

Love is On

MATCHED BY MUSIC

Love is On®

An evening out at a concert hall with the chance to date. Go solo, go with friends. Love is On® is a concert experience which means you'll have a great night out regardless. Ever dated and thought it was time wasted? At Love is on that's not possible. Come and listen to a great concert and then, if you wish, mingle afterwards in one of the designer zoned areas with other like minded people to whom you've been matched through the Love is On® app.

Premise

Singles and their friends come to the concert hall. There they log into the Love is On® system. During the concert listeners will use the app to register their musical preferences. The app uses the Love is On® algorithm to match participants with their top five matches, given their inputted criteria and reactions to the music during the concert. After the concert there are a variety of after coloured after party zones. You'll be directed to which one matches your inputted responses best and where your best matches can be found. The concert will be hosted by a well known presenter and the orchestra conducted by Marcel Thomas. The concert will include an ongoing quiz with the chance of winning a surprise prize. On the stroke of midnight the event comes to an end and the app and collected data is automatically deleted.

For whom?

Love is On® is for music-loving singles, couples and friends. Just a night out or looking for a partner? You can do both at Love is On®. Film music, romantic music, spectacular music. Which style of music suits you and your date best?



WHAT CAN 'LOVE IS ON' DO FOR YOUR ORCHESTRA?

- Offer a new kind of concert experience
- Attract a targeted broader public in different "editions"
- A programmatically centered production. Music and musicians are central tenet of the evening
- Multifaceted target audience: For existing couples who love music, for friends in a group going out, for couples on a date or singles looking to meet someone.
- Your orchestra can offer something unique alongside your standard programming

Love is On® App

The love is on App has four main functions during the evening.

1. Introduction:

The love is On® system contains the program for the evening including a schedule and information about the music, the musicians, presenter and the app itself. From the app you will receive messages throughout the evening.

If looking for a match, add relevant personal information including and description of yourself and a photo.

2. During the concert

The app will go “dark” during the concert, leaving visible a single button you can press. Pressing the button tells the algorithm in the app you liked a moment in the music.

One push for music you enjoy listening to.

Two pushes for a ‘goosebump’ moment.

Using these responses we can match concert goers into groups.

You can push the button as many times as you like, however to build the most accurate profile of your emotional responses during the concert to match other potential dates it’s best to only push the button when relevant.

This part of the evening will be introduced by the presenter at the beginning of the concert and a “trial run” will be carried out to acclimatise the audience to the app and experience.

3. After the concert

After the concert you’ll see the names of your top 3 matches in the App.

If two people pushed the button at the same ‘goosebump’ moment then you’ll be able to see a picture of them as well.

The App will also guide you to whichever colour zone for the afterparty best matches your choices during the concert and where your top match is most likely to be.

You can choose to send your top 3 a photo or a message in the app so you can find one another more easily.

4. The afterparty

The Afterparty is just as important as the concert itself and will have different colour zones with different atmospheres.

For example:

Red Zone: Lounge music, Relaxed vibe, (wine, cheese)

Green Zone, Foodtruck, lively vibe, (beers, burgers)

Purple Zone: Calm sit down (restaurant)

Yellow Zone: Dance zone, (cocktails)

Here matches can mingle and meet, dates and friends can head to their preferred Zone.

At an appropriate moment the app will message participants to announce that the DJ will start in 5 minutes for the closing party in the Yellow Zone for those who want to join.

Interested in someone? Make sure you share contact information as at midnight the App will close down and all personal information will be deleted.