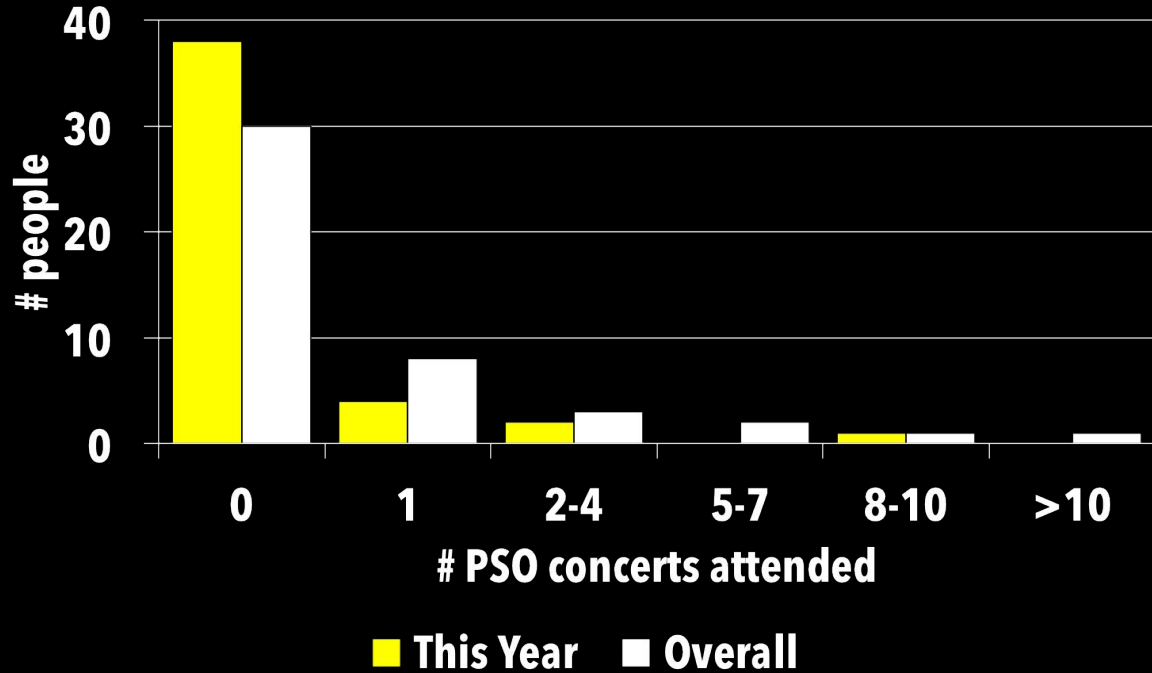
Pittsburgh  
demographic is  
different from  
other orchestral  
cities

# SURVEY RESULTS

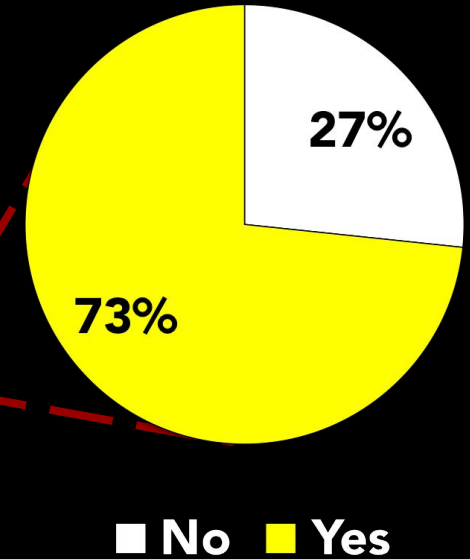
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**45 participants**

**44 participants aged 18-25**  
**42 CMU students**



Have you ever attended any type of orchestral performance?

