



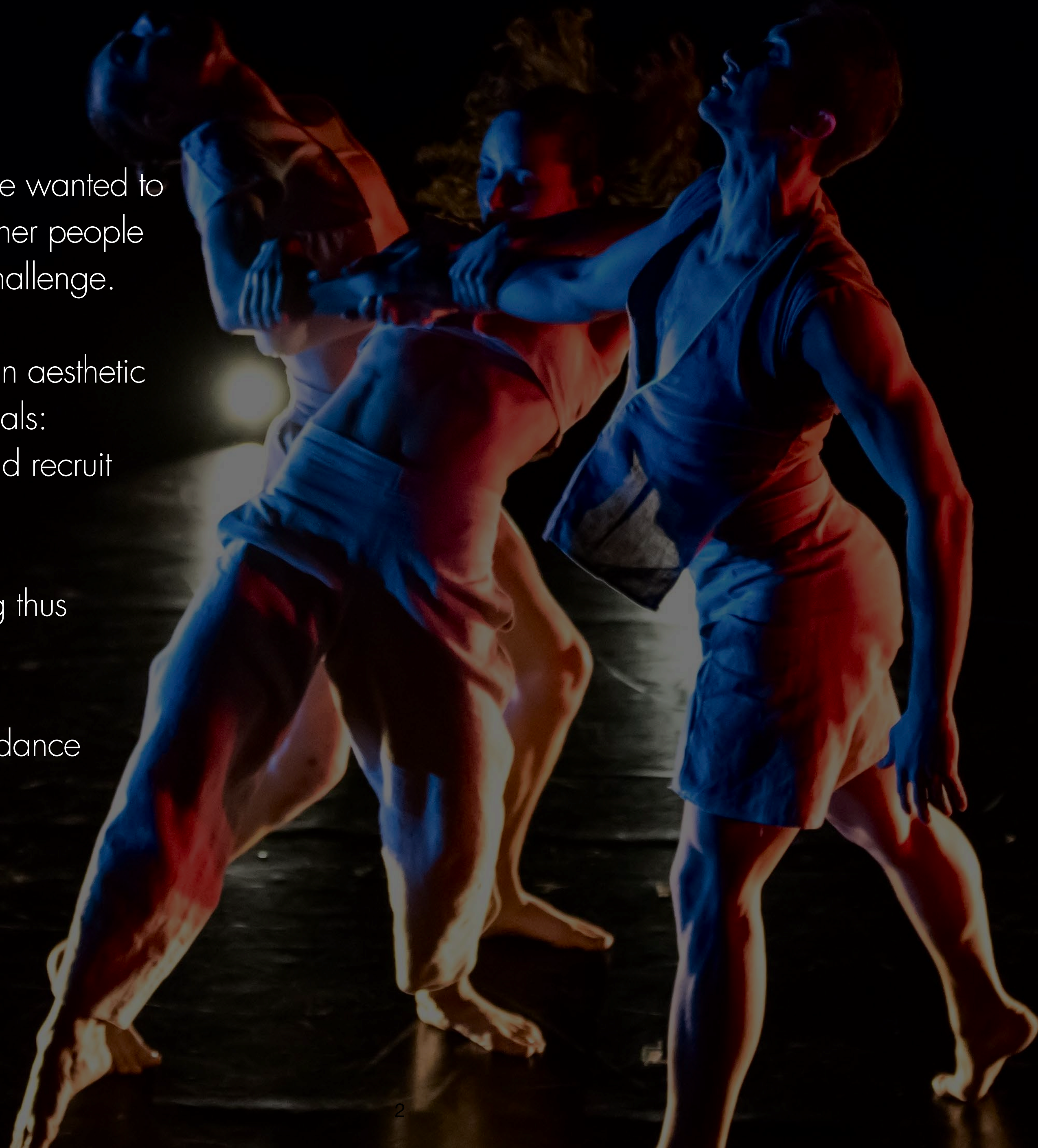
# 4AM SOCIAL CAMPAIGN



# STRATEGY

BC+A

- To promote our upcoming show 4AM, we wanted to show the joy of dance and encourage other people to do the same through a social media challenge.
- The piece, about raving culture, marked an aesthetic shift in the company with three primary goals:
  1. To engage new audience members and recruit new BC + A fans.
  2. Sell the work to more venues for touring thus boosting our annual revenue.
  3. Make high art more accessible to non-dance enthusiasts.

