

Montreux Jazz Festival Audience & Case Study

LUXURY SECTOR



Montreux
Jazz Festival

Introduction

We are not just a Festival organizer, we are emotion creators.

Montreux Jazz Festival is one of the world's most important and renowned musical event.

Throughout its 60-year history, the Festival has recorded almost all of its artistic performances, making up the world's largest audiovisual collection of live music, recognized by UNESCO's Memory of the World programme.

At the same time, **MJF has forged a national and international reputation** based on the values of authenticity, quality and intimacy between artists and audience. The Festival is of course renowned for its **legendary concerts** featuring international stars **in a small setting**, but it is also hailed as a benchmark for **launching the careers of the next generation of musicians.**

Above all, MJF is a **story of passion and love for music and musicians**, offering festival-goers unique experiences where emotions are at the heart of our concerns.

Montreux Jazz Festival Brand

———. Who are we?

We are more than just a Festival! We are a music ecosystem active in entertainment, **education**, **hospitality** and **media** that produces **experiences** and **content** for artists and music lovers.

———. Our mission

Leverage the MJF brand and audiences, to create and curate music experiences as well as content that **entertain**, **inspire** and **inform**.

———. Our vision

We believe in **heritage serving the future**, so we are always looking at ways to leverage our legacy to reach new and younger audiences in a modern and relevant way, with innovation at the heart. We believe in a sustainable approach to music, keeping the **emotion**, the **intimacy** and the **human element** at the core.

Our ecosystem

Montreux Jazz Festival

A PREMIUM LIVE MUSIC EVENT SINCE 1967

- › Unique live and customer experiences with artists & labels
- › Talent booking
- › Strong international partnerships
- › Hospitality expertise
- › Event production, logistics & infrastructure

Montreux Media Ventures

A MEDIA CONTENT AND EXPERIENCE COMPANY

- Content production & distribution ‹
- Editorial & publishing ‹
- Branded content creation ‹
- Experiential music events ‹
- Digital innovation & technological expertise ‹

A UNIQUE LEGACY

One of the most important
live music brands

The largest UNESCO-protected
audiovisual musical collection

A unique collection of art posters
and music photography

Montreux Jazz Artists Foundation

A PUBLIC FOUNDATION FOR EMERGING TALENT
& MUSIC OUTREACH

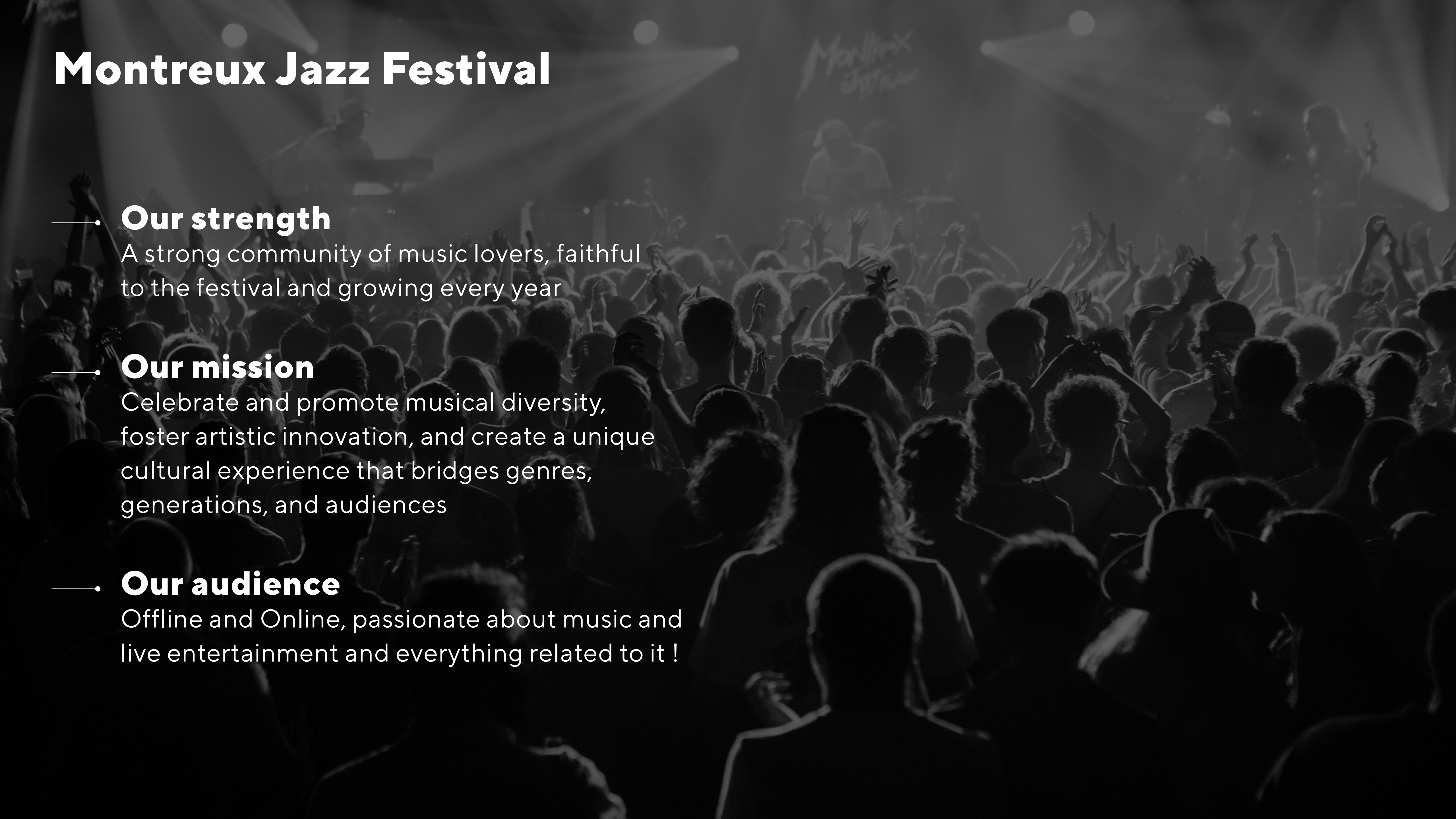
- › New talent scouting
- › Support & promotion of young talent
- › Concerts, workshops & exhibitions development
- › Academic & institutional network

