

# **[ CLASSIC\_MIX ]**

# ***INSIGHT***

There's a general prejudice toward DJ's, that they are not real musicians.  
People believe, that all they do is just pushing the PLAY button.

# ***HOW CAN WE PROVE THIS IS NOT TRUE?***

How can we prove, that electronic music requires true musical skills too, while also generating a hype for Telekom Electronic Beats full year long?

**PRESENTING**

**[CLASSIC\_MIX]**

# *IDEA*

To blow the misbelief away Telekom Electronic Beats brings together the big names of the electronic music industry with the virtuosos of classical music for a never-before-seen collaboration...

Tearing down prejudices and also promoting TEB in a never before seen way.

PAUL KALKBRENNER  
LAJKÓ FÉLIX



JOIN THE FUSION CLASSIX\_MIX @ TELEKOM ELECTRONIC BEATS 2019



ELECTRONIC BEATS

# POSTER

To build awareness, as a teaser of the campaign, we'll have classic\_mix posters placed in places where they play electronic music and also in places where they play classical music.



TELEKOM ELECTRONIC BEATS

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# ***STATE-OF-THE-ART PERFORMANCE***

To blow the misbelief further away, Telekom Electronic Beats teams up with Róbert Alföldi to create the first ever ***ELECTROPERETT***.

A piece of musical performance, where the background music is created live through the collaboration of the orchestra and a DJ.

An initiative, that creates meaningful connection of different arts through music, while also bringing people closer to electronic music and Telekom Electronic Beats.

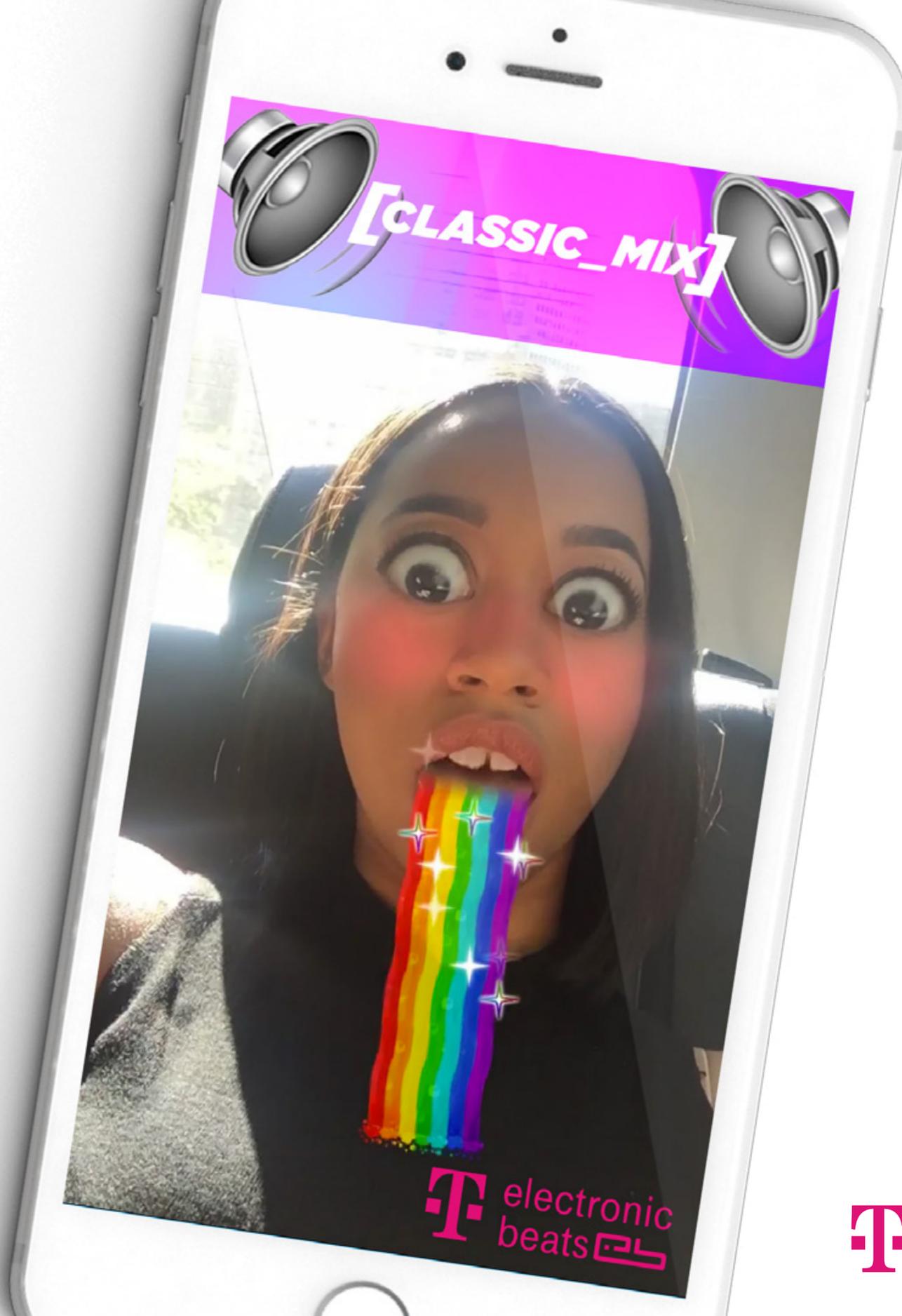


# SNAPCHAT FILTER

To keep the hype going and to reach those millennials right where they are, we'll create a Telekom Electronic Beats Snapchat filter.

An intelligent filter, which - when used - gives the user a taste of how the collaboration between classical musicians and DJ's will sound like on TEB.

A Snapchat filter, that plays a music sample from the classic\_mix when you drop your jaws 🙌😱



**CLASSIC  
THANK YOU!  
SLIDE.**