

YOUNG DOGS



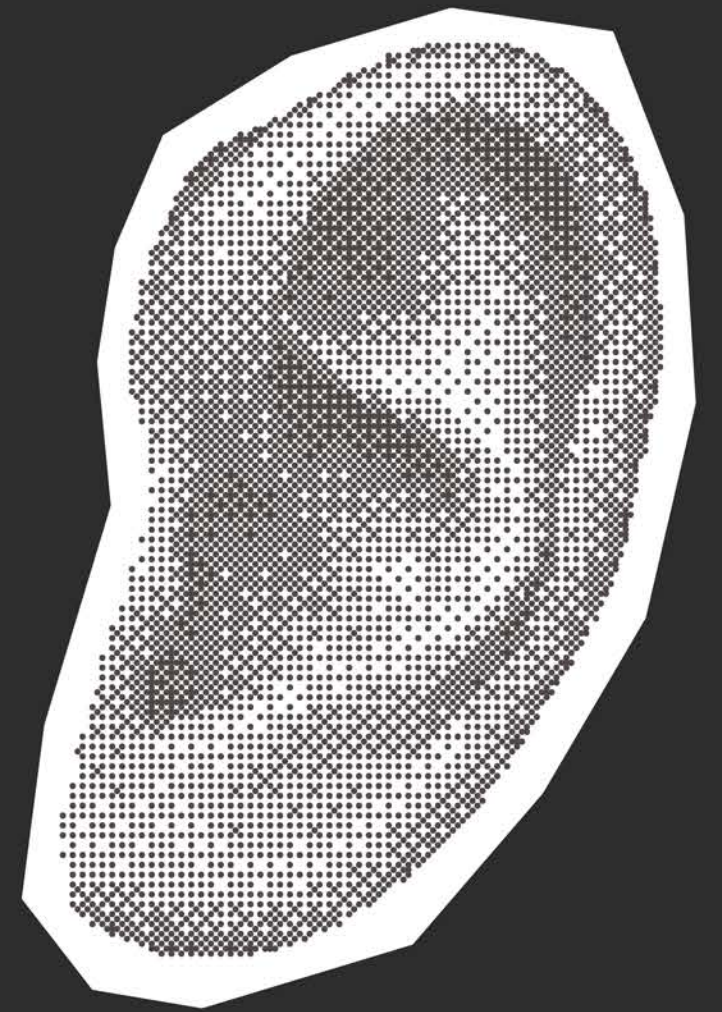
kpn **PITCH**

2025/2026 SEASON

Sound transforms entertainment into pure experience. Imagine a horror movie without threatening music, or a shooter game devoid of explosive effects, the magic fades instantly. It's the added sound that breathes life into every moment, turning visuals into unforgettable experiences.

If sound is so decisive for completing an experience.....

Isn't it strange the most iconic image of the Netherlands has no sound?



That's why we're giving the most famous image of the Netherlands an even richer experience by adding a sound.

Het geluid van De Nachtwacht

For years, KPN has been committed to making art and culture accessible to everyone in the Netherlands. As main sponsor of Rijksmuseum, the connection between The Nightwatch and KPN is very strong.

By giving this masterpiece its own sound, we can make the experience even more impressive and complete, it shows the quality of entertainment rises with sound.



A fresh, modern sound

We'll have the music composed by a Dutch DJ, not classical music with an outdated image, but a genre that resonates with the target audience (18-35).

An artist that truly fits the audience will create a track without lyrics. In this way, everyone can give their own meaning to the painting through sound.



The grand opening

The Nightwatch is currently under restoration: "Operation Nightwatch is the largest and most extensive research and restoration project ever undertaken on Rembrandt's masterpiece."

We'll build on this moment by adding sound to the reopening of The Nightwatch.

Because this marks the new reveal of the artwork, and we are enhancing it with music, the relevance for PR is significant.



Content

Beyond all the PR this action generates, KPN itself can also gain a lot from it.

We will share the making-of the sound across social media and, leading up to the opening, gradually release more teasers to build anticipation.

Shares, social awareness, PR coverage, KPN on top of mind when thinking of entertainment.



With *Het geluid van De Nachtwacht* we will get *entertainment lovers*, to see KPN as the ultimate *all-in-one* entertainment partner,

It's the added **sound** that breathes life into every moment, turning visuals into unforgettable experiences.



RIJKS MUSEUM

YOUNG DOGS



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Het geluid van *De Nachtwacht*

Challenge

Get entertainment lovers (18-34) to see KPN as the ultimate all-in-one entertainment partner by showing that entertainment experience becomes better with better sound.

Insight

Sound is so decisive for completing an experience, so why is it the most iconic image of the Netherlands has no sound?

Concept

By giving this masterpiece its own sound, we can make the experience even more impressive and complete, it shows the quality of entertainment rises with sound.

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Het geluid van De Nachtwacht