Montreux Jazz International

INTERNATIONAL BRAND DEVELOPMENT COMPANY

- Café, Club & Loft franchises ‹
- International Festivals & pop-up event licences ‹
- Retail and licenced products ‹

Montreux Jazz Festival



— **Our strength**

A strong community of music lovers, faithful to the festival and growing every year

— **Our mission**

Celebrate and promote musical diversity, foster artistic innovation, and create a unique cultural experience that bridges genres, generations, and audiences

— **Our audience**

Offline and Online, passionate about music and live entertainment and everything related to it !

Offline Audience

Diverse, reflecting the Festival’s broad appeal and eclectic programming. It attracts a global and multi-generational crowd, unified by a passion for music and cultural experiences

+ **250’000** visitors per year
.....
70% under 30 years old



Situation: students from UNIL, EPFL, business schools

Hobbies: love all kind of music, discovering new young Swiss artists, techno lovers

Interests at MJF: free concerts and parties



Situation: high incomes, respectable position at their companies

Hobbies: love music and want only the best music products

Interests at MJF: looking for music quality, want to see music legends and will pay for it



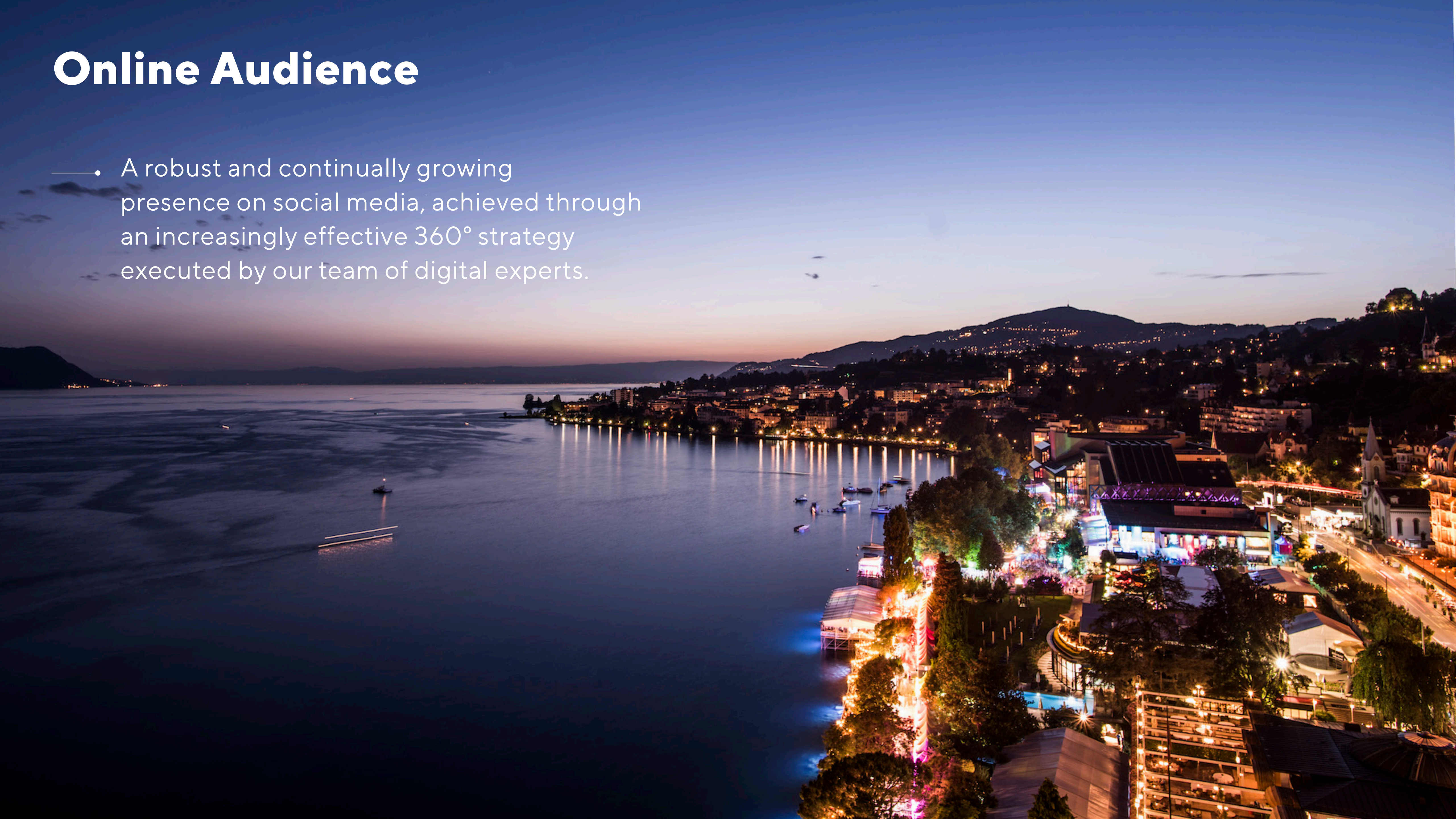
Situation: parents with kids, local and international

Hobbies: love to spend time together with family, while enjoying music

Interests at MJF: enjoying concerts but also spending time in the free zone

Online Audience

- A robust and continually growing presence on social media, achieved through an increasingly effective 360° strategy executed by our team of digital experts.



