

# ROCKING THE DIGITAL & PHYSICAL WORLD

When you can't welcome fans to the Rock & Roll Hall of Fame, you take the Rock & Roll Hall of Fame to the fans. Learn how the Rock Hall pivoted during the pandemic to connect people of all backgrounds and beliefs to the music we love through engaging content, exhibits, and experiences that make life just a little bit better.

DAWN WAYT  
VP of Marketing & Sales  
July 28, 2020

**ROCK & ROLL**  
HALL OF FAME

LONG LIVE ROCK



# 2020: Pandemic, protest & Pivot



- 2019 ROCKED
- 2020 ON A ROLL
- 2020 WTF JUST HAPPENED
- 2020 WE GOT THIS

# 2019 rocked



# 2019 rocked



2009 Inductee Darryl "DMC" McDaniels of Run DMC thrills the crowd with an electrifying performance during The Garage's opening celebration on June 20. There is no better way to open a new exhibit than with one of our Rock Hall family members in the house!

THE **GARAGE**



**DARRYL "DMC" McDANIELS**  
of Run DMC

**ROCK & ROLL**  
HALL OF FAME

# 2019 rocked

ROCK & ROLL  
HALL OF FAME  
**ROCK  
HALL LIVE**



1997 Inductee George Clinton and Parliament Funkadelic take the stage for Rock Hall Live, powered by PNC, in support of their farewell tour.



THE ZOMBIES

**ROCK & ROLL**  
HALL OF FAME



GEORGE CLINTON  
of Parliament Funkadelic

# 2019 rocked

## ROCK HALL HONORS MAVIS STAPLES

SEPTEMBER 20, 2019

SPECIAL GUESTS



Sponsored by  
**Klipsch** AUDIO **PNC**



ROCK HALL HONORS "THE WEIGHT"



MAVIS STAPLES  
of the Staple Singers



JACKSON BROWNE

# 2019 rocked



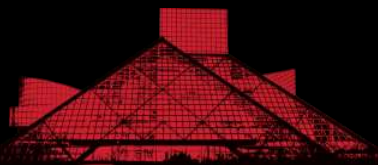


A vibrant night concert scene. In the foreground, a performer with long, bright purple hair and a matching purple outfit is singing into a microphone. Next to them, another performer in a colorful, iridescent, sequined outfit is dancing. The background is filled with a large, diverse crowd of people, many of whom are holding up their phones to capture photos or videos. The setting appears to be an outdoor venue at night, with city lights and a building with a sign that says "MUSIC YEAR" visible in the background. The overall atmosphere is energetic and celebratory.

# 2019

# YEAR IN REVIEW

# FAST FACTS



13M+

FANS HAVE VISITED  
THE MUSEUM



338

INDUCTEES  
IN THE ROCK & ROLL  
HALL OF FAME



8M+

FAN VOTES  
CAST FOR THE  
CLASS OF 2020



2.3K+

ARTISTS & VIPS  
TOURED IN 2019



35K+

ONE-OF-A-KIND  
ARTIFACTS

2020 ON A ROLL



20-20

**ROCK & ROLL**  

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**HALL OF FAME**

# COVID-19: THIS WAS NOT THE PLAN

**WE ARE CLOSED**

MARCH 14 - 27

The Rock & Roll Hall of Fame and Museum is temporarily closed to the public. We encourage you to check out our free online learning resources and explore videos, photos, and stories about our Inductees here on our website.



**ROCK & ROLL**  
HALL OF FAME

## TOP STORIES

WKYC.com

Rock & Roll Hall of Fame to temporarily close for two weeks amid coronavirus ...