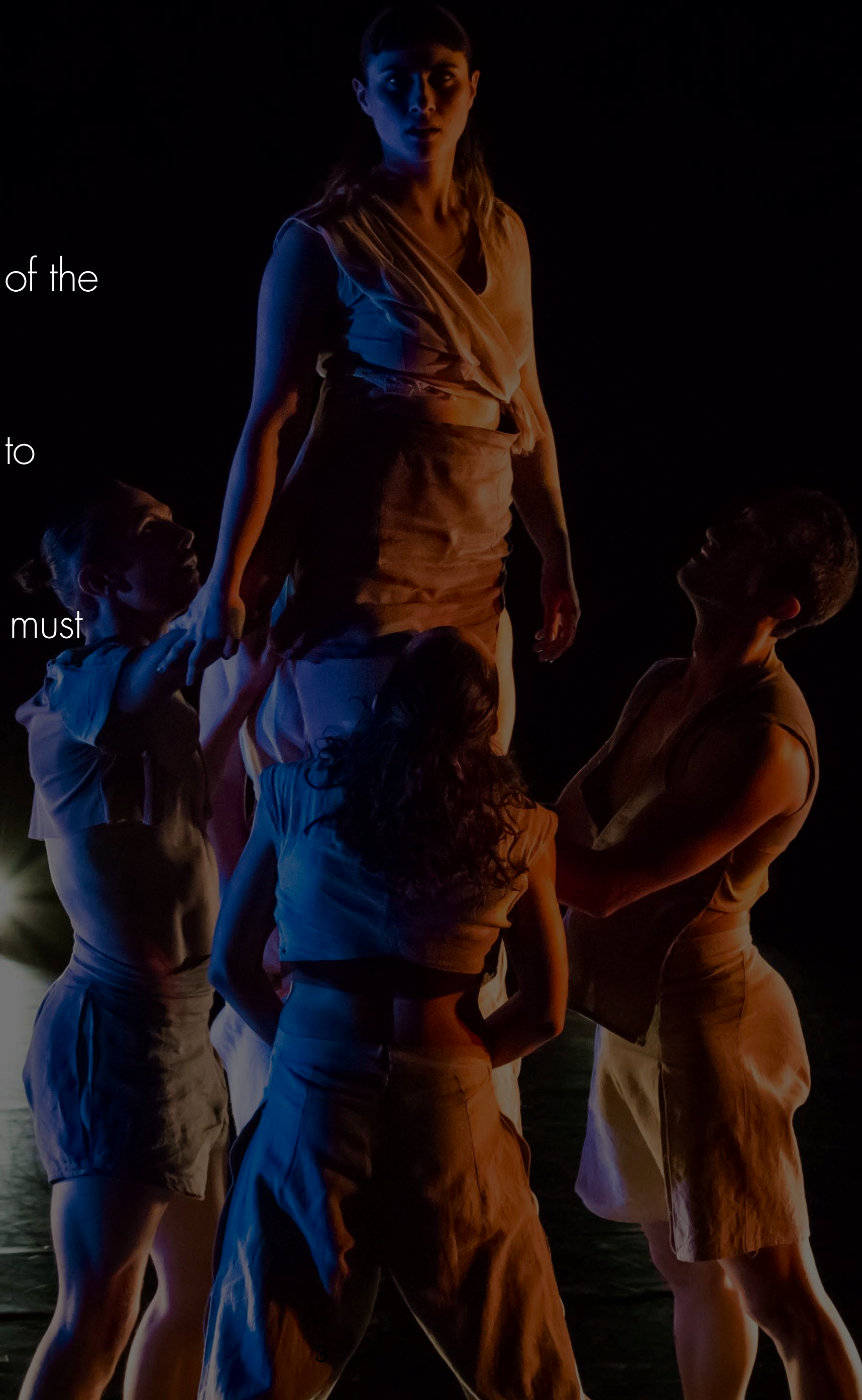




# CAMPAIGN

## SOCIAL STRATEGY:

1. In a dancer takeover, showcase self-taped footage of the dancers grooving - keep it real and fun!
2. Share Spotify **playlists** as we're building the piece to welcome people into a traditionally private process.
3. Promote a no technology workshop where dancers must check phones at the door (a la Berghain and other famous clubs).
4. Use raw media from rehearsal to promote a gritty humanness that is mirrored in the creative.