Online Audience



DEMOGRAPHIC

SWITZERLAND	30%
USA	12%
FRANCE	8%
UK	5%
GERMANY	5%



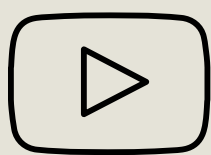
AGE

18-34	42%
35-54	44%
+55	8%



GENDER

MALE	53%
FEMALE	47%



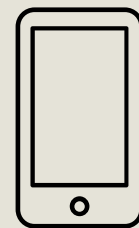
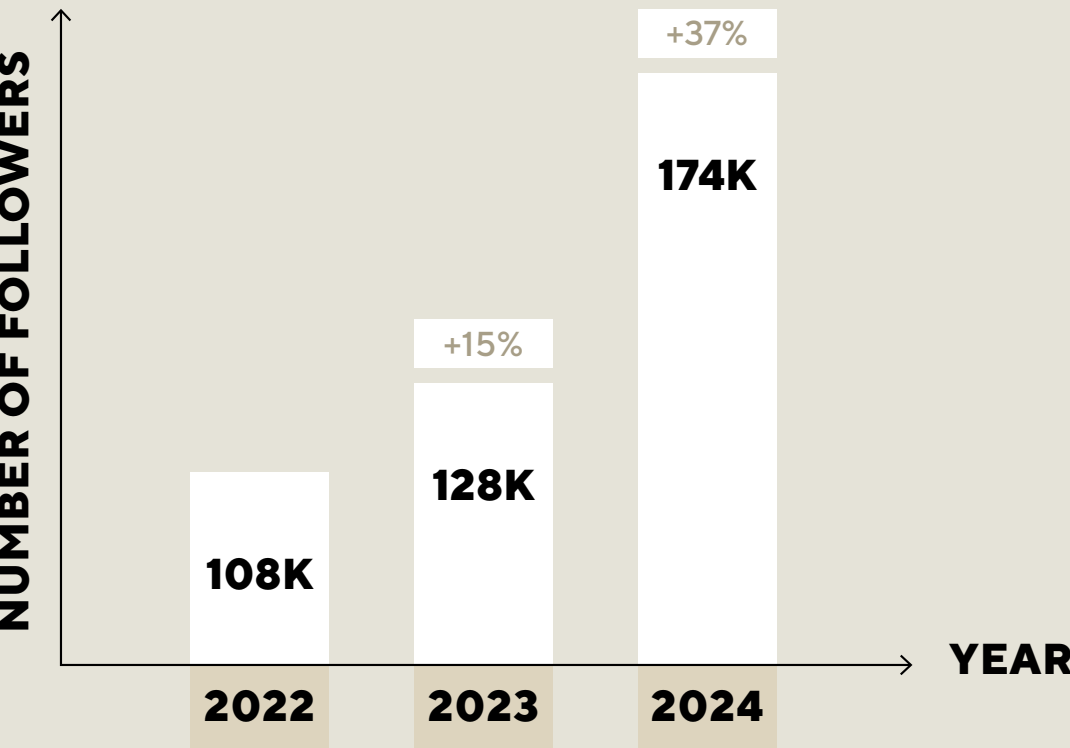
YOUTUBE

OVER 10 MILLIONS
VIEWS EVERY YEAR



COMMUNITY

A GROWING COMMUNITY
EVERY YEAR SINCE 2022

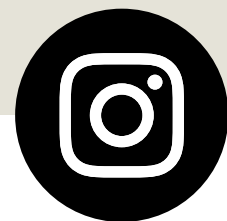


+652K FOLLOWERS

ACROSS SOCIAL MEDIA

INSTAGRAM	174K
YOUTUBE	161K
FACEBOOK	173
TIKTOK	7K
X	116K
LINKEDIN	21K

Digital highlights



Followers	175k
Views	17M
Reach	11.6M
Likes	634k
Comments	60k



Followers	167 K
Views	11 M
Impression	96 M



Followers	181k
Reach	1.2M
Likes	32.6k
Comments	2.3k



Followers	7.6k
Views	507k
Likes	12k
Comments	6.2k

*Platform launched in 2022



Streams: +200 M

*Member of Apple Music's
Curator Programme

Case study: Audemars Piguet



Our Partnership

In 2019, Audemars Piguet went one step further by joining one of the most respected music festivals, where legends are born, **as Global Partner**.

Situated at the junction between heritage and innovation, Audemars Piguet and the Montreux Jazz Festival revere traditions, while anticipating the world of tomorrow. This partnership is the perfect interplay of **two forward-thinking organisations** driven by a common desire **to nurture human talent** and **create exceptional moments**.

Audemars Piguet shares its passion for music and excellence, bringing people together through the language of emotions

With a strong music strategy since few years, Audemars Piguet **targets premium customers and future GenZ consumers**, through the power of music.



Our Activations



Activation 1
Mark Ronson
Syncing Sounds
2023



Activation 2
Audemars Piguet
Parallel Experience
2024



Activation 3
Digital Contest
2024

Activation 1

ONLINE & OFFLINE ACTIVATIONS: MARK RONSON

Captured by London-based film director Lauren Luxenberg, **Syncing Sounds - Live** follows **Mark Ronson** as he thinks up the best show possible for the Montreux stage.

Follow the different conversations which led to the conception of the show, from text messages and voice notes to exchanges between Mark Ronson, his guests and Daphnée Lanternier.

