

Reach for the Spoons: Orchestra of the Age of Enlightenment launches campaign to reach 100K subscribers on YouTube with a video on the underappreciated Baroque Spoons

On the 1st April 2020, the Orchestra of the Age of Enlightenment (OAE) launches their campaign to achieve 100,000 subscribers on their YouTube channel by September of this year.

In a time when the musicians are unable to perform together in person, it is crucial that the Orchestra finds new ways to make music together and continue to inspire their audiences. Over the coming months, the OAE will reveal their new digital presence with multiple projects and video series for their audiences to engage with.

The OAE are beginning their 100K plight by creating a new video to go in their popular 'Introducing the [instrument]' series. However, this video will have a twist; it is a satirical contribution, taking the form of 'Introducing the Baroque Spoons.'

WATCH THE VIDEO HERE: <https://www.youtube.com/watch?v=jQC4mglx5uE&t=6s>

While the Orchestra already has a strong digital presence with 62,000 YouTube subscribers currently, it is an ambitious undertaking to increase this number to the target in such a short space of time.

Crispin Woodhead, OAE Chief Executive, says:

“It is important for our supporters to know that there is more than one way to help us during this time. Subscribing to our YouTube channel may not be the first thought on people’s minds and it may seem a rather inconsequential gesture, but the collective impact of a large group of people subscribing is significant.”

The more subscribers a channel has, the better placed the videos will be in YouTube’s organic ‘suggested content’ algorithm. For the Orchestra of the Age of Enlightenment, this will increase the exposure of the organisation’s videos and therefore provide work and generate revenue for the players during a worrying time of cancelled engagements and lost income.

To celebrate each milestone in reaching 100,000, the OAE will release a snippet of content for their audiences as a teaser for a big reveal when the target is reached.

With the majority of their regular engagements on hold for the foreseeable future, the OAE can focus their attention on expanding their digital output. It means that the Orchestra is able to reach audiences from all around the world who would not normally be able to come to an OAE concert in person.

In the current climate, this shift from physical to digital performance is inevitable. However, this does not mean that the OAE has to lose its distinct persona. On the contrary, this is an opportunity for the Orchestra to expand and develop its personality to settle in to what might just be the new norm for the performance industry.

To subscribe to the OAE's YouTube channel, click on the link below and press the red 'subscribe' button.

<https://www.youtube.com/user/OrchestraEnlighten>

Notes to Editors

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Read more about the OAE's digital initiatives
<https://oae.co.uk/the-show-must-go-online/>

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