



# Unison Media's Unison60 Campaign



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PREL 110

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# RESEARCH

Unison Media is a publicity, PR, social media and website design agency for classical music, opera and the performing arts. Forbes said that Unison Media is “giving classical music a radical makeover”. Unison Media’s mission is to tell a better story about classical music and to help artists and arts organizations bring more beauty into the world. They believe that “all things should happen in unison”. Everything Unison Media does whether it be publicity, social media or marketing is done in an holistic way, ensuring that the same story is being told everywhere.

Unison Media was founded in 2015 by Andrew Ousley and grew within a few short years to be one of the top public relations companies for classical music. Ousley built the company on the principles of honesty, transparency and excellence. The company’s headquarters are based in Long Island City, New York City. Unison Media has ten employees spanning over multiple social media platforms including facebook, Instagram, Twitter and YouTube.

In 2021, Unison Media released Unison60, a free career development program for musicians. The 60 video series teaches developing artists the key concepts of branding, publicity, social media and marketing. Unison Media’s Unison60 audience is geared toward artists looking to advance their career in music. This group consists of composers, conductors, vocalists, instrumentalists, ensembles and organizations.

What makes Unison Media’s Unison60 stand out is its customer affordability, convenience and accessibility. The series is completely free with each video spanning under a minute and can be watched at any time. Unison Media’s Unison60 encourages its audience to be the best musicians they can be without the expense or hassle.



# COMPETITION IN CLASSICAL MUSIC PR AGENCIES

The competition in classical music is multiplying. Many PR agencies in classical music have emerged since Unison Media; Knight Classical, Primo Artists, Rayfield Allied, Intermusica, Harrison/Parrott, CAMI Music, IMG Artists, Opus 3 Artists and Maestro Arts.

One of Unison Media's competitors Mill Media created a blog on marketing for classical musicians. The mission of Mill Media's blog is to equip classical musicians with digital media to drive career growth focusing on free content to share tips on marketing, recording, filming, and content creation for social media. On their blog, they have posted articles on how to get more online followers, the goal of building a website, the key setups for recording and filming and many more. Despite the helpfulness of Mill Media's blog, the information can be lengthy and time consuming for the user to read. Unison Media's Unison60 however is user friendly with each video providing a step by step tutorial of how to digitally brand, market and publicize yourself as an artist.



VS.



# SWOT ANALYSIS

The success of Unison Media's Unison60 campaign could be measured by conducting qualitative and quantitative research. Qualitative data, such as conducting a survey could be one way to measure the success of the Unison60 campaign. Surveys benefit both the customer and the company; they help answer the customers questions about the company and vice versa. Surveys also build trust. The more the customer knows about the company (and is pleased with its products and services), the more they will trust (and vouch for the company's products and services). Quantitative data, such as the conducting the YouTube analytics for the Unison60 video series could be one way to measure the success of the campaign. Some examples of YouTube analytics to monitor could include watch time, average percentage viewed, average view duration, audience retention, amount of re-watches, customer engagement, demographics, and subscriber growth. Paying attention to fluctuations in YouTube analytics helps enhance and customize a company's video strategy.



- Recognition in the classical music scene (by Forbes and Creator)
- Powerful company story that attracts, engages and delights its audience
- Wide variety of services (publicity, social media, websites, consulting)
- Customer affordability, convenience and accessibility
- Decreasing appreciation for classical music
- Decreasing profit in classical music
- Growing demand for promotion in classical music
- Other PR agencies that offer similar services (Knight Classical, Primo Artists, Rayfield Allied, Intermusica, Harrison/Parrott, CAMI Music, IMG Artists, Opus 3 Artists and Maestro Arts)

# SUCCESS

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## QUALITATIVE



Conducting a survey

## QUANITATIVE



YouTube analytics

# PROBLEM STATEMENT

Unison Media released its free and easily accessible video series “Unison60” to assist artists looking to advance their careers as professional performers with the intention to shed the light of classical music in a world of darkness.

## GOAL

Unison Media created its Unison60 campaign to provide performers with the tools necessary to build a successful career challenging themselves and uplifting others through the power of classical music.

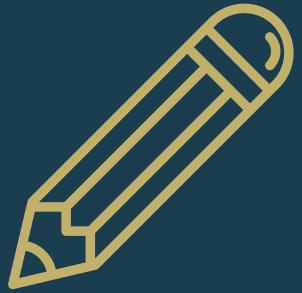
## PUBLICS

Three key publics of Unison Media’s Unison60 campaign consists of composers, vocalists/instrumentalists and conductors.

## PIPP CHART

Public	Important Segments	Profile	Priority
Composers	Writes the music for the vocalist or instrumentalist	Active public	Primary public
Vocalists/ Instrumentalists	Performs the music written by the composer	Active public	Primary public
Conductors	Directs the the vocalist or instrumentalist	Active public	Primary public

# PUBLIC #1: COMPOSERS



## SMART OBJECTIVE

Composers need guidance on how to market themselves online.