1 hour ago



FOX8

Rock and Roll Hall of Fame to close for two weeks

1 hour ago



Cleveland.com

Rock and Roll Hall of Fame closing for at least two weeks due to coronavirus crisis

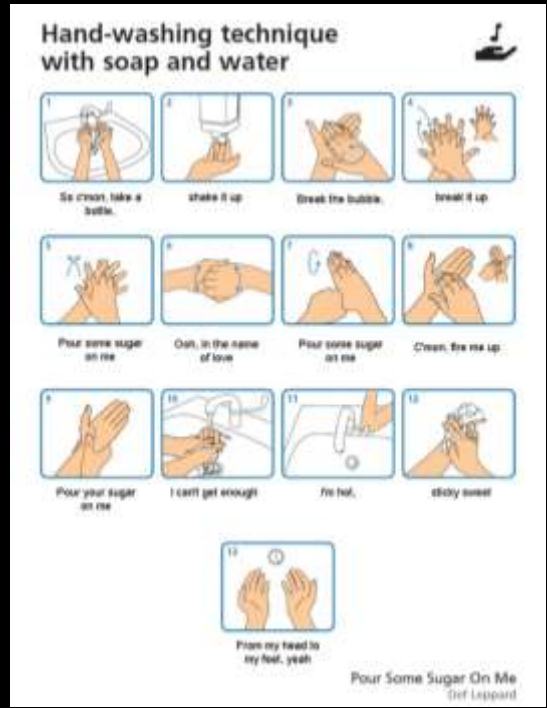
1 hour ago



# What a difference a year makes



2019



2020

# What a difference a year makes



2019



2020

# What a difference a year makes



2019



2020







# OUR TARGET

Music Fan

2



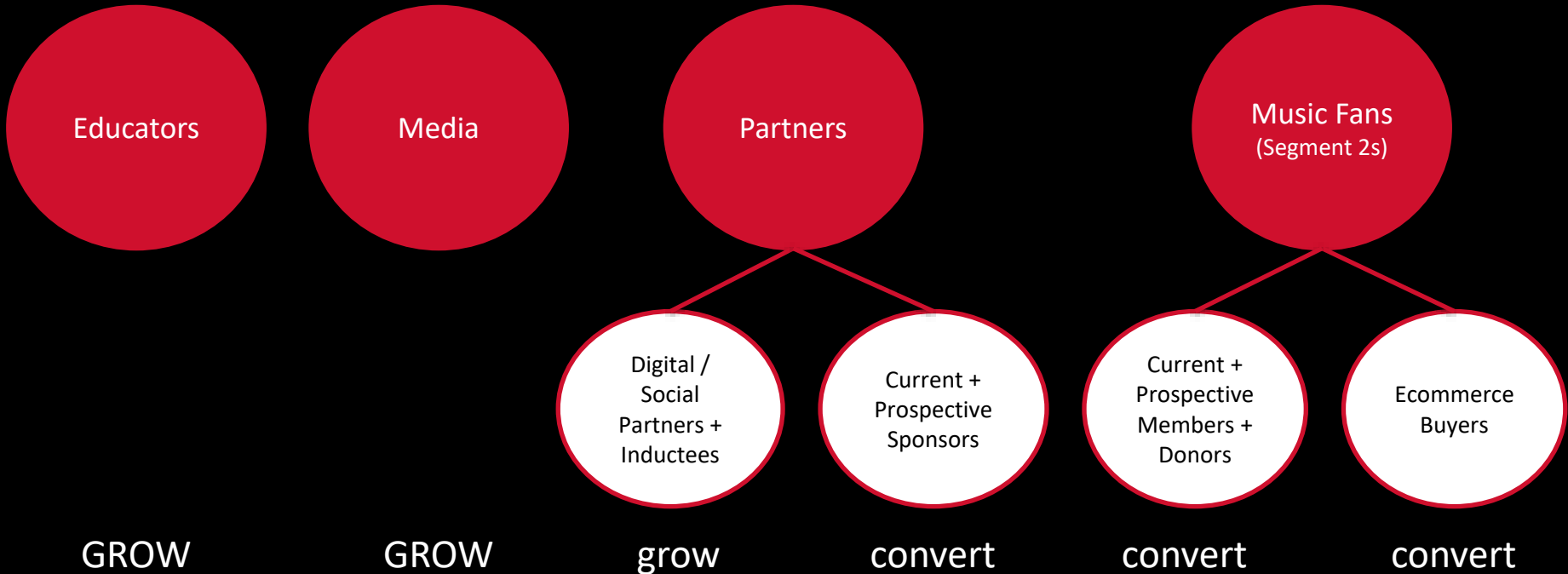
# DRIVE CONVERSION



# PIVOT: STRATEGIC priority

BLOW OUT  
DIGITAL  
TO Grow, ENGAGE  
& CONVERT

# targets to ENGAGE



# Digital content approach

phase 1

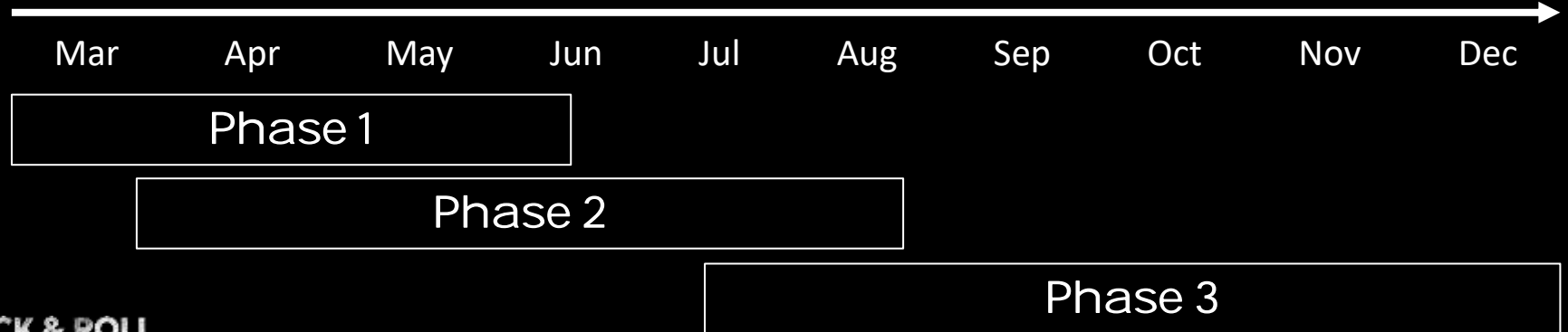
phase 2

phase 3

Rock hall I EDU

From the vault:  
induction ceremony  
content

New to the World  
digital content and  
experiences



# Phase 1: ROCK HALL EDU

The screenshot shows the main interface of the Rock & Roll Hall of Fame EDU website. At the top, there's a navigation bar with the 'ROCK & ROLL HALL OF FAME' logo on the left and 'ABOUT US', 'ROCK HALL EDU', 'SEARCH', and 'DONATE' links on the right. Below the navigation is a large hero image of a concert crowd with the text 'ROCK HALL EDU' overlaid. Underneath the hero image is a 'FEATURED CONTENT' section. On the left side of this section, there are 'KEYWORDS' and 'DECADES' filters. The 'FEATURED CONTENT' section contains three featured items: 'EARLY HIP-HOP COLLECTION', 'THE BEATLES COLLECTION', and 'MUSIC & MOTIVATION, 2000-2020'. To the right of the main interface, there are three additional content cards: 'ELECTRIC GUITAR COLLECTION', 'BILLIE EILISH ACTIVITY PACK', and 'RIGHT ROCK & ROLL ACTIVITY PACK'.

Updated EDU User Interface and brand new featured content



## MUSIC & MOTIVATION, 2000-2020

This playlist of concert hip hop from 2000 to 2020 was created by Jaki, international hip hop artist and educator. For some ideas about how to use this playlist in the classroom to motivate and...



