



KNIGHT
CLASSICAL

DIGITAL MEDIA
PRODUCTS & SERVICES

FOR CLASSICAL MUSIC
& THE ARTS
2024



CONTENTS

DIGITAL MEDIA FROM KNIGHT CLASSICAL	3
WHY CHOOSE US?	4
OUR CLIENTS	5
BESPOKE PAYMENT PACKAGES	6
GET IN TOUCH	25
PRODUCTS & SERVICES	
360 DIGITAL	7
FILMING	8
AUDIO RECORDING	9
VIDEO EDITING	10
ARTIST PROFILE FILMS	11
AUDIO VISUAL ALBUMS	12
CD & EVENT PROMO VIDEOS	13
DOCUMENTARIES	14
PERFORMANCE FILMS	15
OPERA SINGER VIDEO SESSIONS	16
SOCIAL MEDIA CONTENT	17
VIDEO CONTENT SUBSCRIPTIONS	18
ARTIST WEBSITES	19
INSTITUTION & COMPANY WEBSITES	20
LIVE CONCERT & EVENT PHOTOGRAPHY	21
PORTRAIT PHOTOGRAPHY	22
SOCIAL MEDIA	23
COPYWRITING & SEO	24



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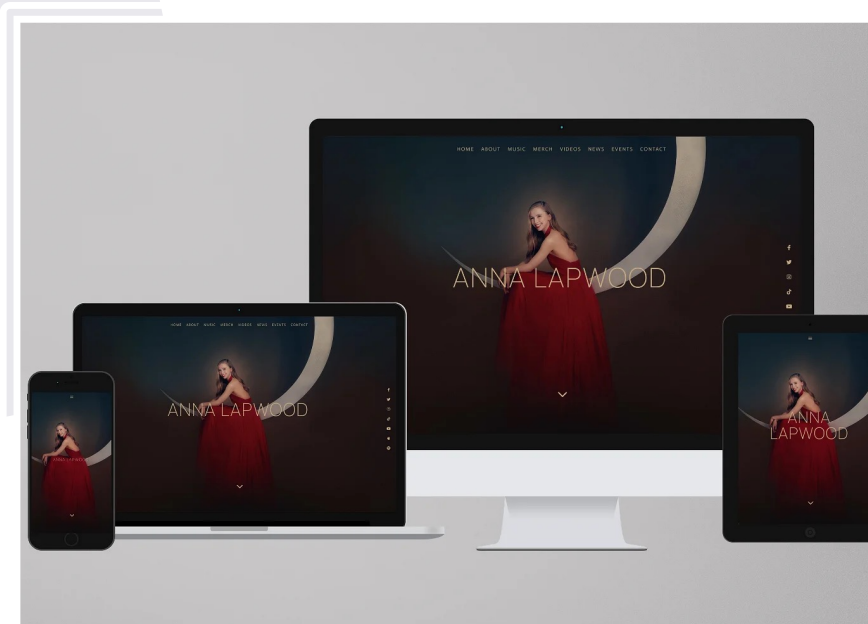
DIGITAL MEDIA FROM KNIGHT CLASSICAL

- Knight Classical is a London-based agency that offers three core services: Artist Management, Creative Projects, and Digital Media.
- With over a decade of experience, our Digital Media division provides first-class services in filming, audio recording, video editing, content creation, digital marketing and website design.
- Our clients include individuals and institutions in the classical music field, the wider creative industries, commercial brands, and businesses.
- We have worked on projects with acclaimed artists like Sir James Galway, Sheku Kanneh-Mason, Anna Lapwood, and Kyung Wha Chung, as well as major organisations like Sony Classical, Steinway & Sons, Bamberger Symphoniker and the University of Cambridge. Our work has been featured by Classic FM, Medici.tv and Apple Music.
- Our dedicated team can handle all stages of the digital marketing cycle, from developing initial strategies to creating content and delivering it to your audience, as well as providing thorough analysis of its performance.



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WHY CHOOSE US?

- As the only full-service digital media agency specialising in classical music and the arts, we offer a complete range of in-house services.
- Our team covers everything from marketing strategy and analysis to video production, photography, web design, copywriting, and social media management.
- This means we can handle every aspect of your project with a cohesive vision and seamless delivery.
- With our expert guidance and support, you can be confident that your content is created and delivered with a clear purpose and accurately measured every step of the way.
- Let us help you achieve your goals with high-quality content that truly resonates with your audience.
- Create and execute a measurably effective content marketing strategy without having to engage multiple partners.
- Have cohesion of vision and voice and an evolving plan without having to employ an in-house team



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OUR CLIENTS

Knight Classical works with a wide array of individuals and institutions within the field of classical music and beyond. Here are some of the people we have worked with:

