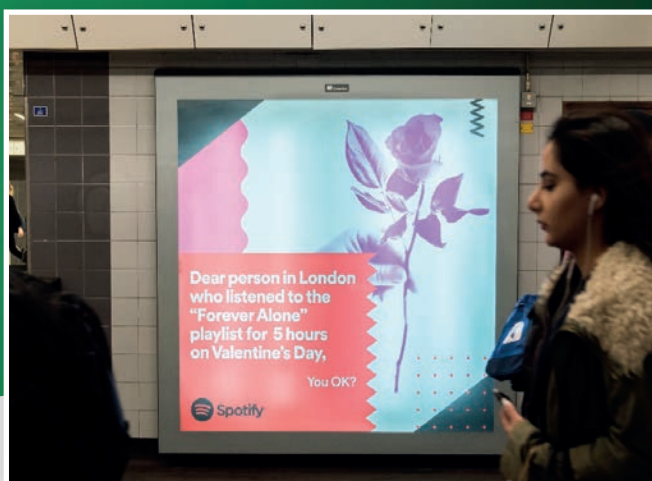


SPOTIFY

PLAYLISTS

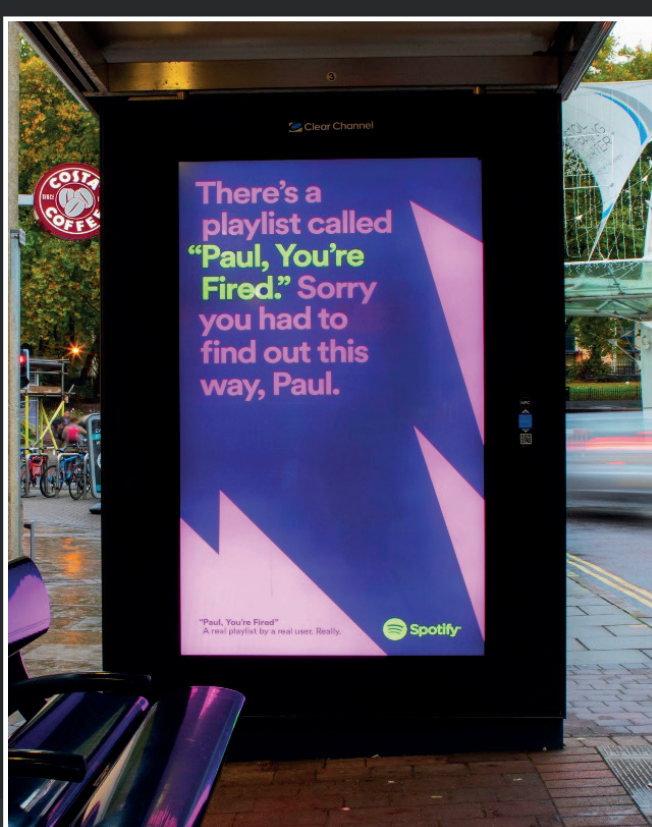


OBJECTIVES

To embed Spotify "into the natural rhythm of people's lives".

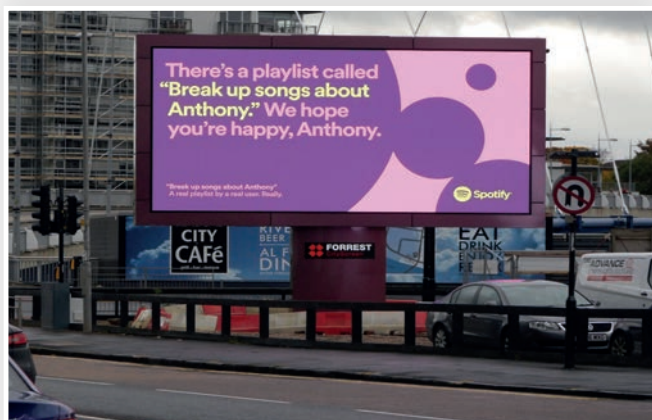
STRATEGY

- Our strategy had to be strong as OOH was the sole broadcast medium and reach driver for this campaign.
- The campaign had to dominate on a variety of formats and environments for the striking creative and humorous copy to truly stand out.
- The first wave celebrated the Spotify's user-generated playlists, bringing humour to the campaign.
- Using their own data, Spotify curated a mix of headlines to best relate to the actual activities and playlists of UK users.
- The second wave celebrated 2016, with "Thanks 2016, it's been weird", again focusing on Spotify-curated and user-curated playlists.



EXECUTION

- With over 200 Underground platforms equipped with Wi-Fi, and connected commuters traveling via all modes of transport, the blend of OOH formats used tapped into moments when people were listening to music.
- Key DOOH formats launched the campaign, in addition to 6-sheets and banner formats in key cities.
- Underground 16-sheets, Showcase Squares and wrapped Routemaster Buses maintained recency throughout the campaign period.
- We owned the morning commute through 10-weeks of premium Digital OOH formats across Roadside, Rail and Underground. The copy was changed weekly to keep messaging fresh and relevant.



RESULTS



- People exposed to the campaign 6+ times used Spotify +76% more frequently and for +19 mins longer than other users.
- 15% of exposed individuals became new Spotify users, and showed higher levels of activity in terms of frequency and usage duration.
- Spotify's brand affinity was improved in a competitive environment
- People recalling the OOH creative were +40% more positive towards the brand