# EXECUTIONS


 **bryncohnartists**  
New York, NY



♥ 311


bryncohnartists Show us how you like to dance at 4AM!  
#4AMpremiere


 **bryncohnartists**  
New York, NY



♥ 118

bryncohnartists A club, a temple, a desert, a maze, a room with four walls - 4AM lives WHEREVER you want it to be...  
#4AMpremiere

 **bryncohnartists**  
New York, NY



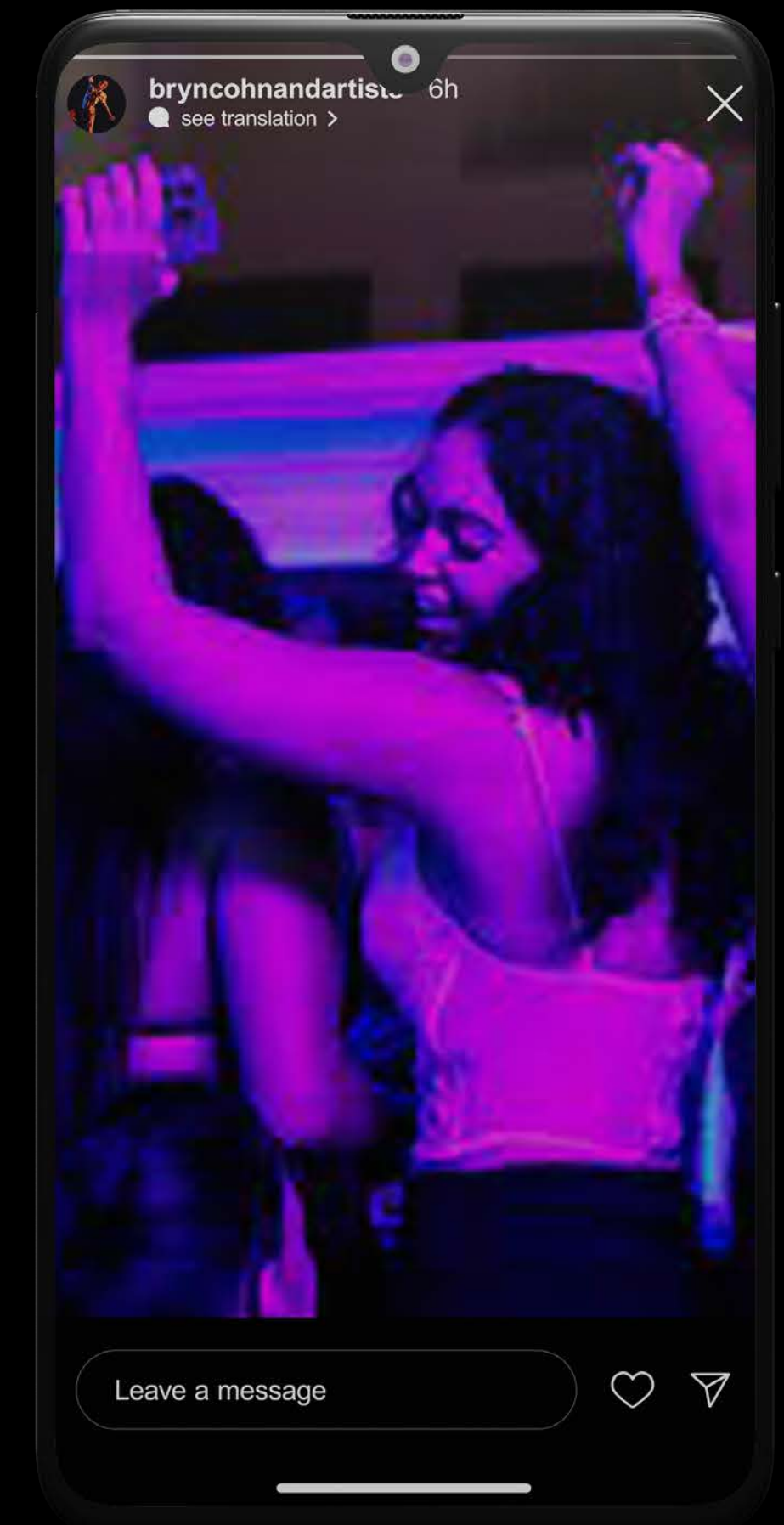
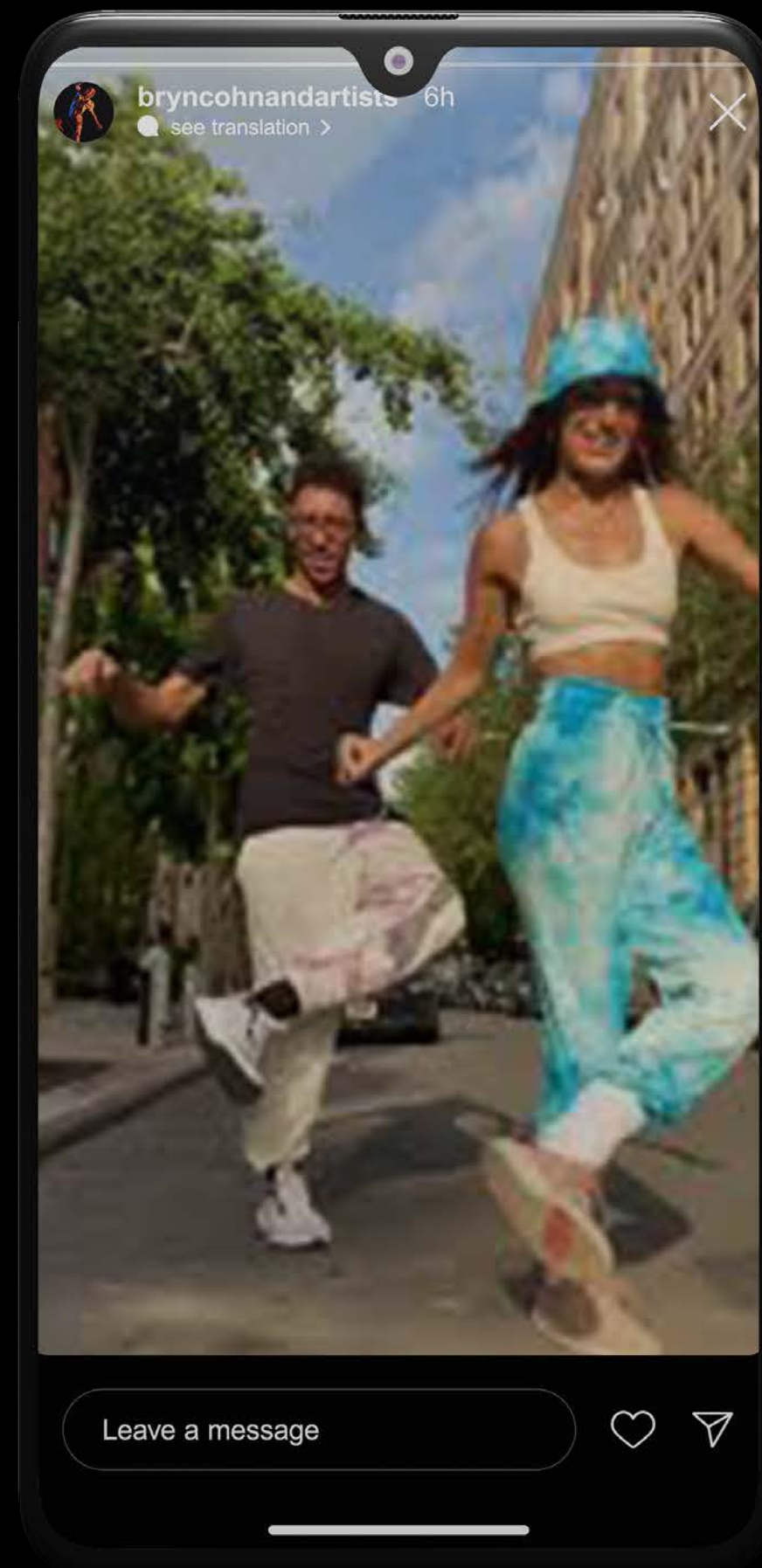
♥ 208

bryncohnartists Current inspiration  
#4AMpremiere



# GETTING GROOVY

- IG stories of the dancers dancing in a playful vibe.
- Using the hashtag #my4AM, users are encouraged to post their favorite break it down moments in a 4AM dance challenge.





# PR SHOTS FOR 4AM

BC+A





# RESULTS

- Increased touring opportunity to the country's most well known venues in Massachusetts, Texas, Michigan, California thus increasing our annual revenue by 45%.
- Three sold out shows the following season - increasing ticket sales by 35%.
- Forged and strengthened new endorsements and sponsorship: Whole Foods, Absolut, Tribeca Art Night, Artists & Fleas, Smartwater.
- A major increase of audience members (and boost in our digital subscriber base) at our annual "take dance of the theater" initiative to partner with different venues, galleries and stores to showcase performance in unconventional places.





**THANK YOU!!!!**