## ELECTRIC GUITAR COLLECTION

This collection highlights the electric guitar, one of the most influential instruments throughout the history of rock & roll. Students can watch the video about the electric guitar to learn...



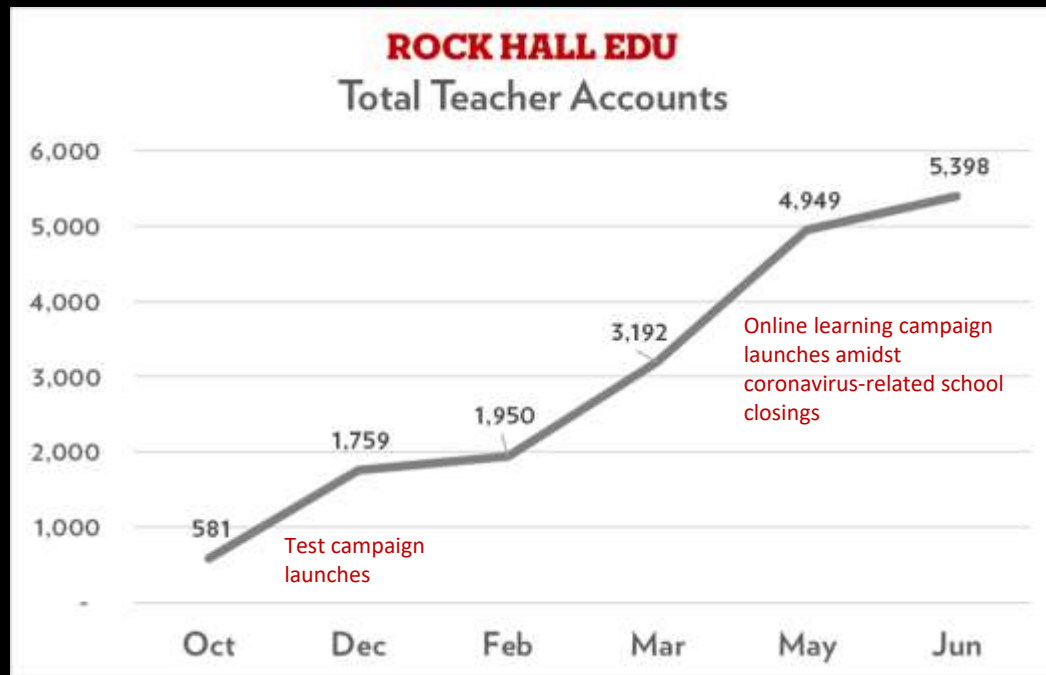
## BILLIE EILISH ACTIVITY PACK

Use this activity pack to help students learn more about singer and songwriter Billie Eilish, including facts about her career, her relationships with fans...

*More new content*

# PHASE 1 Performance

- 5K+ teacher accounts
- 647K+ students reached
- 10X more teachers using resources





# Phase 2: FROM THE VAULT



Instagram



Facebook



Twitter



YouTube



Email

# Phase 2: from the vault

Week	Dates	Theme
1	(3/23-3/29)	<b>Class of 2019</b> (Def Leppard retweet & share own memories around Induction Speech video)
2	(3/30-4/5)	<b>The Beatles and The Rolling Stones</b>
3	(4/6-4/12)	<b>Class of 1995</b> (25 <sup>th</sup> tie in + Led Zeppelin)
4	(4/13-4/19)	<b>Queen and Prince</b> ("Rock Hall royals")
5	(4/20-4/26)	<b>Class of 2000</b> (Bonnie Taylor retweet, James Taylor repost)
6	(4/27-5/3)	<b>Punk / New Wave spotlight</b> (Blondie retweet)
7	(5/4-5/10)	<b>U2 spotlight</b> (Bono's b-day 5/10)
8	(5/10-5/17)	<b>Class of 2018</b> (Bon Jovi Induction tune in + Mother's Day)
9	(5/18-5/24)	<b>Motown spotlight + weekend</b> (Smokey Robinson content feature, Claudette Robinson book reading, Martha Reeves HOF)

