



PRESS RELEASE

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Moving Movements: First Image-Campaign for the HAMBURG BALLETT

John Neumeier stated frequently that in his choreographies he creates "movements that are moving" the audience. This emotional approach is typical for the HAMBURG BALLETT. "Moving Movements" is therefore the brand positioning behind the first image campaign for the company. Jealousy, Passion, Solitude, Bravery - strong emotions are at the core of the four motives of the campaign, merging art and everyday life. Starting September 13, the motives will be seen on posters and adds all over Germany.

The campaign is supposed to attract younger audiences and overcome inhibitions of people not quite so acquainted to dance. It shows that the magic of the HAMBURG BALLETT captures everyone who gets involved and that dance is full of surprises for everyone. The advertising-agency Scholz & Friends Hamburg accounts for the creative idea and art direction and was working "pro bono" for the HAMBURG BALLETT. PR-events and social media-projects will follow the advertisements. Several sponsorings made it possible to implement the campaign - which sums up to a total value of around 400.000 EUR - with no marketing-budget at all.

Please find attached the four motives of the campaign

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