Musicians

Esther Abrami
Sergio Alapont
Timon Altwegg
Darrell Ang
Alena Baeva
Joseph Bastian
Virginia Black
Roland Böer
Luiza Borac
David Braid
Joana Carneiro
Kyung Wha Chung
Nicholas Collon
Andrew Constantine
Marc Coppey
Dylan Corlay
Leonard Elschenbroich
Laurence Equilbey
Alissa Firsova
Sir James Galway
Teo Gheorghiu
Pablo González

Jack Gonzalez-Harding
Hana Gubenko
Phoebe Haines
Moné Hattori
Jonathan Heyward
Sheku Kanneh-Mason
Vadym Kholodenko
Stephen Kovacevich
Anna Lapwood
Jan Latham-König
Anneleen Lenaerts
Cem Mansur
Bar Markovitch
Maxim Rysanov
Jobine Siekman
Charlie Siem
Dmitry Sitkovetsky
Julia Sitkovetsky
Yeol Eum Son
Elly Suh
Anna Tsybuleva
Tamsin Waley-Cohen
Raphael Wallfisch
Hugh Wolff

Choral & Opera

British Youth Opera
The Choir of Clare College, Cambridge
Gabrieli Consort & Players
The Choirs of Jesus College, Cambridge
The Choir of Lincoln College, Oxford
Nevill Holt Opera
Opera Rara
ORA Singers
The Choirs of Pembroke College, Cambridge
Tenebrae
The Holst Singers
The King's Consort
The Mozartists
The Sixteen

Orchestras & Ensembles

12 ensemble
Academy of Ancient Music
Albion Quartet
Armenian National Philharmonic Orchestra
Bamberger Symphoniker
Chineke!
Docklands Sinfonia
English Symphony Orchestra
Ensemble Perpetuo
Les Talens Lyriques
LGT Young Soloists
National Youth Orchestra of Great Britain
New World Symphony Orchestra
Ruisi Quartet
Sequentia
Southbank Sinfonia

Businesses & Institutions

City Music Foundation
Colburn School, LA
Florian Leonhard Fine Violins
Gramophone Magazine
Independent Society of Musicians
International Artist Managers' Association
International Classical Music Management
London Piano Festival
National Opera Studio
Nicky Thomas Media
Oxford & Cambridge Singing School
Steinway & Sons
University of Cambridge
By Voice Alone
Young People in the Arts

Labels &

Streaming Platforms

First Hand Records
Linn Records
Medici.tv
Orchid Classics
Signum Classics
Sony Classical
Vivat Music



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bamberger
symphoniker



UNIVERSITY OF
CAMBRIDGE



medici.tv

STEINWAY & SONS

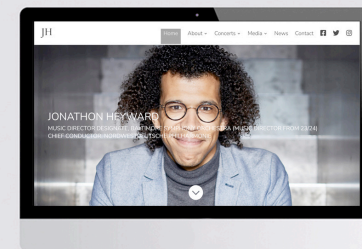
BESPOKE PAYMENT PACKAGES

- We take pride in providing bespoke solutions that are tailored to your unique needs. This means that every project is different, and the cost will depend on a range of factors such as the scope of work, the level of complexity, and the resources required.
- We work closely with our clients to understand their specific needs and provide a detailed quote that accurately reflects the project's scope and requirements. Our team can provide guidance and recommendations to help you make informed decisions that fit your budget and timeline.
- We understand that every customer has unique needs and financial considerations, which is why we offer customised packages to suit all budgets. We can work with you to create a tailored package that meets your specific requirements, whether you need a one-time service or ongoing support.
- Our team can also help you manage your cash flow by offering flexible payment options, including dividing total project fees into monthly subscriptions, staggered payments, or other arrangements that suit your needs.
- All projects are based on the amount of time required with our rates starting from £400+VAT for a half day (0-5 hours) and £600+VAT for a full day (5-10 hours).
- Monthly retainer packages are also available for regular content creation or management.



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360 DIGITAL

- 360 Digital is our flagship digital media service. It is a comprehensive content and marketing solution designed specifically for classical musicians and arts organisations.
- From individual artists to large organisations, we offer a scalable solution that can help build a robust online presence and develop audience engagement strategies.
- Our end-to-end service includes everything from brand strategy and content creation, to delivery and analysis of measurable results.
- Our specialist team will work with you to develop a tailored marketing strategy that meets your specific goals, creating high-quality content that resonates with your audience and delivers real results.
- Our full-circle service is truly unique in that we don't just plan and create your content—we also deliver it and measure its success based on real, quantifiable metrics tied to clear goals. By taking this approach, we can provide you with powerful insights into what's working and what's not, allowing you to make informed decisions about future content and marketing strategies.
- Whether you need help with content creation, content delivery, or analysis of your marketing efforts, our service can help take your digital media presence to the next level.



