

2009



## YOUNG ACADEMICS IN THE ROYAL DANISH THEATRE

– The Royal Danish Theatre gets help with a new communications strategy

### THE PROCESS

The problem was addressed during a two-day innovation workshop. Students worked in interdisciplinary groups and were guided by professional innovation consultants from Katalyst. The process was based on a humanistic innovation method in which humans and human needs are essential for successful, innovative thinking. The students were introduced to theories and practical exercises in the fields of user-driven innovation, communication, experience economy and strategic concept development.

### FACTS

Course: Open workshop  
 Course Organiser: Katalyst  
 Participants: 25 students from the Faculty of Humanities, UCPH  
 Duration: 2 days  
 Commissioning Party: The Royal Danish Theatre, Eva Hein, Head of Communications, Dorte Kryger, Head of Marketing, Facilitator Katalyst, Marjanne Kurth and Marie Roloff Clausen

The Royal Danish Theatre wanted to forge stronger ties with the university community. This required an enhanced and alternative communications effort. Therefore, the Royal Danish Theatre asked Faculty of Humanities students to help situate the Royal Danish Theatre as the first, and only, cultural player in their target group's mindset.

The concrete challenge was: How can the Royal Danish Theatre integrate relevant communication-channels and activities that will establish a sense of cultural belonging to the theatre within the university community?

### RESULT

The communication strategy possibilities were all based on analysis and insight into the target group, as well as on new communications theory.

The solutions took today's participatory culture into account, in which communications has been transformed from transmission to interaction. The target group position was therefore adjusted to suit a problem solving and demand driven communications strategy. The solutions reflected an understanding of the target group's need for a sense of social community, having access to non-obligatory experiences and their constant focus on keeping up with what is "new". Additionally, students produced an idea catalogue with a number of suggestions for events, presentations, alternative launches and more.