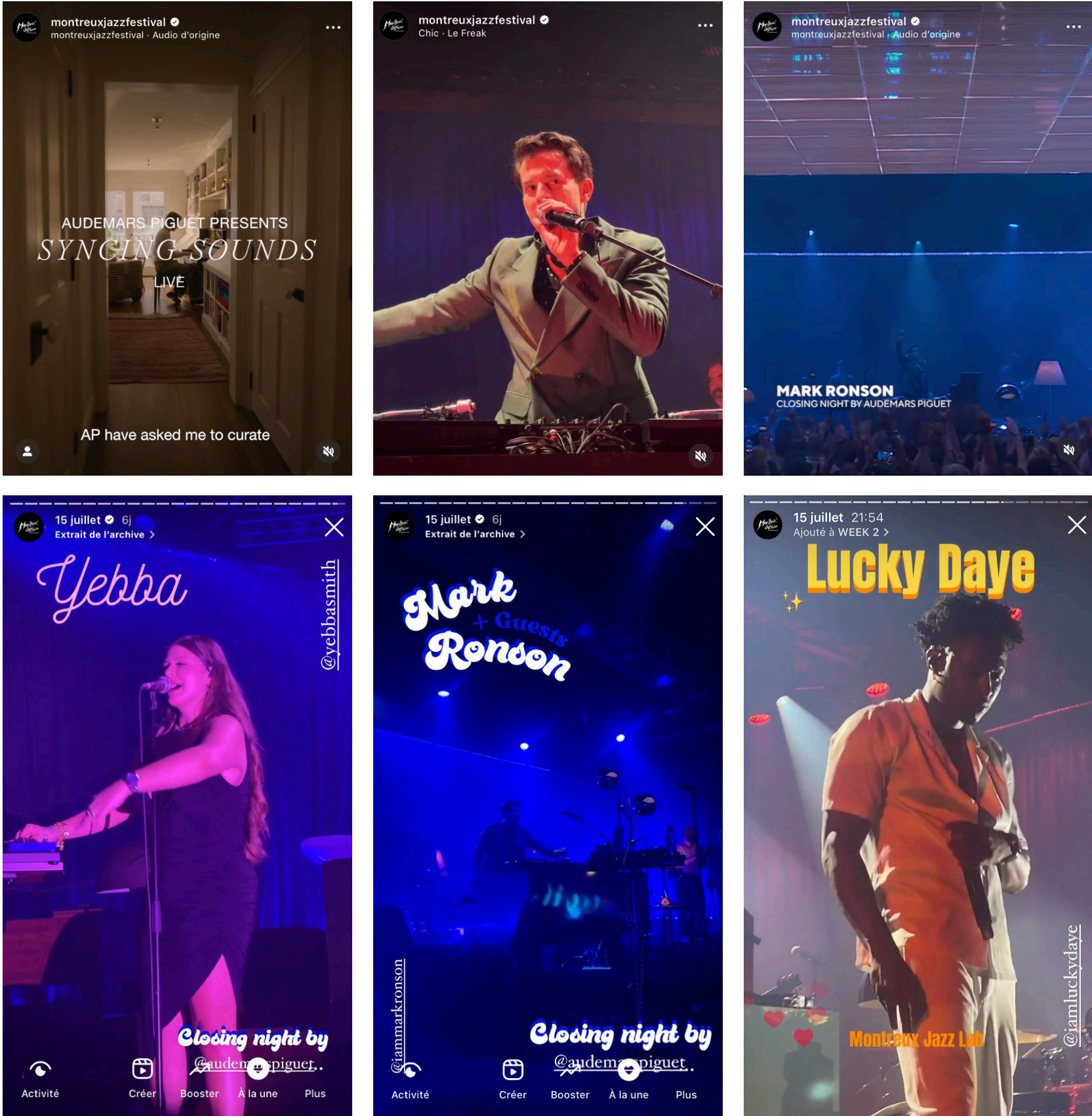
The film not only reveals the selection of artists and their repertoire but also retraces the months of preparation that culminated with a **jam session organised in New York** prior to the **closing night of the Montreux Jazz Festival**.