## SMART STRATEGY

Create content that is easily accessible, convenient and affordable that shows composers how to market their compositions.

## TACTICS

### Certification Program (\$1,000)

Union Media's Unison60 free career development series could serve as the foundation for the development of a certification program. Certifications promote and maintain professional standards and keep the pace with new developments in the industry. The steps that go into developing a certification program include selecting a product, determining product features, developing a curriculum, creating a test bank of questions to support the curriculum, testing the questions for validity and reliability, launching the program and maintaining the program. The good news is that Unison Media's campaign has most of these steps completed; they just need to add and tweak a few things. Hubspot Academy would be an excellent source of inspiration when structuring Unison Media's Unison60 certification program.

### Podcast & Blog (\$200)

Unison Media's Unison60 development series does a great job of utilizing video content on YouTube. However, a campaign should never revolve around one media platform. The campaign should be made accessible to its publics on a variety of different platforms. For example, some people may prefer to listen to a podcast rather than watch a video and vice versa. Podcasts and blogs, specifically, are cost effective and low maintenance.

Conference for “How to Market Yourself in the Classical Music Industry” (\$5,000)

While the bulk of advertising today is done online, many people still prefer the aspect of in-person communication. The conference “how to market yourself in the classical music industry” hosted by Unison Media would give artists the opportunity to network with professionals in the music industry. The Classical Singer Magazine’s Annual Convention would be a great source of inspiration for Unison Media’s “How to Market Yourself in the Classical Music Industry” Conference.

## PUBLIC #2: VOCALISTS & INSTRUMENTALISTS

### SMART OBJECTIVE

Vocalists and instrumentalists need guidance on how to market themselves online.

### SMART STRATEGY

Create content that is easily accessible, convenient and affordable that shows vocalists and instrumentalists how to market their performances.

### TACTICS

#### Certification Program (\$1,000)

Union Media’s Unison60 free career development series could serve as the foundation for the development of a certification program. Certifications promote and maintain professional standards and keep the pace with new developments in the industry. The steps that go into developing a certification program include selecting a product, determining product features, developing a curriculum, creating a test bank of questions to support the curriculum, testing the questions for validity and reliability, launching the program and maintaining the program. The good news is that Unison Media’s campaign has most of these steps completed; they just need to add and tweak a few things. Hubspot Academy would be an excellent source of inspiration when structuring Unison Media’s Unison60 certification program.



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# PUBLIC #2: CONDUCTORS

## SMART OBJECTIVE

Conductors need guidance on how to market themselves online.

## SMART STRATEGY

Create content that is easily accessible, convenient and affordable that shows conductors how to market the productions they directed.



## TACTICS

### Certification Program (\$1,000)

Union Media's Unison60 free career development series could serve as the foundation for the development of a certification program. Certifications promote and maintain professional standards and keep the pace with new developments in the industry. The steps that go into developing a certification program include selecting a product, determining product features, developing a curriculum, creating a test bank of questions to support the curriculum, testing the questions for validity and reliability, launching the program and maintaining the program. The good news is that Unison Media's campaign has most of these steps completed; they just need to add and tweak a few things. Hubspot Academy would be an excellent source of inspiration when structuring Unison Media's Unison60 certification program.

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# IMPLEMENTATION

## Public #1: Composers

Composers are active on the audience spectrum because they are actively engaging with Unison Media's Unison60 campaign; Unison Media has a behavioral mindset toward composers because they want them to recognize the importance of branding and apply it to their own personal platforms. At the core of everything, Unison Media wants conductors to feel valued, equipped and empowered so that they can confidently present themselves online.

## Public #2: Vocalists & Instrumentalists

Vocalists and instrumentalists are active on the audience spectrum because they are actively engaging with Unison Media's Unison60 campaign; Unison Media has a behavioral mindset toward vocalists and instrumentalists because they want them to recognize the importance of branding and apply it to their own personal platforms. At the core of everything, Unison Media wants conductors to feel valued, equipped and empowered so that they can confidently present themselves online.

## Public #3: Conductors

Conductors are active on the audience spectrum because they are actively engaging with Unison Media's Unison60 campaign; Unison Media has a behavioral mindset toward conductors because they want them to recognize the importance of branding and apply it to their own personal platforms. At the core of everything, Unison Media wants conductors to feel valued, equipped and empowered so that they can confidently present themselves online.



# CHANNEL CALENDAR

## CAMPAIGN DURATION: 9 MONTHS

Date of completion: December 30th, 2022

Public: Composers

Audience: Active

Smart Objective: Composers need guidance on how to market themselves online.

Message: Composers are active on the audience spectrum because they are actively engaging with Unison Media's Unison60 campaign; Unison Media has a behavioral mindset toward composers because they want them to recognize the importance of branding and apply it to their own personal platforms. At the core of everything, Unison Media wants composers to feel valued, equipped and empowered so that they can confidently present themselves online.

