



NEW WEST SYMPHONY
MARCELO LEHNINGER, MUSIC DIRECTOR

New West Symphony
YouTube Vocal
Competition
in collaboration with
iCadenza



Technology and Innovation

Project Benefits:

- Low entry barriers
- Low cost
- Opportunity for celebrity judges to participate worldwide
- Brand recognition and promotion
- Innovative use of existing digital platform
- Publicity
- Audience Development

Project Challenges:

- Learning curve
- Limitations of Network
- Variable quality of the videos
- Administrative efforts



Minimizing Risk

- Benefits of a partner:
 - Combined network (fostered new relationships with the vocal programs of local universities)
 - Administrative assistance
 - Recruitment of judges
 - Promotional opportunities
 - Desirable competition prize
 - Sold out performances



Julia Torgovitskaya



Overall Results

- Highest single ticket sales in a season
- New audiences
- Over 10,000 NEW clicks on our YouTube Channel
- Media coverage
- Contributed to the career of four new artists
- Developed new relationships with young artists





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