Week	Dates	Theme
10	(5/25 - 5/31)	<b>California Dreaming – LA</b> (Fleetwood Mac, The Mamas & The Papas, the Eagles, Linda Ronstadt)
11	(6/1 - 6/7)	<b>African-American Music Appreciation Month + Aretha Franklin spotlight</b> (+ Radio One clips)
12	(6/8 - 6/14)	<b>Soul &amp; Blues spotlight</b> (Isley Brothers + SXM, Rock Hall Honors Mavis Staples tune in, Sam Cooke, etc.)
13	(6/15 - 6/21)	<b>Funk &amp; R&amp;B spotlight</b> (Concert for Rock & Roll Hall of Fame tune in + Father's Day)
14	(6/22 - 6/28)	<b>Hip Hop spotlight</b> (Chuck D. + SXM)
15	(6/29 - 7/4)	<b>Bruce Springsteen spotlight</b> (4 <sup>th</sup> of July + SXM)
16	(7/5 - 7/11)	<b>California Dreaming - SFO</b>
17	(7/12 - 7/18)	<b>Stand Ins &amp; Tributes spotlight</b>
18	(7/19 - 7/25)	<b>Prog Rock spotlight</b> (RUSH, Genesis, Pink Floyd)

# Phase 2 ARTIST INVOLVEMENT



David Bryan of Bon Jovi introducing their 2018 Rock & Roll Hall of Fame Induction tune in for Mother's Day



Various artists reshared our posts, including Blondie, James Taylor, Def Leppard, Beck, and Bonnie Rait

Artist estates / teams  
(Prince, Nat King Cole, Bill Withers) also reshared our content



Mary Wilson of The Supremes introducing Motown Week

# PHASE 2 Performance

## GROW:

- Specific tune-in CTA drives reach
- Artist participation and sharing expands audience reach
- Earned media expands audience reach

## ENGAGE:

- Previously unreleased content out-performs existing
- Musician memorials (Bill Withers, John Prine, Little Richard) generates strong engagement when fans need it

## Convert:

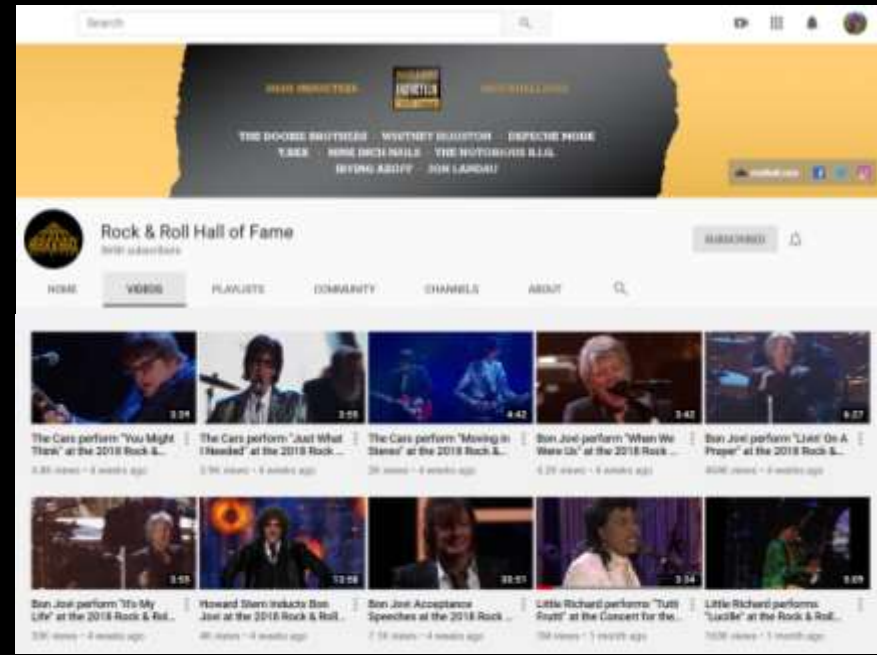
- Email and social driving ecommerce revenue
- YouTube views and subscribers driving more ad



