Communication Director
Magnus Restofte
The team are covering everything at The Royal Danish Theater

3 House
7 stages
4 artforms
More than 1,400 shows / activities
Aprox. 80 premieres / re-premieres
85 Shows on tour
The brand
Strategy

Main goal: Relevant for more people (also outside the auditoriums)

Communication Strategy

• Customers must get/feel closer to us.
• Digital mindset/output
• Focus on eligibility: Be a part of the agenda.
Problem & Mission

Problem:

• Many good ideas
• Good ideas = Big expences (outside the departments budget frame)
• Our funding focus normally on the productions on the stages
• Few naturally new sponsors/partners to choose from

Mission: Find new partners to finance the need to bring the art outside the auditoriums/buildings
If we need new partners, then we also might need new ways and methods to highlight the benefits for joining forces.
Let’s start with the end product and the partner
How do Audi get’s to be the sponsor of a tour around Denmark?
It starts by sorting out what the art does not cover due to our strategi to become more relevant for more peoples
<table>
<thead>
<tr>
<th>Segment</th>
<th>Beskrivelse</th>
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So now we now what our stages covers

But there is still a distance problem and we are NOT relevant (enough)
We could...

Go to where the audiences are
or/and
Make digital content
Start by looking at fields/companies we never had been successful flirting with
Facebook clusters
We started out in 2017 with Audi

Podcasts
Pop-up Tour
Big Summer Ballet Tour 2020
Thanks for listening

Questions?

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