Posts	5
Stories	5
Impressions	271 K
Reach posts	243 K
Reach stories	31.3 K
Likes	7 K
Saves	248
Comments	94

- 3 posts fully dedicated to Mark Ronson and reached 119 K:
- Teasing
 - Photo Carrousel of the event
 - After movie

- 2 posts dedicated to the Event featured in:
- The previous day’s reel
 - The Festival’s after-movie



Activation 2

OFFLINE ACTIVATION: AUDEMARS PIGUET PARALLEL

A **secret concert** during the festival every year since 2022

Electronic Music lovers, stunning location, digital first strategy

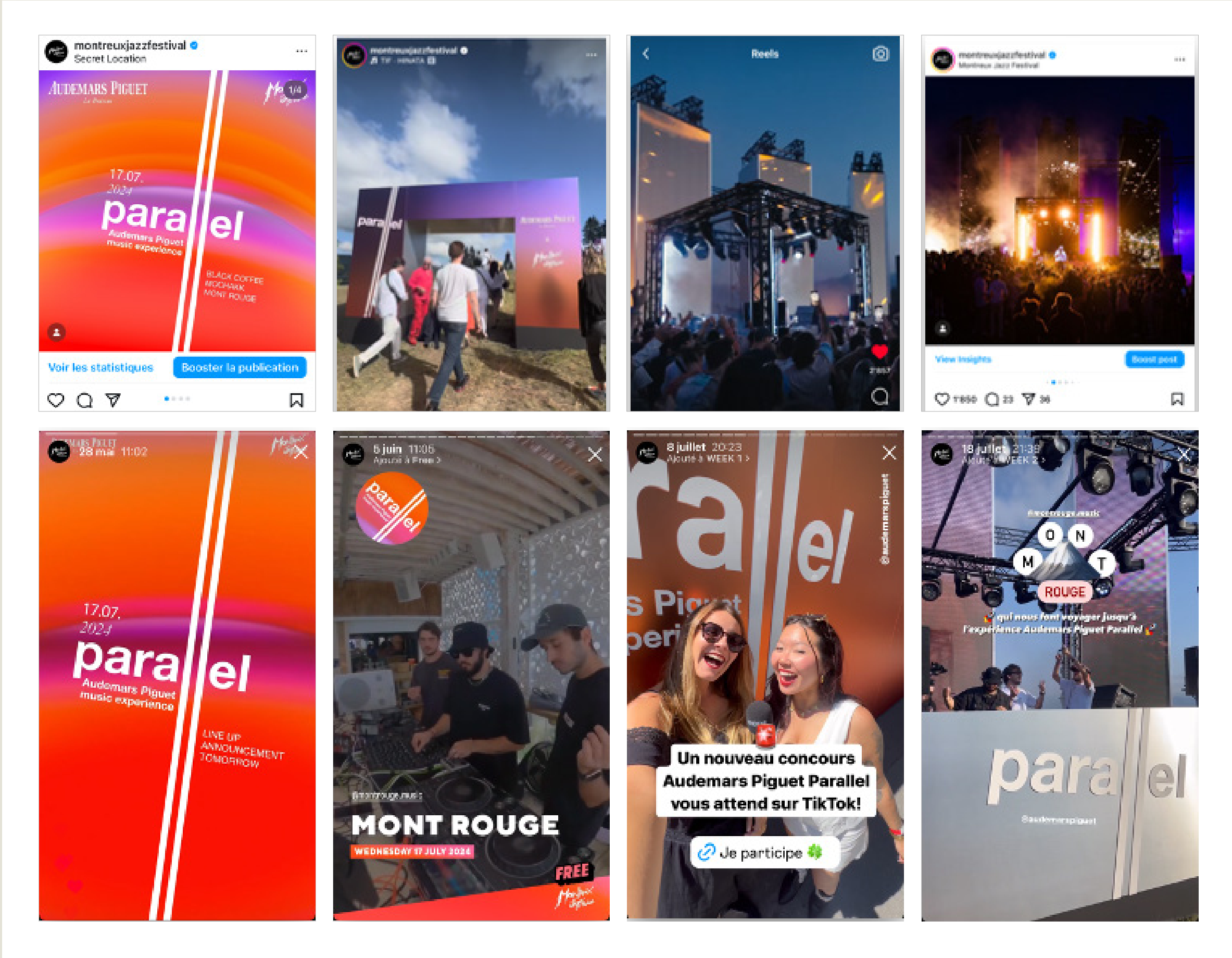
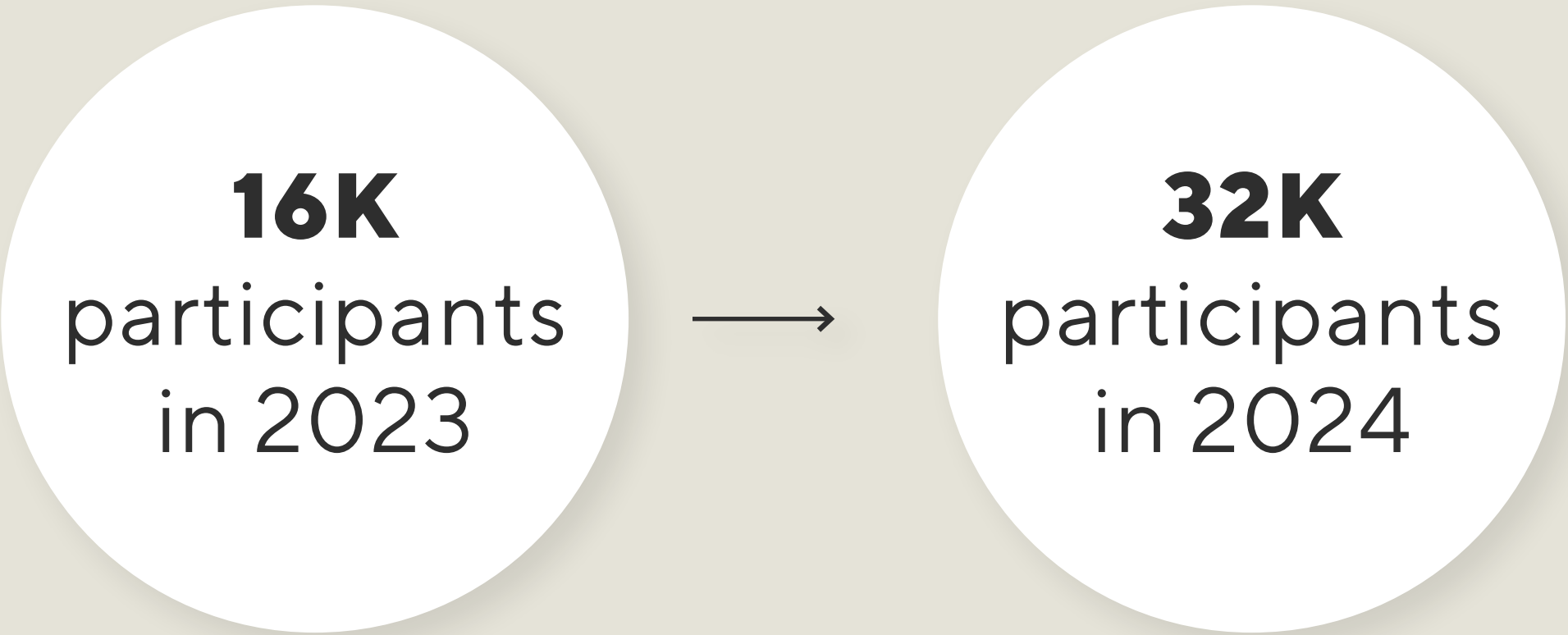
An exemplary **fusion of Excellence**, the Montreux Jazz Festival and Audemars Piguet united their talents to create an extraordinary event