Channel: Website, podcast, blog, social media

Source: Partnership with classical musicians & PR professionals

Task: Provide composers with the tools they need to have a well-rounded, online presence while also emphasizing the value in collaboration and community.



Date of completion: March 30th, 2023

Public: Vocalists & Instrumentalists

Audience: Active

Smart Objective: Vocalists and instrumentalists need guidance on how to market themselves online.

Message: Vocalists and instrumentalists are active on the audience spectrum because they are actively engaging with Unison Media's Unison60 campaign; Unison Media has a behavioral mindset toward vocalists and instrumentalists because they want them to recognize the importance of branding and apply it to their own personal platforms. At the core of everything, Unison Media wants vocalists and instrumentalists to feel valued, equipped and empowered so that they can confidently present themselves online.

Channel: Website, podcast, blog, social media

Source: Partnership with classical musicians & PR professionals

Task: Provide vocalists and instrumentalists with the tools they need to have a well-rounded, online presence while also emphasizing the value in collaboration and community.



Date of completion: June 30th, 2023

Public: Conductors

Audience: Active

Smart Objective: Conductors need guidance on how to market themselves online.

Message: Conductors are active on the audience spectrum because they are actively engaging with Unison Media's Unison60 campaign; Unison Media has a behavioral mindset toward conductors because they want them to recognize the importance of branding and apply it to their own personal platforms. At the core of everything, Unison Media wants conductors to feel valued, equipped and empowered so that they can confidently present themselves online.

Channel: Website, podcast, blog, social media

Source: Partnership with classical musicians & PR professionals

Task: Provide conductors with the tools they need to have a well-rounded, online presence while also emphasizing the value in collaboration and community.



# UNISON EVALUATION

Public #1: Composers

Smart Objective: Composers need guidance on how to market themselves online.

Public #2: Vocalists & Instrumentalists

Smart Objective: Vocalists and instrumentalists need guidance on how to market themselves online.

Public #3: Conductors

Smart Objective: Conductors need guidance on how to market themselves online.

After the last video for the Unison60 video series, a survey was shared with Unison's publics asking what they learned from the series about publicity, social media and marketing and if they were able to apply those learnings to their own social media platforms. The final question on the survey was about the helpfulness of the program; of the 200 surveys collected, 160 said Unison60 was helpful in taking the next steps in building a platform online as a musician. An additional survey was sent out for those who said that the program was unhelpful. It is essential to always be looking for new ways to improve your content as a company. Overall, Unison Media's Unison60 campaign had a 80% success rate.



# CAMPAIGN STAGES

## THE BEGINNING: PREPARATION

I would observe and measure the effectiveness of my ideas in the beginning phase of a proposed campaign by simply asking the question, "What is the need for this PR campaign?". If there isn't a dire need for something, then why do it. It is crucial to assess your publics. Who are they? What do they value? Why do they need you (meaning the PR campaign)? Is the purpose of your campaign to spread awareness or change behavior?

In regards to Unison Media's Unison60 campaign, at the beginning stages, I was (hypothetically) fully on board. Being a classically trained singer, I understood the need for promotion in classical music. Aubrey Bergauer, called 'the Steve Jobs of classical music', said, "The problem with classical music is everything except the music; in technology parlance, we might say that our 'UX,' our customer user experience, generally sucks" (Draghiciu & Wierson, 2019, pp. 3). I 100% agree. There is so much beauty in classical music it's just that we aren't promoting it in a way that resonates with our publics.

## THE MIDDLE: IMPLEMENTATION

I would observe and measure the effectiveness of my ideas during the proposed campaign by setting short and long term goals. Setting goals guides your focus and helps you sustain a steady momentum in life.

I would (hypothetically) say that at the middle stages of Unison Media's Unison60 campaign, things were going pretty well. The more videos we posted, the more views we counted. Yet, I felt like we needed to create more diversifying content other than just videos. We need to keep our audience engaged. So, we implemented a certification program to give our audience an incentive to recognize the importance of branding.



## THE END: IMACT

I would observe and measure the effectiveness of my ideas at the end of the proposed campaign by looking at whether or not we achieved our short and long term goals. If we did, then we succeeded. If we didn't then, we need to adjust the campaign and cater it more towards trends in our publics and in culture.

Uniso Media's Unison60 campaign was a success. As written above, we sent out surveys on the helpfulness of the series; and of the 200 surveys collected, 160 said Unison60 was helpful in taking the next steps in building a platform online as a musician. Overall, Unison Media's Unison60 campaign had a 80% success rate.

Now that's the power of PR!



## MEET THE AUTHOR



I hope you enjoyed learning about Unison Media’s “Unison60” Campaign.

Click the button below to see more of my work!



## ABOUT ME

Hello! My name is Meredith Keller. I'm a double major in Voice Performance and Public Relations with a concentration in events and entertainment with a minor in Biblical studies at Biola University. I aspire to work in music PR to shepherd artists in their music careers.

[My Work!](#)



# REFERENCES

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