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FILMING

With a decade of experience, our team has filmed an array of content for classical musicians and arts organisations. Whether it's single-camera, behind-the-scenes social clips or multi-cam concert films and long-form documentaries, we have the expertise to capture it all.



Filming Sessions

Booking a venue and spending a day filming some performance and/or interviews is a great way to collect enough footage to make a variety of high quality films and clips for a range of different end goals. From website and social content, to promotion and outreach.



Concert Filming

An essential part of the modern artist's online offering is live performance video. We can capture all kinds of live concerts to create both full-length concert films and short clips.



Promo & Social

Video is by far the most effective form of content across social media platforms, so for both promoting an event or product, such as a concert or new recording, high quality video content is essential. We can film during recording sessions or set-up filming days to capture the content to engage with online audiences.



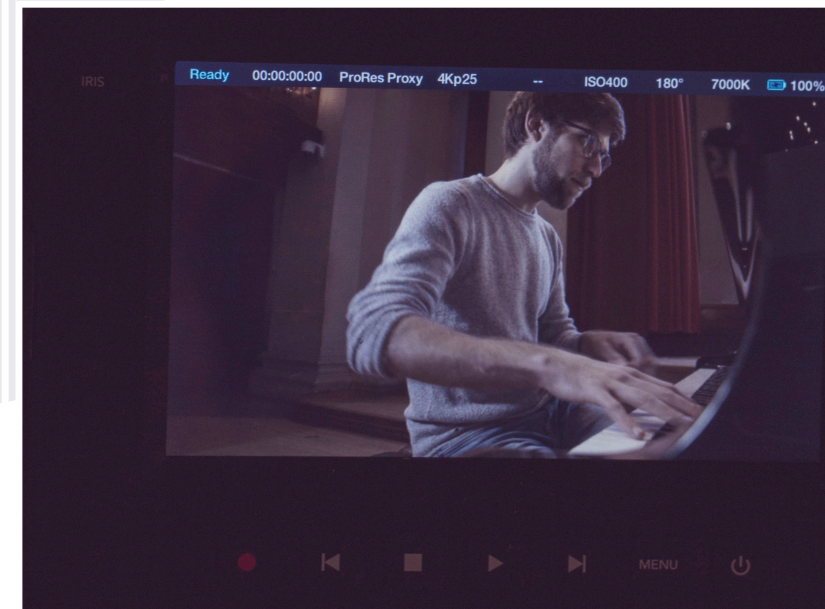
Documentary

A highly personal and in-depth profile, capturing the unique spirit of an event, project or organisation. We can film interviews and a wide range of behind-the-scenes and actuality footage for any kind of documentary content.



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AUDIO RECORDING

High Quality Sound for Video

For all our filming projects, we record sound separately with studio microphones in order to synch great quality audio to the video for a great sounding end product.

We also regularly bring-in an acclaimed audio producer to take the sound production to the full studio recording level.



Live Performance Sound

Great quality sound is essential to any video, and especially for a live or studio performance. For all our filming projects, we record sound separately with studio microphones in order to synch great quality audio to the video for a great sounding end product.



Studio Level Production

For the very highest quality of sound for a video project, we bring in our partners at 360Music to record and produce a studio quality recording for your video project. From solo instrument all the way up to full symphony orchestra, we can capture great sound for any project.



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VIDEO EDITING

We have over a decade of experience crafting all kinds of videos using existing footage or footage we have filmed for online, broadcast or direct marketing delivery for classical musicians and organisations.

From either newly filmed footage or existing footage, many kinds of videos can be created to achieve a wide range of end goals. Here are some examples of the kind of videos we put together.



Concert Clips

If you've had a concert filmed, or you have access to footage from a filmed performance, we can create short clips from any concert footage, perfect for both online and industry delivery.



Performance Films

An essential part of the modern artist's online offering is live performance video. We can create multi-cam full-length concert films from a filmed performance.



Social Media Clips

Get more from your footage by making short clips for social media. Use it to tease larger projects or simply to engage with your audience.



Promotional

Video is the most effective tool for promoting any event, product, project or organisation. We can take any footage and craft videos to tell your story, spread the word and engage audiences.



