

## BRIEF

CUSTOMER	Chopin 2010 Celebrations Committee
BRAND	Chopin Year 2010
PRODUCT	The person of Fryderyk Chopin
TO DO	Image campaign based on non-standard forms of marketing communication: ambient media, viral marketing, publicity stunts, guerilla marketing, etc.
DEADLINE	7 <sup>th</sup> January 2010

### OBJECTIVES OF THE CAMPAIGN

1. To change the perception of the person of F. Chopin as a merely Polish-born composer and pianist about whom you had to learn at school but who bores you in reality; demythologise Chopin
2. To make the audience familiar with unknown facts about Chopin's life and work, thus raising their awareness about Chopin himself
3. To make Chopin trendy: Chopin is cool!

### TARGET GROUP

Young people aged 18-35, open-minded, seeking interesting things in life, interested in non-standard, often eccentric characters, who were very original in their lives and always stayed true to their style and principles. The group consists mostly of residents of large agglomerations/cities, living active lives and spending their free time together in their own preferred way. They choose the way they live, dress and think independently, often going against the mainstream. Very often they are individualists seeking to fulfil their life passions, which are non-conventional.

People who want to shape their own style, do away with established conventions and are not interested in following the widely-accepted social rules. Most often they establish their own reference groups, are mentally independent.

People who seek something more than just models to copy. They rather seek models which could inspire them. They are often motivated by the desire to be original and stand out from the surrounding dull crowd. This is the basis of their needs and they use different "solutions" to fulfil them.

### WHAT DOES THE CONSUMER CURRENTLY THINK ABOUT THE BRAND/CATEGORY?

In Poland, for a variety of reasons, F. Chopin is perceived with pathos. Poles (95%) view Chopin as a **misery guts, bore, tuberculosis sufferer and genius**. Chopin is boring because:

- He represents classical music (sooo boring)
- You have to learn about him at school (boomerang effect)
- He is supported by official communicators (defiance of the adult world)
- We have nothing to do with him (lack of relation)

## WHAT DO WE WANT THE CONSUMER TO THINK IN THE FUTURE?

Our audience has to become aware of the fact that all those mazurkas, nocturnes, etudes and sonatas were the music of those times but their style/interpretation was at that time exceptional, defying all the conventions, just as Chopin's life was too.

If he lived in our times he would have his profile on Myspace and sign up deals with the best music companies.

The Chopin brand has to be liked and "respected" as in "Respect, man". Young people (especially those with a creative music bent) have to see reasons to be proud and satisfied because of Chopin. They need to internalise him so that he becomes somebody they would like to follow thus becoming his ambassadors.

The starting point for the shift in perceptions is first and foremost presenting Chopin in his entirety, with all his vices, but also his virtues. Showing Chopin as a cosmopolitan and an exceptionally talented person, who would break rules and conventions.

Chopin should be presented as a celebrity of his times, as a musical genius but also as a strong personality, with great dose of a sense of humour, a lover, ladies' man and socialite.

## INSIGHT

Chopin is an extraordinary and exceptional figure. His biography is the best proof of his originality and universality.

*“Chopin’s real life was totally different from the biography we were taught at school. The “textbook” Chopin is a misery gut, bore, tuberculosis sufferer and a genius. The tuberculosis he got probably because of that George Sand, also mentioned at school. The woman was addicted to cigars. The smoke. Easy to get tuberculosis, or even a lung cancer perhaps. Chopin was totally different. He was funny. He could have had a successful career as a mime, impressionist, caricaturist or a satirist. He did not only sigh and weep, but he also loved. And he loved so much that he caught some Cupid’s disease which put him down a little and made his romantic relations difficult. And how did he play? Just lovely! He couldn’t care less for the rules. He even moved his fingers along the piano keyboard the way he thought fit, not according to the rules. He was a great man and he was surrounded by great man too. He did not complain about lack of company. Nothing went wrong for him, except for his love life. (...) I can assume that no wife and a lot of money did not make him want to change anything. (...) He was being invited to different places all the time. He would hang out somewhere, dine out somewhere, flirt and play all the time.”*

### **A more contemporary Chopin:**

- “Emigrates at 20.”
- “Is incredibly successful in the Asian markets”. The Japanese love him more than Poles do.
- “Has a soft spot for women”. He was in love with someone all the time.
- “He likes to play pranks”. He was famous for his impersonations, he played practical jokes on his friends pretending to be somebody else.
- “He is metrosexual”. He had his own hair stylist, tailor, shoemaker. He kept up with the fashion, made use of cosmetic inventions, paid attention to his physical attractiveness. He also had certain personality features usually considered as feminine, such as sensitivity and gentleness, warmth and empathy.
- “He is a shopaholic”. He would spend incredible sums of money on rather useless things.
- “He loves to promote himself”, e.g. he would never leave home without white gloves, he always had to have violets at home.
- “He spends money like water”. Sometimes he would invite all his friends to the theatre and later to hang out in restaurants and would pay for everybody.
- “He likes partying”. He would throw parties at his house and got invited over by the greatest artists and aristocrats of his time.
- “He is the life and soul of a party”. No banquet, no social gathering can take place without him.
- “He just loves shopping”. It is one of his favourite pastimes, could not resist when he saw something interesting, which in his case were clothes, furniture, valuable home accessories.
- “He can’t stand rudeness”. He was very kind, subtle, sensitive.
- “Hot-tempered”. He could break chairs when he got mad at a student.
- “He loves to have fun”. He would party all nights, despite his illness.
- “He is a rule-breaker”. His music defied conventions. It could be said that he created alternative music.

<b>COMMUNICATION</b>	
<b>Key message</b>	<b>Chopin is a contemporary star. He is an Elvis of our times.</b>
<b>Support</b>	Everything that does not fit our present perception of Chopin and his work: colourful biography and celebrity lifestyle; love for flirting; rule-breaking; sociability; active sex life; sense of humour; a genius of alternative music.
<b>Tone</b>	<p>Non-official, matter-of-fact, adapted to the group's segment, based on facts – "no BS".</p> <p>The style of communication has to be a little freaky, contemporary, ambitious. It may be worthwhile to try out some niche solutions, in any case the target group must understand and identify with it.</p> <p>Young people are not stupid and they can tell falseness. In turn, they intuitively recognise the power of facts. Consequently, they should be talked to in a normal way, using the authority of knowledge and hard facts – as an older friend would.</p>
<b>OTHERS</b>	
<b>Media</b>	Outdoor, the Internet, viral, ambient media, clubs, etc.
<b>Mandatory messages</b>	<p><b>Mandatory messages:</b> Possibly the greatest amount of information, trivia, that would pull him off the pedestal he is now on.</p> <p><b>Prohibited messages:</b> There is no information that should be excluded from the message. We should not avoid negative information about Chopin (e.g. the fact that apart from fans, he also had quite a number of critics).</p>
<b>Implementation principles</b>	To use communication channels appropriate for the audience. The messages cannot be authoritative, cannot use official language. If possible, the message should focus on concrete things: hard facts, music fragments, visuals, etc. and do not attempt to persuade anybody, but rather be food for thought (e.g. "If Chopin lived today, would he be an emo or a grunger?")
<b>Budget</b>	Unknown
<b>Contact</b>	kontakt@hatajska.com