

Brooklyn Conservatory of Music

With an ambitious plan to double the number of New Yorkers it serves across its programs, the Brooklyn Conservatory of Music is in the midst of an organization-defining capital campaign. How do you explain who you are and why your mission matters to a fragmented audience in a highly competitive market?

We solved this challenge by:

- **Developing a creative conceit** that played with the double entendre of “movements” — alluding to both the musical meaning and also the physical movement of BKCM students across the city.
- Equally embraced candor and choreography to **unearth emotional moments** that spoke to the power of music.
- **Designing a graphical style** that followed the tenets of music composition to convey organizational details.

The videos helped drive their annual giving numbers up **218%** from the previous year.

