



Bold new look launches ACO's 2010 season

SYDNEY, August 14, 2009: The Australian Chamber Orchestra will today uncover its new look for the 2010 season with the launch of its first marketing campaign by Moon Communications Group.

Campaign components include a season launch video for online, press advertising templates, National Concert Series brochure, outdoor metrolite advertising with JC Decaux, and new design of all ticketing collateral and programs.

The campaign will run for the next 12 months, beginning now for pre-season ticket sales.

The ACO, under the lead of Artistic Director, Richard Tognetti, performs innovative cross-artform projects as well as the masterworks of the classical repertoire, and has a vigorous commissioning program.

ACO Deputy General Manager, Jessica Block, said the new look has revitalised the brand image.

“Moon has created a campaign that is exciting, adventurous and creative, embodying the brand of the ACO.

“The ACO is renowned for its innovative programming and bringing younger audiences to classical music, and this brand imagery really plays to that, reflecting the ACO's modern and creative nature.

Moon Managing Director, Anouk Darling, said: “The ACO targets a less traditional set of classical music audiences, so we have designed a much bolder, more energetic look for the 2010 season. The look is one of vitality and energy.”

Block continued: “This campaign is a part of our broader organisation strategy to maintain and increase our 85% subscription renewal level as well as bring in new single ticket buyers, sometimes for their first experience of classical music.”

Moon Communications Group is part of STW Group, Australia's leading marketing content and communications services group. Moon specialises in delivering creative brand, communication, retail, advertising, digital and interactive solutions.

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