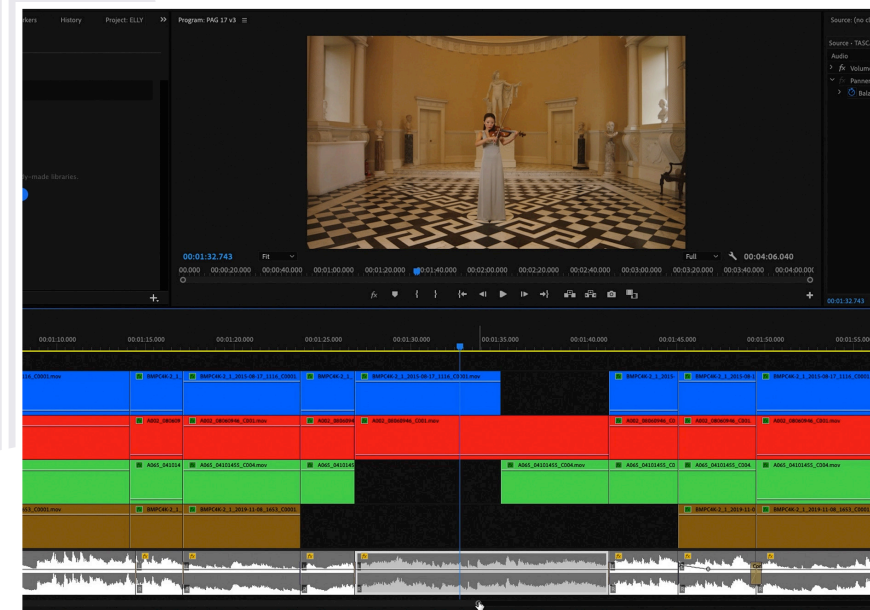
Artist Profile Films

Artist profile films showcase live performances, combining them with in-depth interviews to create a portrait of an artist. We can combine a newly shot interview with existing and/or new performance footage.



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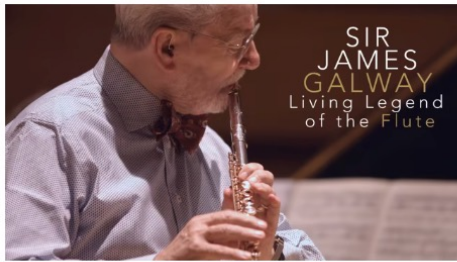
ARTIST PROFILE FILMS

Artist profile films showcase live performances, combining them with in-depth interviews to create a portrait of an artist. They have proven to be highly effective for engaging with both public and industry, by breaking down the barrier between the artist and the audience.



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Sir James Galway
Flautist



Marc Coppey
Cellist



Moné Hattori
Violinist



Tamsin Waley-Cohen
Violinist



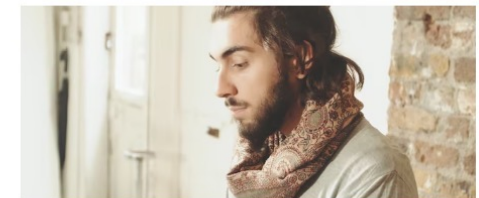
Stephen Kovacevich
Pianist



Alena Baeva & Vadym Kholodenko
Violinist & Pianist



Yeol Eum Son
Pianist



Teo Gheorghiu
Pianist

AUDIO VISUAL ALBUMS

“If a picture is worth a thousand words, then a video is worth a million”.

At Knight Classical we enjoy innovation, and a particularly popular concept of ours is the narrative audio-visual album.

Retaining 100% of the audio quality of a studio recording thanks to our expert sound engineer, we take things one step further by adding a state-of-the-art audio-visual dimension with experienced cinematography and direction. The result is a powerful showcase of artist and repertoire, and immerses the viewer in the performer’s unique interpretative sound world by way of a profound cinematic experience.

Audio-visual albums so far include the complete Paganini Caprices for Solo Violin, and the 24 Preludes for Solo Piano by Claude Debussy, with others in the pipeline.



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CD & EVENT PROMO VIDEOS

Video is the most effective tool for promoting any event, product, project or organisation. Tell your story, spread the word and engage audiences.



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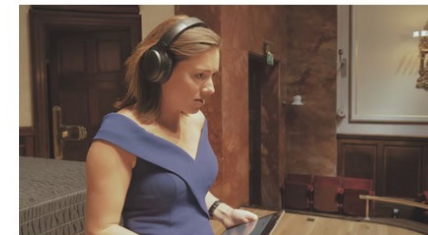
Timon Altwegg – Freda Swain: Piano Music, Volume One
Album Promo