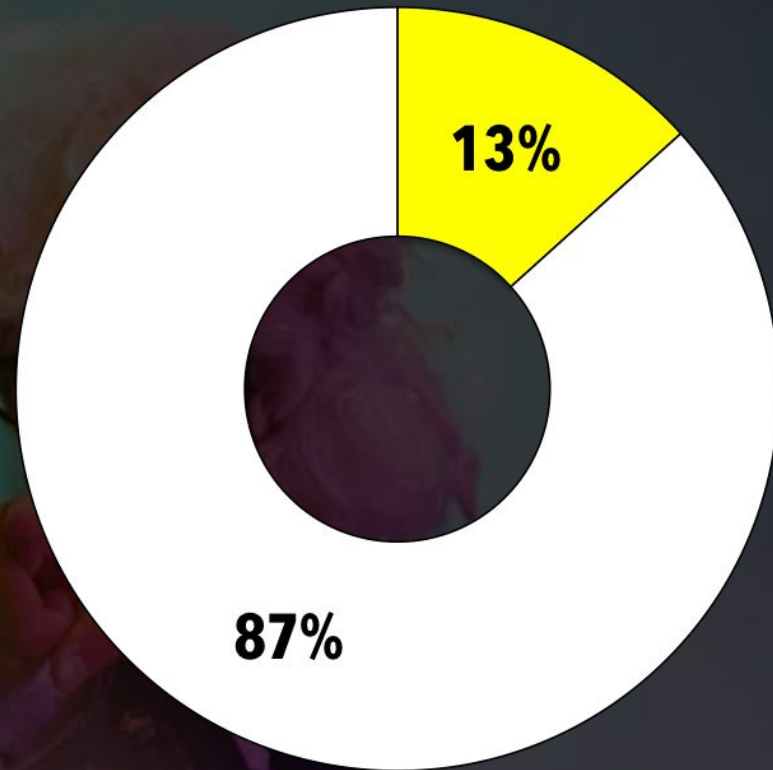


45 participants

# Do you know what concert programs PSO offers?

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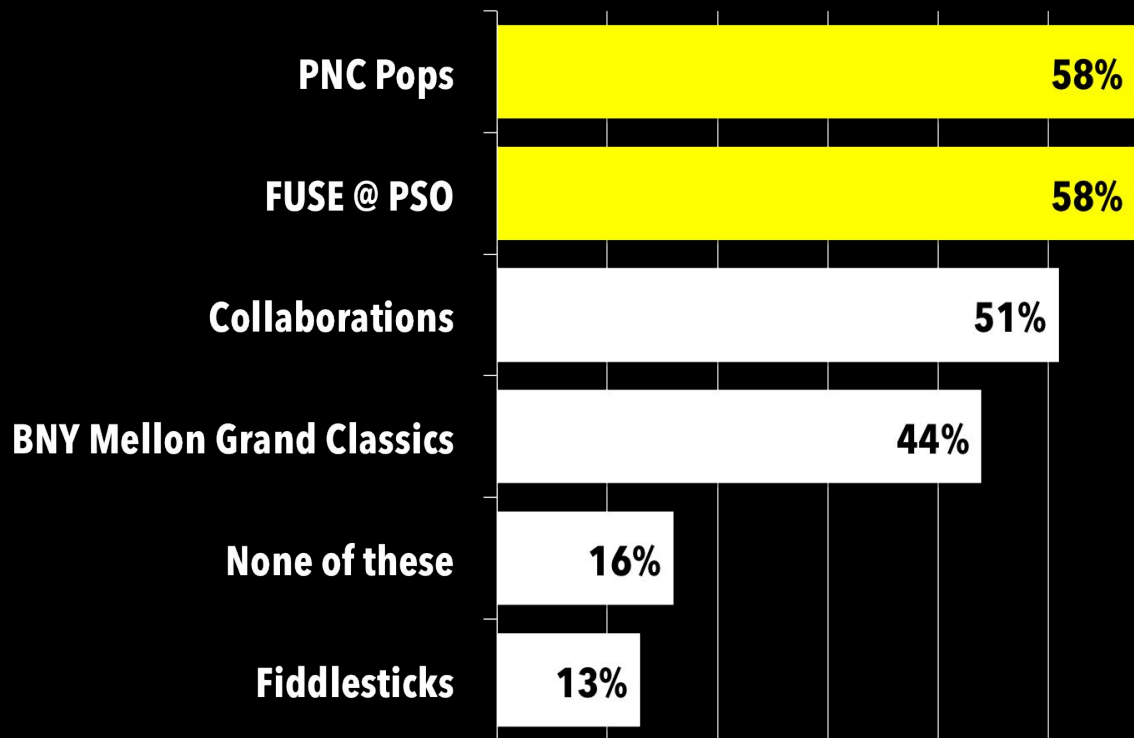
45 participants



■ Yes ■ No



What types of PSO concerts would you be interested in attending? (check all that apply)