Activation 3

ONLINE ACTIVATION: DIGITAL CONTEST FOR AUDEMARS PIGUET PARALLEL EXPERIENCE

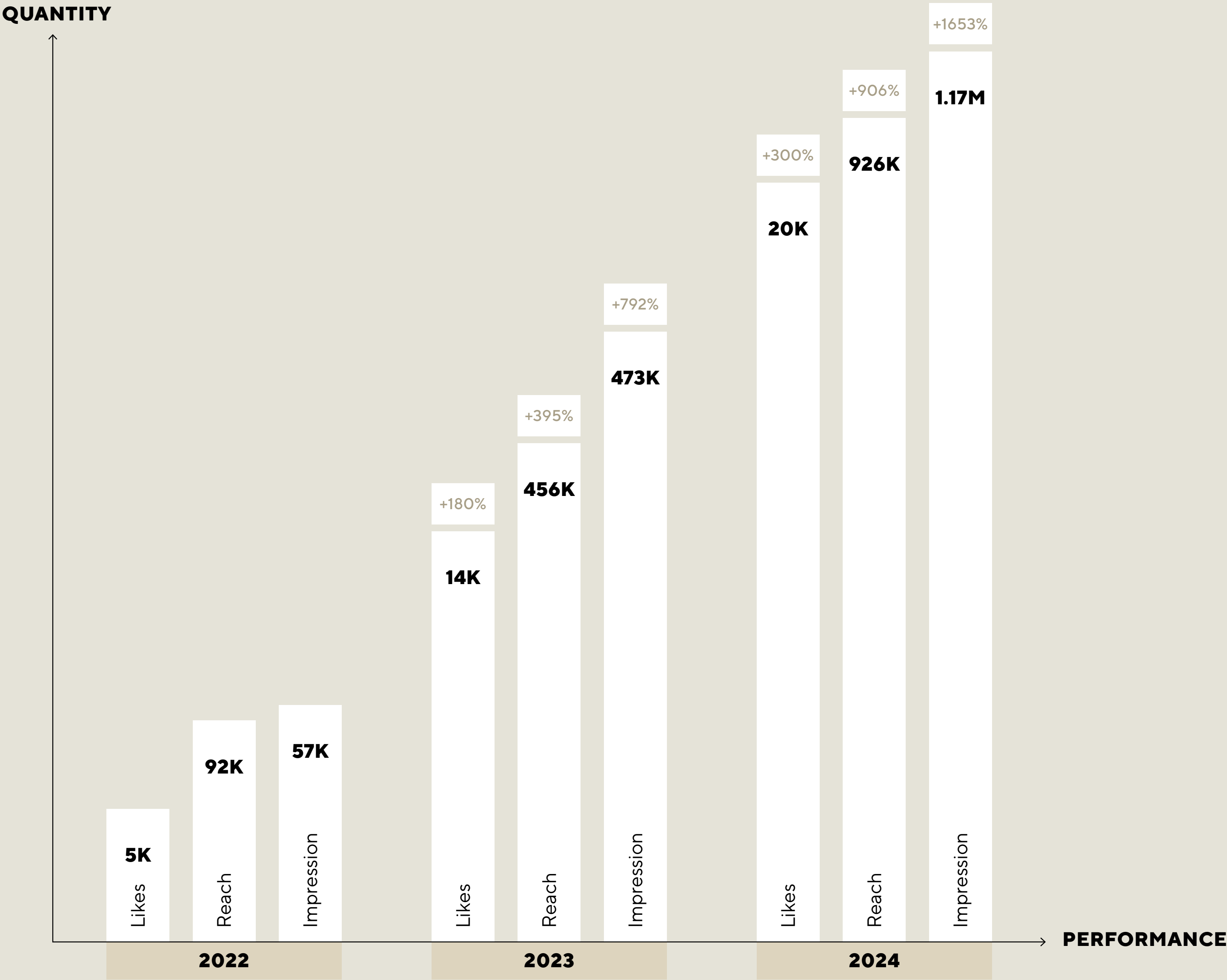
To generate excitement about Audemars Piguet Parallel Experience, we launched a **digital contest** offering the public the opportunity to attend the Event. Participation in the contest has **grown significantly**, with more and more people taking part each year.



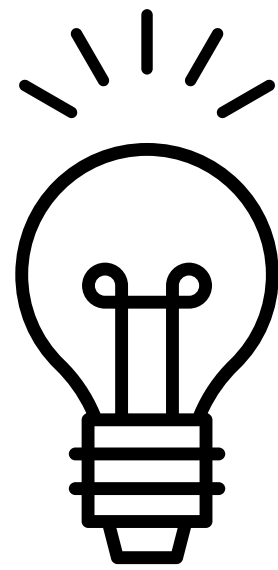
Audemars Piguet

EXCELLENT RESULTS,
STRENGTHENING AND INCREASING
EVERY YEAR (INSTAGRAM & TIKTOK)

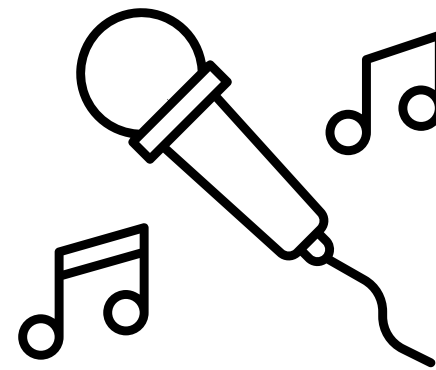
Posts	10
Stories	19
Impressions	1.17 M
Reach	926 K
Likes	19.9 K
Comments	35.9 K
Saves	1 K



Our success recommendations



**Create engaging
content & inspirational
activations**



**Music at the center
of your storytelling**



**Connect your brand
with our audience**