Celestial Dawn – Anna Lapwood & The Pembroke College Girls' Choir
Album Promo



LGT Young Soloists & Martin James Bartlett: Philip Glass Album Promo
Promotional



Mary Bevan & Les Talens Lyriques on Nomadplay
Promotional



Benjamin Appl for Gramophone Magazine
Podcast



Gramophone Magazine Q&A with Paul McCreech
Podcast



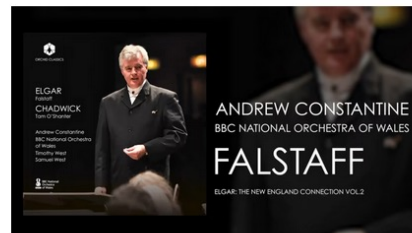
National Youth Orchestra of Great Britain
Tour Trailer



Benyounes Quartet: 'Innovators'
Album Promo



Alissa Firsova: Russian Émigrés
Album Promo



Andrew Constantine & BBC NOW: Falstaff
Album Promo



The Kings Consort: Israel in Egypt
Album Promo



The Kings Consort: A Voice from Heaven
Album Promo

DOCUMENTARIES

A highly personal and in-depth profile, capturing the unique spirit of an event, project or organisation. Our documentaries are often featured on Medici.tv.



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bamberger symphoniker

Extraordinary City. Extraordinary Orchestra.

COMING SOON, a major documentary film project with the Bamberg Symphony Orchestra and their Chief Conductor Jakub Hřůša, exploring the past, present, and future of the orchestra and their place in the German cultural landscape.



The Renaissance Man

This documentary explores the fascinating journey of Florian Leonhard – from his early training at the famous Mittenwald School of Violin-Making to his time as Head of Restoration at W.E. Hill & Sons aged just 22, to the growth and development of his own world-leading company, Florian Leonhard Fine Violins.



Colburn Orchestra Tour

A behind-the-scenes look at the 2018 European tour of the orchestra of The Colburn School. Documenting the students' journey, along with guest conductor Stéphane Denève, as they embark on major concerts in Dublin and Edinburgh.



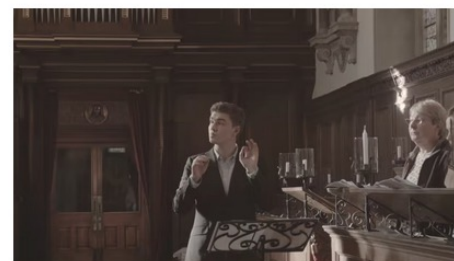
Raphael Wallfisch presents the Finzi Cello Concerto

British cellist Raphael Wallfisch discusses and performs extracts from his favourite cello concerto, by the English composer Gerald Finzi. Visiting his home and the church where Finzi performed so much music, Raphael unearths this lesser-known masterpiece and explores the life of the man and his music.



The Road to Montepulciano

The Cantiere Internazionale d'Arte di Montepulciano, one of Italy's oldest arts festivals, celebrated its landmark 40th anniversary in 2015. Now in his 8th year with the festival, Artistic Director and Music Director, conductor Roland Böer, guides us through an exploration of this unique cultural event. Featuring the wonderful Symphony Orchestra of the Royal Northern College of Music, Manchester and interviews with prominent figures in the life and history of the festival.



MMus in Choral Studies at Cambridge University

This film is an introduction to the MMus course in Choral Studies at Cambridge University. With its unique choral tradition and world-class choirs, Chapels and conductors, Cambridge offers the world's finest choral education.



Opera Rara: Mercadante's *Il proscritto* – bringing the score to life

Part of a documentary series on the restoration of Mercadante's *Il proscritto*, join Carlo in the rehearsal room with the cast as they bring the opera to life. Hear from the artists as they talk about their process of learning roles that have not been sung for almost 200 years, and see how things come together in the studio as recordings begin.

PERFORMANCE FILMS

An essential tool for today's artists and ensembles, live performance video can bring online audiences from anywhere in the world into the concert hall. The perfect way to showcase what makes any performer unique.



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Southbank Sinfonia at the Tower of London
Orchestra



Vaughan Williams, Five Mystical Songs –
The Choirs of Jesus College Cambridge
Choir & Quartet



New World Symphony: Exploring World
Flutes
Chamber Music



Tenebrae: Joanna Marsh – In Winter's
House
Choir



Phoebe Haines, soprano
Opera Singer Audition Video



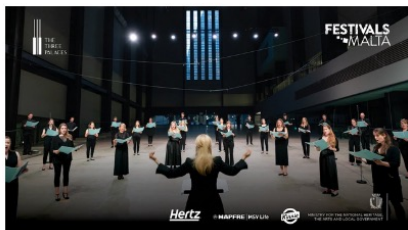
Alena Baeva & RTÉ National Symphony
Orchestra perform Schumann's Violin
Concerto
Violin & Orchestra



