



Tone of Voice Exploration: Engaging Teens and kids in Music



Home-like Comfort:

- Imagine inviting a friend over for a jam session in your living room – that's the feeling we want to evoke. Our tone should **be warm, welcoming, and inclusive**, creating a **sense of belonging** for teens looking to learn and grow in a supportive environment.



Playful Humor:

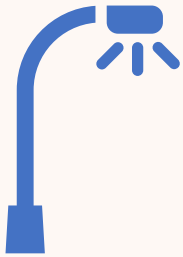
- Laughter is the language of friendship, and we want to speak it fluently. By infusing our communications with **light-hearted jokes, witty banter, and a touch of silliness**, we can **break down barriers** and **make music feel fun**, approachable, and downright irresistible to our target audience.



Joyful Enthusiasm:

- There's a special kind of magic that happens when passion meets purpose. We want to ignite that spark within every teen who encounters our brand, infusing our tone with **infectious enthusiasm**, **boundless energy**, and an unwavering belief in the transformative power of music.

Key Elements:



Home-like Comfort: Creating a sense of belonging and camaraderie.



Playful Humor: Making music fun, approachable, and memorable.



Joyful Enthusiasm: Igniting passion and excitement for musical exploration.



Teens



**WANNA LEARN
THE SAX?**

30 April, 2023

Instagram:

- 🎷 Whether you're itching to learn a new instrument or looking to take your skills to the next level, we've got you covered. Join our wind orchestra and get ready to hit all the right notes! #SaxAppeal #MusicalJourney"

TikTok

- **Title:** "Orchestra vs. Solo: Which Musical Adventure is Right for You? 🤔🎵"
- **Description:** "Decisions, decisions... Are you a solo superstar or a team player at heart? Let's weigh the pros and cons of going it alone vs. joining the orchestra! #MusicChoices #SoloVsOrchestra"





Poster


- Title: Join and Play with us
- FOMO: Limited spots available



Parents

Facebook post

- 🎵 Calling all parents of budding musicians! Give them the gift of music with our Wind Orchestra for Kids! Our expert instructors provide a fun and supportive environment where kids can learn to play wind instruments and make lifelong friends. Let your little one discover the joy of music today! #MusicalJourney #WindOrchestraForKids"



Is your **child**
passionate
about music?