Ballet Austin’s “Familiarity Continuum”

Before

Narrative: High Familiarity
THE NUTCRACKER

Narrative: Some Familiarity
MAGIC FLUTE

Non-Narrative: Some Familiarity
THE BACH PROJECT

Non-Narrative: No Familiarity
DOVETAIL

Ballet Austin wanted to attract ballet-goers to less familiar works. To address this, the ballet company developed what it called a “familiarity continuum,” which assumed that audiences would move in a straight line from well-known ballets with clear story lines to highly non-narrative pieces.

After

Ballet Austin’s “Familiarity Continuum”

After market research, Ballet Austin found that its audiences don’t move in a straight line. They tend to move on many different paths back and forth along the continuum.

Narrative: Some Familiarity
MAGIC FLUTE

Non-Narrative: No Familiarity
DOVETAIL

Non-Narrative: Some Familiarity
THE BACH PROJECT

Narrative: High Familiarity
THE NUTCRACKER