45 participants

**Music genre & interest prevents participants most from attending a PSO concert.**

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**1.**

**Music Genre  
& Interest**

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**2.**

**Price**

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**3.**

**Time**

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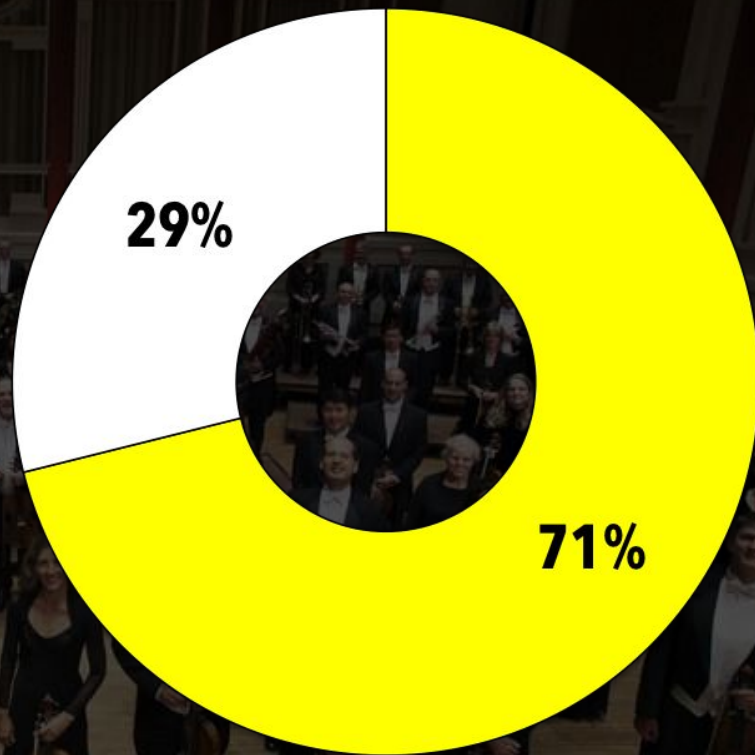
**4.**

**Transportation**

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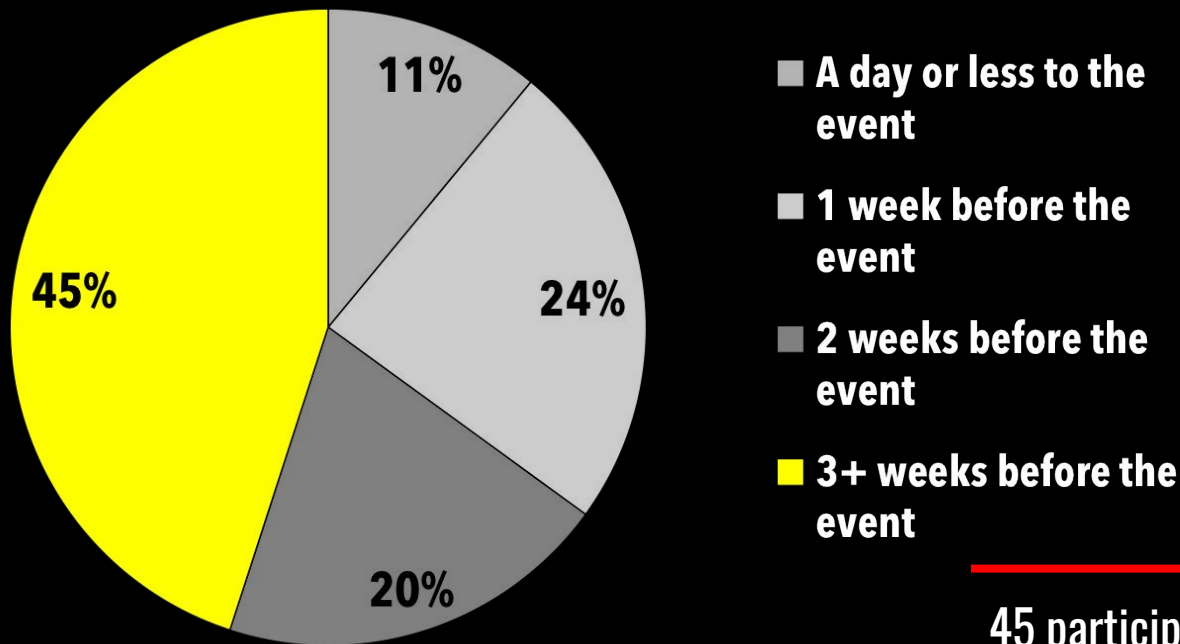
**The PSO is rated one of the top 10 orchestras in the US. Does this make you more inclined to attend a PSO event?**