Anna Lapwood conducts Ave Maria
Choir



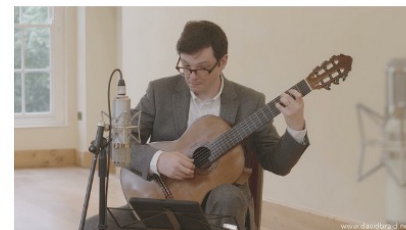
Fretwork: Joanna Marsh – Ottomania
Chamber Music



ORA Singers: Re-imaginings
Choir



Gabrieli Consort & Players: Hubert Parry's
"I Was Glad"
Choir & Orchestra



Transience – music/mandolin: David Braid,
guitar: David Black
Chamber Music



Red Priest – The Harmonious Blacksmith
Variations
Music Video

OPERA SINGER VIDEO SESSIONS

Audition Videos & Performance Films for Opera Singers

These days all opera singers need professional videos of them performing arias with piano accompaniment to use for auditions, for their website and for social media. With a session you can record several arias to be edited into both multi-angle / multi-take performance films and one-take, one angle audition videos to give you a bank of content from a session.



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Book

Get in touch to book a session. We can use a venue and pianist of your choice or help you to find them. We also have a partnership with the National Opera Studio in London.



Record

Record as many arias as you would like during the session, in as many takes as you need. If filming for audition videos, most rules state you need to submit videos in one take from a single angle, so we suggest to film full takes then pick the best as a master audition version. We can then take that to create a performance film using additional angles and splicing in additional takes as needed.



Share

Once the editing is complete, you will have a set of audition and performance films which you can use for a wide range of applications, website content and social media posts.



SOCIAL MEDIA CONTENT

Social media audiences engage with video content more than any other. Capture their attention with impactful messages or bring them into your world with interview and podcast-style content.



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Sheku & Isata Kanneh-Mason – Saint-Saens
‘The Swan’
Performance



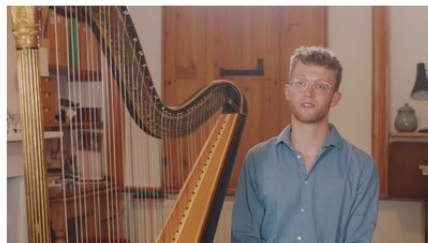
National Youth Orchestra of Great Britain
Tour Trailer



Mary Bevan & Les Talens Lyriques on
Nomadplay
Promotional



Nicky Spence & Les Talens Lyriques on
Nomadplay
Promotional



Oliver Wass – Mozart Flute & Harp
Concerto
Concert Promo



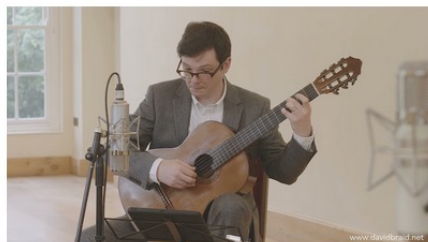
Gramophone Magazine Q&A with Paul
McCreesh
Podcast



Benjamin Appl for Gramophone Magazine
Interview



Joseph Houston @ St John's Smith Square
Concert Trailer



Transience – music/mandolin: David Braid,
guitar: David Black
Performance



Celestial Dawn – Anna Lapwood & The
Pembroke College Girls' Choir
Album Promo



LGT Young Soloists & Martin James
Bartlett: Philip Glass Album Promo
Promotional



Chineke! Junior Orchestra at the Southbank
Centre
Concert Clip

VIDEO CONTENT SUBSCRIPTIONS

Flexible Subscriptions for Regular Video Content

Our regular video content production plans are designed to give classical music artists and organisations a regular, consistent catalogue of high-quality video content for their website and social platforms.

Our subscriptions are scalable based on your requirements and work in a similar way to a bulk package discount, where you have an allowance of filming and editing days to use up each year. You buy a pool of days each month to use for filming, editing or a combination. Any unused days are rolled over into the following month, giving you a pool of days to use as needed throughout the year.



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Engage Your Audience

Our tailored video content creation subscriptions enable you to create regular and consistently high quality video content, to build your audience and keep them engaged across online and social platforms.



Tailored Plans

We put together a package with you to produce videos on an on-going basis as part of your content marketing plan. Make videos to promote your releases, events, updates or simply to keep your audience a part of what you're doing with exclusive behind the scenes insights.



Consistent Brand Style

We will help you plan a schedule of content production, as well as how and when to release finished videos for maximum effect. Video is the most powerful medium to spread a message and by maintaining a regular and consistent output of video content, you'll have the best chance to engage and build your target audience.



Cost-Effective

We'll agree on an all-inclusive, fixed monthly fee based on your needs and budget. This makes it far more cost-effective than the traditional model of booking us on a single project by project basis, as well as making it far easier to budget. You'll have a flexible pool of production days to use however need to to create content when you need it.