*Fans engaged in timely, proprietary Inductee memorial content including Bill Withers (2.1m views) and Little Richard (893k views)*

# PHASE 2 Performance

- 114% increase in YouTube views
- 7M in March to 15M in April; has held steady at 13M in May and June
- 2X more fans viewing video content
- 23% increase in YouTube subscribers



# PHASE 2 Performance

**CoS** MENU

**ENTERTAINMENT NEWS** THE #1 SOURCE FOR MOVIES, MUSIC, TV, AND TV NEWS

## Rock & Roll Hall of Fame Uploads Hundreds of Video Clips From Past Induction Ceremonies to YouTube

Led Zeppelin, Prince, Talking Heads, Neil Young with Eddie Vedder, Lauryn Hill, and more

BY ALYX WYMAN ON MAY 10, 2020, 11:04AM

2 COMMENTS

**SPIN** NEWS NEW MUSIC FEATURES LISTS THE ARCHIVES

## Rock & Roll Hall of Fame Posts Hundreds of Videos From Previous Induction Ceremonies

There are more than 200 videos that fans can view to relive some iconic music moments

Emily Tan // May 12, 2020

EMAIL SHARE TWITTER BLUESKY

NEW YORK **MAGAZINE** VULTURE

RESPECT THE CLASSICS MAY 19, 2020

## The Rock Hall of Fame Is Uploading a Treasure Trove of Induction Videos

By Dean Jicha @deanjinicha



Consequence of Sound

The Rock & Roll Hall of Fame has uploaded hundreds of video clips from past induction ceremonies to YouTube, including performances from Led Zeppelin, Prince, Neil Young with Eddie Vedder, and more.



With this year's Rock and Roll Hall of Fame induction ceremony postponed until November due to the coronavirus pandemic (Cleveland in the late fall, what a treat), the powers that be decided to tide us over with some rock history in the meantime. As alerted to us by *Consequence of Sound*, over the past few weeks the Hall has been uploading an astoundingly good selection of videos from its induction history to its official YouTube page, which includes the entirety of

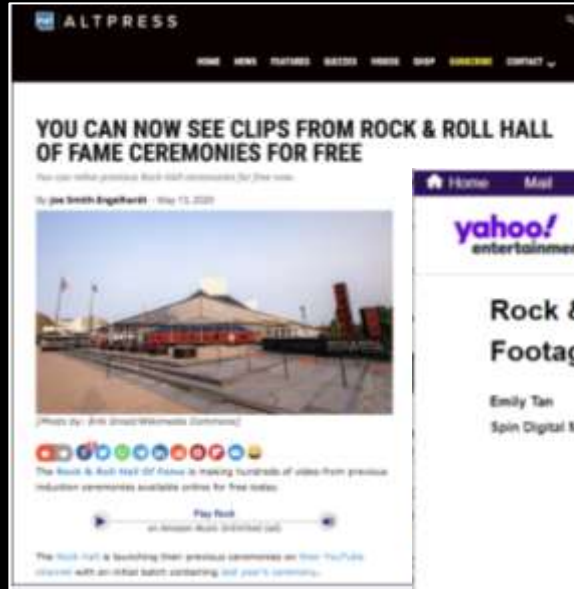
Vulture

Rock Hall is uploading a Treasure Trove of Induction Videos from Talking Heads' first performance to Prince's debut on the stage.