45 participants



■ Yes ■ No

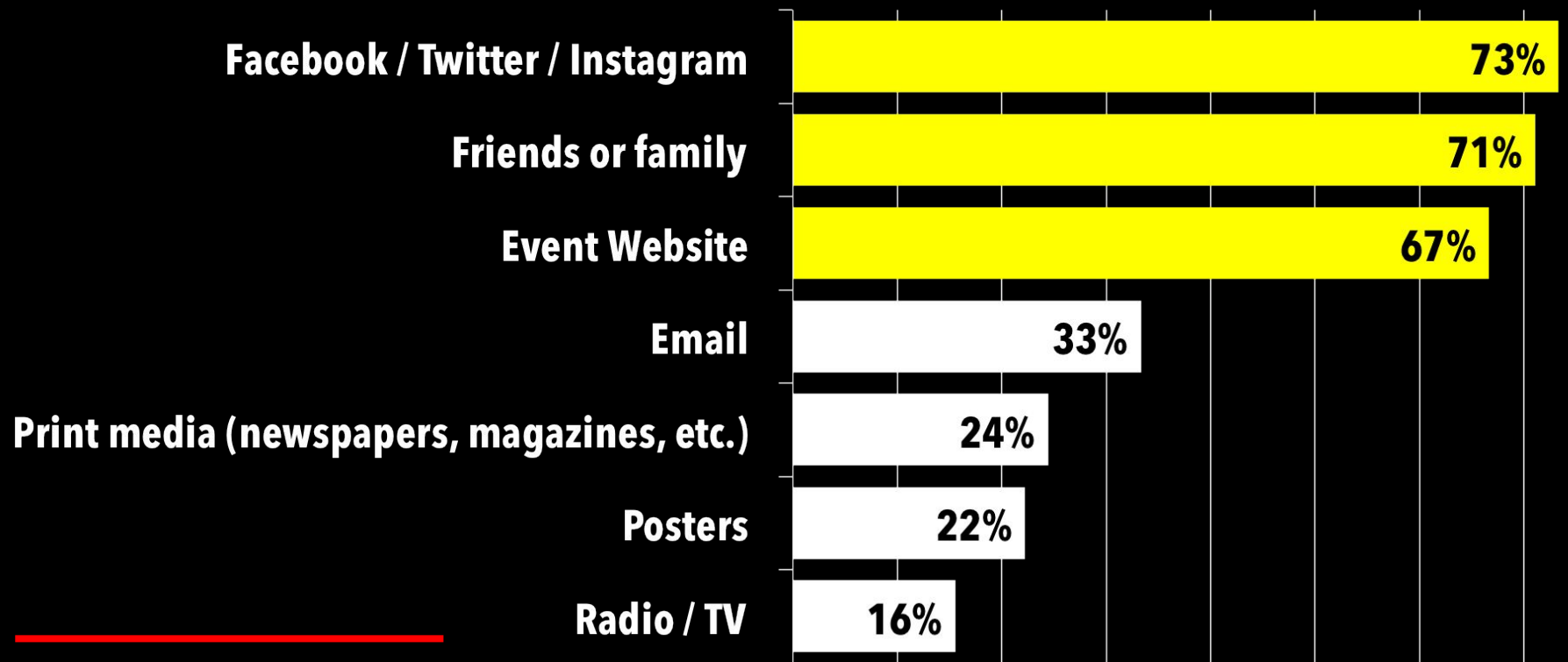
# On average, when do you make decisions to attend concerts or events in general?