Part of Your Team

By working with the same team consistently over a period of time, we essentially become a part of your marketing team. This allows for a far more streamlined and agile production process, as well as helping to build a strong brand identity with a consistent style and quality of video content.



Content Library

The more videos we create, the larger and more versatile your library of content becomes. This provides an excellent tool to be able to utilise existing content for future campaigns.

ARTIST WEBSITES



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We have built websites for world-renowned conductors and soloists. Our websites are custom-built and tailored to exact needs to create a unique and personal online presence. A one-stop-shop to present an artist's career, music and personality to the industry and the public.



Create

Get in touch and tell us what you want and how it should look, or we can work this out with you if you're not sure exactly what you want yet.



Launch

We work with you to create your perfect website. Once all is ready, we get your new website live and online.



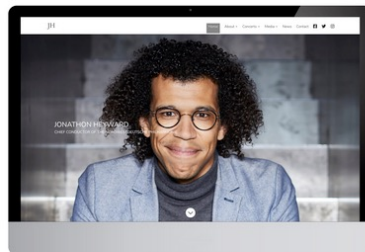
Manage

Send us your content to update your site when you have something new. We also look after all hosting and maintenance for you.

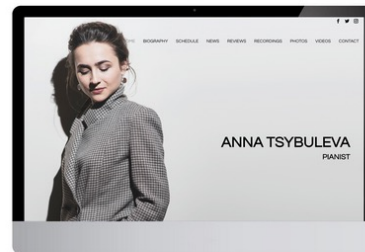


Budget

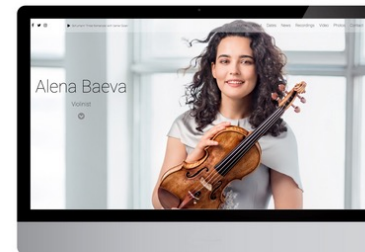
Our website subscriptions break down the cost of building a website and combine it with the on-going running costs into smaller monthly payments.



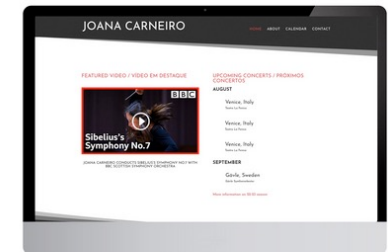
Jonathon Heyward
Conductor



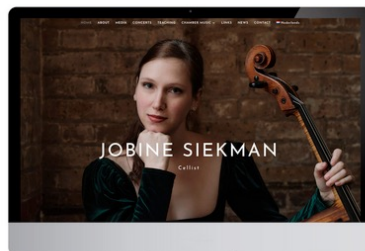
Anna Tsybuleva
Pianist



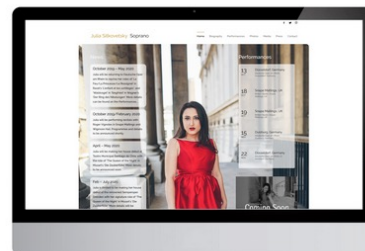
Alena Baeva
Violinist



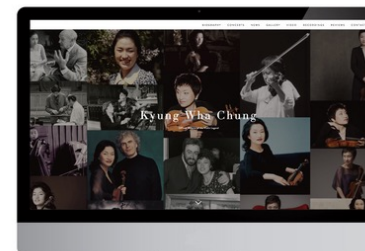
Joana Carneiro
Conductor



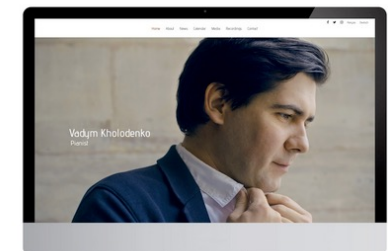
Jobine Siekman
Cellist



Julia Sitkovetsky
Soprano



Kyung Wha Chung
Violinist



Vadym Kholodenko
Pianist

INSTITUTION & COMPANY WEBSITES



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We help classical music institutions and companies get a bespoke, high quality website for an affordable monthly fee. Our websites are custom-built and tailored to exact needs to create a unique and personal online presence.



Create

Get in touch and tell us what you want and how it should look, or we can work this out with you if you're not sure exactly what you want yet.



Launch

We work with you to create your perfect website. Once all is ready, we get your new website live and online.



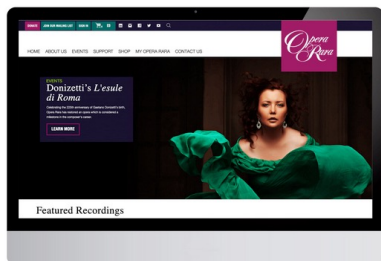
Manage

Send us your content to update your site when you have something new. We also look after all hosting and maintenance for you.

