

## **Bach Festival Marketing**

The annual Bach Festival in Leipzig is high on the agenda for music fans and lovers of classical music. Advertising for the cultural highlight is organised internationally in accordance with the international guests – and for this the "Leipzig Freedom" and the Bach archive as organisers have worked in cooperation for years. The city and location marketing is active in this event with a comprehensive marketing package – including national advertising activities, logistics performance at location and acquisition of sponsors. Apart from the direct effect of inspiring Bach fans to visit Leipzig, the partners focus on the long term aim of reinforcing the status of Leipzig as city of culture and music.

Among the big guns in the marketing mix is a national outdoor campaign with up to 1,000 large format posters which will attract attention in the principle German cities to the Bach Festival. It is thanks to the Ströer Deutsche Städte Medien GmbH that Johann Sebastian Bach can advertise "his" event. The city and location marketing managed to acquire them as partner and they have supported the Bach festival for years. In 2009 alone, sponsoring for media in the amount of 150,000 euros has been acquired. Furthermore a 10 sq.m. blow-up placard in the Leipzig city centre advertises the event.

For the whole year a strong media presence is assured in the "Leipzig Specials", in special publications and editorial PR contributions which are published worldwide under overall control of "Leipzig Freedom". In their own publications, for example in the magazine for rail travellers „Leipzig Express“ the Bach festival is prominently represented and thus is promotionally throughout Germany "on the rails".