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45 participants

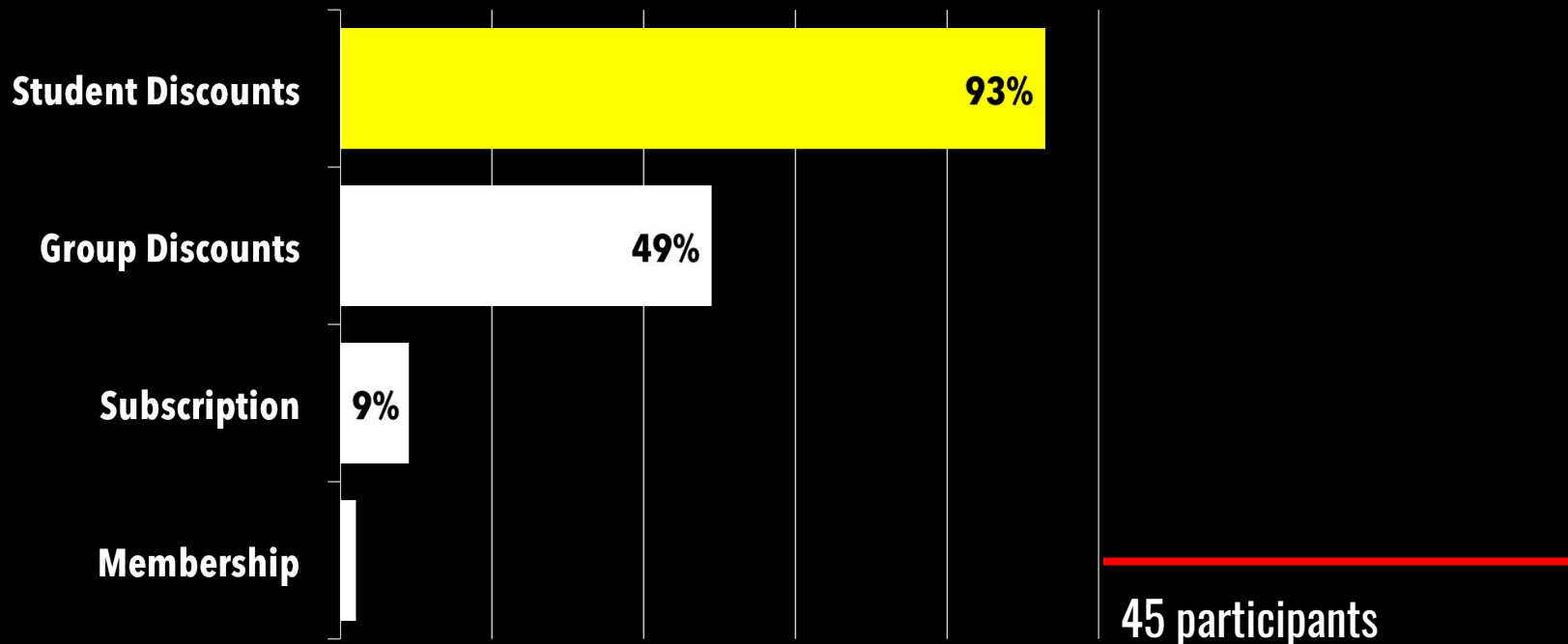
# How do you prefer receiving information about the events you attend? (check all that apply)



