

# Marketing Piano Cleveland

and all the stuff we do



# About me

I like challenges. I'm also realistic.



# Challenges to our brand:

- Fairly new
- Unrecognized
- Niche



~~Challenges to our brand:~~

*Opportunities* for our brand:

- Fairly new
- Unrecognized
- Niche



# Establishing the Piano Cleveland brand

- Consistency
- Impressions
- Earned media



# Consistency



1939



1945



1960



1967



2020



1978



1995



1999



2000


# Impressions



Do you know who this is?

Do you know what he does?

# For example:

	Published	Media type	Image	Caption	Post Eng. Rate	Engagement	Like Count	Comments Count	Lifetime Impressions
1.	1 Apr 2024, 18	carousel_album		<p>Bonjour from Paris! The CIPC First Round continues in Paris this week with 31 of the future leaders of the piano world playing at @salle.cortot. Catch the full sessions on our website (link in bio).</p> <p>#cipc2024 #pianotime #pianotalent #pianotime #classicalmusic #instaclassical #concert #recital #instapiano #paris #parisfrance</p>	0%	0	75	0	1,033



## **For example:**

20 ad trades (60,000+ impressions)

5 social media trades (14,000+ impressions)

USAToday ad buy: 100M visits per month + 10M readers

# Earned media



Raising the event's profile and involving more and different people are among Yaron Kohlberg's top priorities as president of the Cleveland International Piano Competition.



---

By [Zachary Lewis, The Plain Dealer](#)

CLEVELAND -- Most things about Cleveland felt familiar to pianist Yaron Kohlberg.

When he [took office in September](#) as the new executive director of the Cleveland International Piano Competition, the Israel native and avid sports fan related instantly to the pride residents take in the city and the sting of every loss by the Browns.

# The plan

- Foreground **Piano Cleveland** as the brand
- Develop a consistent communications apparatus that makes our brand recognizable
- Increase frequency of impressions through trade, purchase, geofencing, and partnership



# Marketing Our 50th

Although the 50th anniversary is a wonderful celebration, we have to recognize it is an adjunct to our brand—something used to bolster Piano Cleveland and the competition. We have to tell people why they should care.



# Why people care

Our anniversary gives us the opportunity to do two things:

1. Celebrate our accomplishments and history
2. Look to the future



# Accomplishments and history

**Media:** Blog posts on website, throwback posts (social media), anniversary book, Paris news releases, Medalist Monday (social media), history blog posts, 50th anniversary book

**Programming:** Piano Cleveland LIVE@50 featuring previous winners and jurors



# Look to the future

**Media:** New releases that explain the dynamic of the competition, Pianiste magazine interview, earned media moving forward

**Programming:** All of the CIPC with tagline “The Future is Grand”



CLEVELAND  
INTERNATIONAL  
**PIANO**  
COMPETITION  
2024



CELEBRATING  
**50**  
YEARS

THE FUTURE  
IS **GRAND.**

JULY 28 - AUGUST 10, 2024