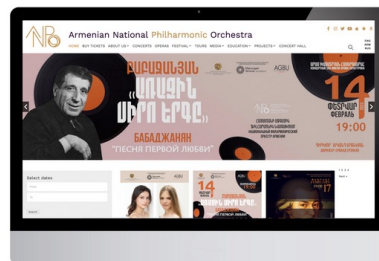


Budget

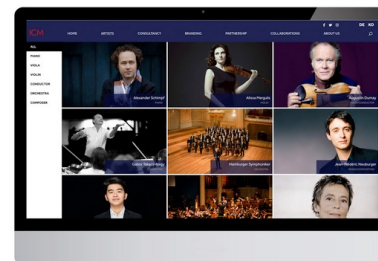
Our website subscriptions break down the cost of building a website and combine it with the on-going running costs into smaller monthly payments.



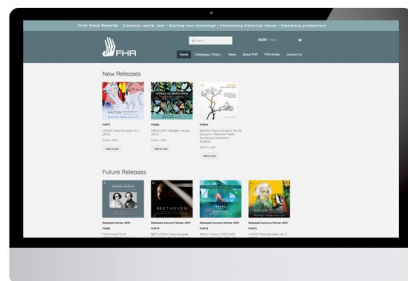
Opera Rara
Opera Company



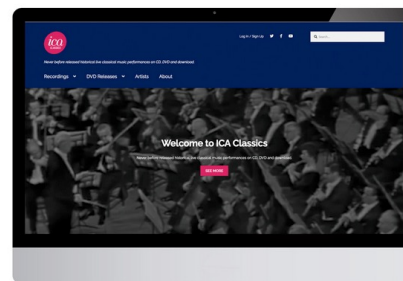
Armenian National Philharmonic Orchestra
Orchestra



International Classical Music Management
Artist Management Agency



First Hand Records
Record Label



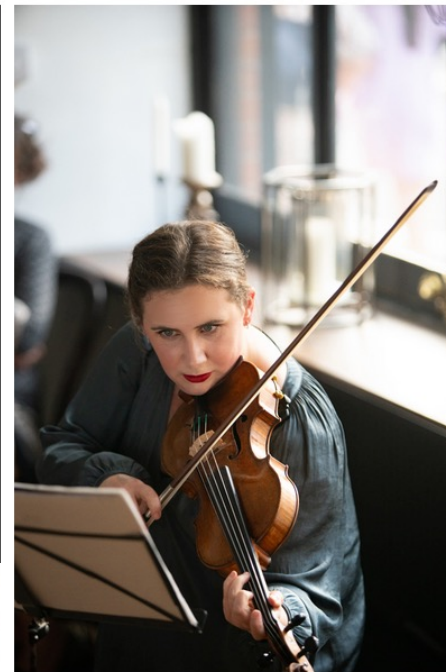
ICA Classics
Record Label

LIVE CONCERT & EVENT PHOTOGRAPHY



KNIGHT CLASSICAL

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PORTRAIT PHOTOGRAPHY

We can set-up bespoke photoshoots on location or in the studio, perfect for website and social media content or for album covers or promotional material.



KNIGHT CLASSICAL

KNIGHTCLASSICAL.COM



SOCIAL MEDIA

Most of the content we create for clients is ultimately aimed at an audience on social media. We provide comprehensive assistance throughout the entire process, from devising content strategies and defining goals to effectively distributing it to your audience. Our expertise covers all aspects, including:



Page, Profile & Channel Creation

We can create your presence on a social platform, or enhance an existing profile, page or channel to ensure the branding and content is consistent and optimised to achieve the best results.



Strategy & Planning

Right at the start of the content creation process, we discuss the target audience and goals for any content to be created, developing a plan to ensure those goals can be met.



Branding

Developing a tone of voice and consistent brand style across your social platforms.



Account Management

From campaigns to day-to-day running of your accounts, creating a content calendar and delivering your content to your audience.



KNIGHT CLASSICAL

KNIGHTCLASSICAL.COM



COPYWRITING & SEO

Exceptional text content is just as crucial as impressive audio and visual elements. That's why we collaborate with a specialist copywriter from the classical music industry, dedicated to creating compelling copy for websites, video descriptions, social media posts, and marketing campaigns.

We also offer comprehensive SEO audits for your website to ensure that your copy effectively addresses the queries your visitors might be searching for on Google.



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GET IN TOUCH

Get in touch to discuss your project and see how we can help bring your ideas to fruition.

Let's work together to create content that resonates with your audience and drives results.

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