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45 participants

# What types of pricing options would you consider purchasing? (check all that apply)

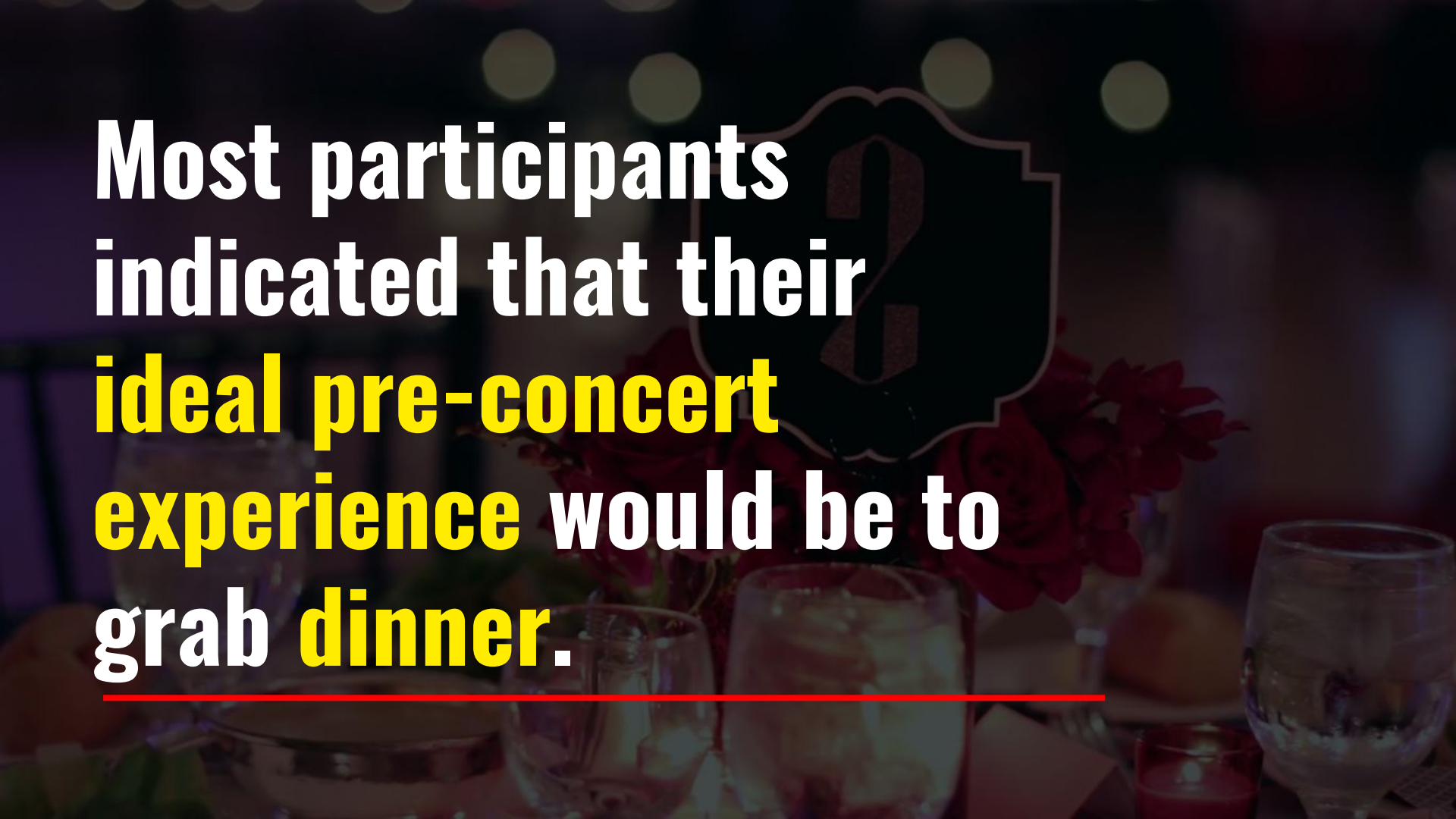


Majority willing to  
pay **\$10-\$20** a  
**ticket,**  
with **max** being **\$40.**

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The background of the image is a blurred, dimly lit restaurant table. It features several glasses, some containing water and others with ice, along with plates and a vase of red flowers. The lighting is warm and ambient, with bokeh light effects visible in the upper portion of the frame.

Most participants  
indicated that their  
**ideal pre-concert  
experience** would be to  
grab **dinner.**

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# INTERVIEW RESULTS

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4 participants

“I had **no idea that they offered Broadway shows and not just classical music**. They should promote these on campus since students would want to go to these types of events but have no idea they are offered.”

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“The **student discount** is a great policy, but I **wasn't aware** of it, and I doubt many other students are too.”

“They need to get themselves out there on campus. **Holding events** and **partnering with CMU** would make people more inclined to attend.”

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“I always thought of them as a second tier orchestra, especially coming from Boston where ours is so good, but **knowing that they are legit makes me definitely want to go more.**”

# POTENTIAL BIAS

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A nighttime photograph of a city street. On the right, a large, ornate brick building is illuminated. A sign above the entrance reads "HEINZ HALL". To the left, a vertical sign for "COLUMBIA" is visible. The street is lit by streetlights, and a few people can be seen in the distance. The overall scene is dark with warm, yellowish light from the buildings and streetlights.

**Of the 42 CMU survey  
participants, none were  
represented in CFA.**

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# RECOMMENDATIONS

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4 recommendations



**Promote Pops and FUSE  
concerts at least 3+ weeks prior  
to event through social media**

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Mention it's a **top-tier, Grammy-nominated** orchestra

# Enhance social media presence using **pamphlet promotional images**

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Share relevant content and **build excitement.**



A man in a yellow suit and a woman in a white dress are smiling and dancing in a library setting. The background is filled with bookshelves.

Promote more events that  
**include music genres** the  
younger demographic is  
**interested in**

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**Expand FUSE @ PSO** as a whole new program



# Create packages that include **pre-concert dinner**

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Add-on to **student and group discounts**. Avoid inclusion in membership or subscription model.

A large orchestra performing in a grand hall with a dark overlay.

# Create partnership events with CMU to spread awareness

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**Sell tickets** and promote on campus to **increase awareness** of **student discount** and upcoming events

# QUESTIONS

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PITTSBURGH SYMPHONY ORCHESTRA







# SUMMARY

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# Problem/Recommendations

Retaining existing and attracting new subscribers

Attracting younger audience through different channels

Listening to constituents and building a tighter community

Promote Pops and FUSE concerts at least 3+ weeks prior to event through social media

Enhance social media presence using pamphlet promotional images

Promote more events that include music genres the younger demographic is interested in

Create packages that include pre-concert dinner

Create partnership events with CMU to spread awareness, and promote on campus by holding events and selling tickets