Examples of earned media for Phase 2: From the Vault content releases

# PHASE 2 Performance



*Examples of earned media for Phase 2:  
From the Vault content releases*

# PHASE 2 Performance



Great in-home escapes from the Rock & Roll Hall of Fame archives and a heartbreaking new Hulu drama

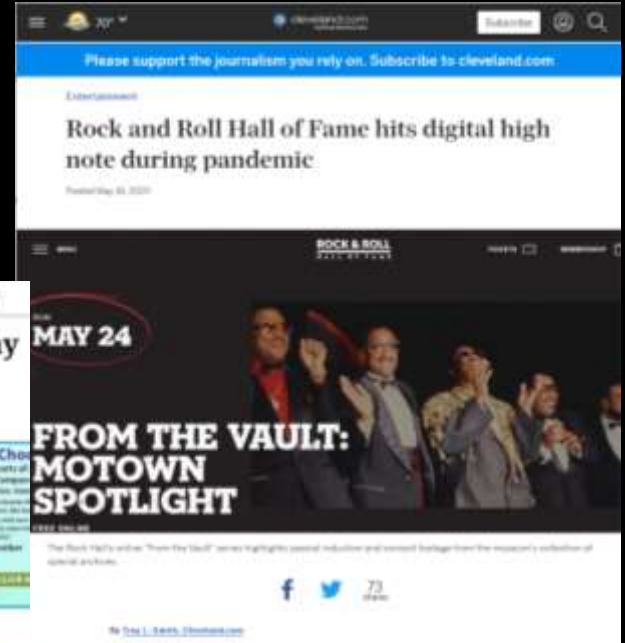
This screenshot shows the top portion of a news article from The San Diego Union-Tribune. The headline reads "Great in-home escapes from the Rock & Roll Hall of Fame archives and a heartbreaking new Hulu drama". The page includes a navigation menu with "Sections" and "Entertainment", and a subscription prompt for "4 weeks".



Rock Hall unearthing, uploading noteworthy performances from inductions

By John Deane | Entertainment@press Herald.com | Apr 20, 2020 | Comments

This screenshot shows a news article from NH News. The headline is "Rock Hall unearthing, uploading noteworthy performances from inductions". The article is dated April 20, 2020. Below the headline is a photograph of two men playing guitars on stage. The man on the left is playing an acoustic guitar, and the man on the right is playing an electric guitar. To the right of the photo is a sidebar with a "Families Choose" advertisement for AlterraCare. Below the photo is a "NEWS FOR YOU" section with a list of related articles.



Rock and Roll Hall of Fame hits digital high note during pandemic

Posted May 20, 2020

FROM THE VAULT: MOTOWN SPOTLIGHT

MAY 24

This screenshot shows a news article from Cleveland.com. The headline is "Rock and Roll Hall of Fame hits digital high note during pandemic". The article is dated May 20, 2020. Below the headline is a large banner image with the text "FROM THE VAULT: MOTOWN SPOTLIGHT" and "MAY 24". The banner image shows a group of people, likely the Motown group, performing on stage. Below the banner is a social media sharing section with icons for Facebook, Twitter, and a share count of 73. At the bottom, there is a byline for "By Tom L. Szabo, Cleveland.com".



# Phase 3: NEW TO THE WORLD



Local News

## Rock & Roll Hall of Fame's Joy Ride Lifts Spirits

By Mike Emmell  
Apr 18, 2020

Community

## Rock Hall Joy Ride van cruising throughout Northeast Ohio

Posted Apr 18, 2020

## Rock Hall Van to Bring Music to Neighborhoods and Food Distributions

Posted by Jeff Marshall on Thu, Apr 30, 2020 at 11:58 am



Listen to an Audio Version of the Article

02:54



# FINALLY! REOPENING



TRAVEL

What American landmarks are about to reopen?

