

U P B R A N D

STRATEGY + CREATIVE

STL SYMPHONY

CASE STUDY

2 0 2 2



A world-renowned, 130-year-old institution, the St. Louis Symphony is a cultural cornerstone of the city, but it has also dealt with its fair share of turmoil. During some particularly significant financial troubles and tension among its musicians, the symphony turned to UPBrand to help reposition itself to better reflect its essence and place in the community.

SERVICES: BRAND STRATEGY / IDENTITY CREATION / VIDEO / WEBSITE DESIGN



BRAND STRATEGY

Through our discovery process that included both qualitative and quantitative research, we learned that while the reputation of the symphony was improving, those changes weren't being perceived by the larger audience. We needed to tell a new story about the St. Louis Symphony; one that was less stodgy and more welcoming to the community.

BRANDING & IDENTITY

Using a new message platform as inspiration, UPBrand designed a sleek identity for the symphony, including a logo that streamlined the name: STL Symphony. The refreshed identity was created to better reflect the times and usage of how our community identifies themselves. We also recognized the strong emotional connection people had with the symphony's primary venue, Powell Hall, and added it as a descriptor to the master brand identity.

SAINT LOUIS
Symphony
ORCHESTRA

ORIGINAL

STL *SYMPHONY*
LIVE AT POWELL HALL

UPDATED



DEBUTING THE NEW ST. LOUIS SYMPHONY

To start the rollout of the new identity on a high note, we launched a campaign featuring direct mail, a new web presence, a brandumentary film and some Emmy-nominated television spots. The results were music to everyone's ears: a 36% increase in total ticket revenues, a 12% increase in average attendance per concert and nearly 20,000 new households added to the house file, giving new life to an established St. Louis brand.

THANK YOU
FOR VIEWING THIS CASE STUDY

Get in touch to learn more.

Jeff Insko

President, Executive Creative Director

314.615.6534

jeffi@upbrand.com

U P B R A N D

STRATEGY + CREATIVE