

THE IMPOSSIBLE ORCHESTRA 24:40:UR CONCERT

A NONSTOP CONCERT TO HONOUR OUR NONSTOP CARERS



THE BRIEF

Australia has 2.6 million unpaid family carers. They care for their disabled children, their ageing parents and their partners 24 hours a day. And they do it with almost no recognition.

With no media budget, our task was to honour the nation's carers and draw attention to the significant role they play, with an idea befitting their nonstop tireless efforts.

THE IDEA

Tell the story of what it's like to care nonstop through a 24 hour, nonstop orchestral concert. Assemble 260 of Australia's finest classical musicians and challenge them to play for 24 hours in one of Australia's finest concert halls. But the concert was about more than music. Brutally honest and moving short films about individual carers were shown during the event, with the orchestra providing a live score.

During the event, carers and those they cared for were rotated in and out of the orchestra as guest musicians and conductors. Many of the musicians themselves were also carers, and also told their stories throughout the 24 hours. The entire concert was to become a living celebration of the difficult yet beautiful and ultimately human act of caring. For those who couldn't attend the concert in person, the entire event was streamed live online for the full 24 hours.

THE RESULTS

6,500 PEOPLE ATTENDED THE EVENT

40 COUNTRIES WATCHED ONLINE

TRENDED **#1** ON TWITTER

COVERAGE ON **217** NEWS OUTLETS

13.7 MILLION AUSTRALIANS REACHED (60% OF THE POPULATION)

35% INCREASE IN AWARENESS OF CARING AS AN ISSUE

ENDORSEMENT FROM THE PRIME MINISTER OF AUSTRALIA

ALL WITH **\$0** MEDIA DOLLARS SPENT

THE 24 HOUR CONCERT



LIVING CELEBRATION OF CARERS / CARERS MOVIES / GUEST CONDUCTORS



BROADCAST LIVE TO THE WORLD



SOCIAL MEDIA LIVE 24 HOUR BROADCAST