USA TODAY

**ROCK & ROLL**  
**HALL OF FAME**

**LONG LIVE ROCK**

**OPENING**  
**JUNE 15**

ADVANCE TICKETS ON SALE NOW  
[@ROCKHALL.COM](https://www.rockhall.com)

HEALTHCARE WORKERS **ROCK**

HEALTHCARE WORKERS  
FREE ADMISSION DAY

JUN 14

11:00 AM - 03:30

**rockhall** It feels good to have visitors again! Thank you healthcare workers and families for being our first fans to visit today. We're open to the public starting tomorrow w/new health & safety protocols, tickets available on [rockhall.com](https://www.rockhall.com)

13m

**lindseyndonohue** We had a great visit today, and my family felt very safe! Thank you for doing this for healthcare workers in #CLE 🙏❤️

10s · 1 like · Reply



**ROCK & ROLL**  
**HALL OF FAME**

# FINALLY! REOPENING



*We reopened with new health and safety protocols, helpful new signage, online advanced ticketing, and new face covering collection*

# PHASE 3: NEW TO THE WORLD

Exhibit Related  
Digital Content  
Launches  
July

Week	Dates	Theme
19	(7/26 – 8/1)	<b>It's Been Said All Along: Voices of Rage, Hope and Empowerment</b>
20	(8/2 – 8/8)	<b>Play It Loud: Instruments of Rock &amp; Roll</b>
21	(8/9 – 8/15)	<b>Vans Warped Tour</b>
22	(8/16 – 8/22)	<b>Power of Rock Experience</b>
23	(8/23 – 8/29)	<b>2020 Inductee Exhibit</b>
24	(8/30 – 9/5)	<b>Induction All Access: Photography by Kevin Mazur</b>
25	(9/6 – 9/12)	<b>It's Been Said All Along: Voices of Rage, Hope and Empowerment (continued)</b>

# PHASE 3: NEW TO THE WORLD

INDUCTION ALL **ACCESS**

PHOTOGRAPHY BY **KEVIN MAZUR**

Digital Exhibit  
Opens  
**July**



Physical Exhibit  
Opens  
**NOVEMBER**

# PHASE 3: NEW TO THE WORLD

Physical Exhibit  
Opens  
July



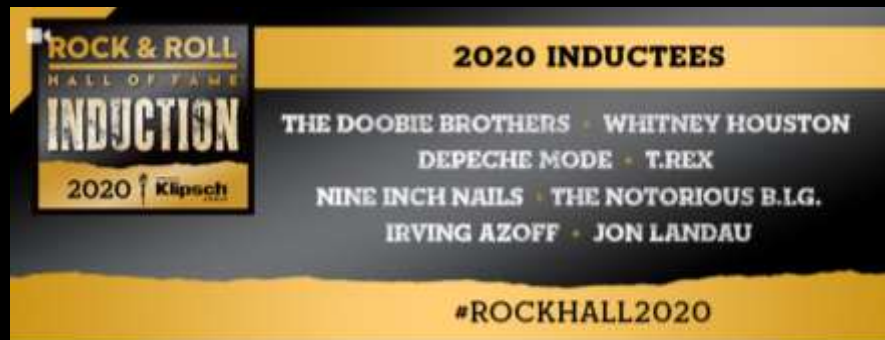
Digital Exhibit  
Opens  
september

# PHASE 3: NEW TO THE WORLD

Virtual  
Experiences  
Launch  
July



# PHASE 3: NEW TO THE WORLD



Exclusive Special  
Airs  
**NOVEMBER**

Induction  
Ceremony Returns  
**Fall 2021**





# Phase 3: new to the world

#RockHallGarage Jams

35 Years of Induction Photography: Virtual Exhibit Opening

Virtual Vault Tour

Customer Event: Artifact Live Streams

Podcast

Virtual Exhibit Tour

History of Rock & Roll Class

Film Series

Artifact Spotlights

Inductee @Home Concerts

Expert-led Career Defining Playlists

Author Series

Inductee @ Home Interviews

Trivia Contests

Rock Hall Nights

# THANK YOU



**ROCK & ROLL**  
**HALL OF FAME**

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