

Young Ones Awards 2020

Spotify

40% of all music listening in the US happens in the car. There are 270 million cars in the US, and in those cars millions of people commute 35 minutes each way on average. In total, Americans spend 70 billion hours behind the wheel each year! We have a huge opportunity to boost listening on Spotify by inserting ourselves in this environment, especially in the 25-34 year old audience.

To address this from a content perspective, Spotify has recently launched a Your Daily Drive Playlist that plays daily podcasts and your favorite music to accompany users on their commute. We've also put together a driving content hub full of playlists for people to enjoy while they're driving.

So what's the problem?

Most people don't think about using Spotify in the car because they're stuck in the habit of listening to the radio.

The Opportunity

To get people in the US to think about listening to Spotify in the car.

How can Spotify play a role in the car?

There are some key listening behaviors unique to the car that we have the ability to speak to.

1. A place for familiar music. The car isn't a great place for discovery, it's more about being in your comfort zone and listening to what you love. With Spotify, you can listen to your own music on your terms.
2. Lean back experience. It's no place for browsing or typing. With tons of playlists tailored to your taste you can hit play and trust that it'll be music you want to hear.
3. Content beyond music. People love listening to the news and talk radio on their commutes. With podcasts on Spotify, you can get caught up on whatever matters to you.

What we need to make?

Our recent TV spot has already helped make listening to Spotify in the car more top of mind for our audience with a relatable, human insight.

Let's build on this momentum and continue to build a connection between Spotify and driving with a bolder, flexible, and more non-traditional campaign idea that can work across multiple channels including social, OOH, and even TV.

Fun things to think about (but not required)

Car Moments: The beat matching the blinker. The driver next to you singing their heart out. Road rage. Finding the perfect parking spot. There are certain things that only happen in the car, how can Spotify accompany those moments?

Day in Day out: A big chunk of our audience is likely in the car at the same time every day driving the same exact route. Just because your commutes are always the same doesn't mean your music has to be. What role does Spotify play in the daily driving routine?

Cars in music: Cars have been referenced, shouted out, and featured in music for decades. Can cars in music culture be a way to engage the fans of different songs and artists?

Our content: How can we communicate the value of different playlists like My Daily Drive in unique ways?

Spotify's Tone of Voice

Often irreverent, and never afraid to have an opinion, Spotify speaks to consumers as a fellow fan, because we love music and culture as much as they do. We're a youthful brand - occasionally even a little juvenile - and we're proud to be a bit weird sometimes. After all, aren't we all?

Spotify's Past Campaigns

Whether it's using data to celebrate our users, paying tribute to artists, or creating social impact, Spotify drives earned media that helps us compete with some of the world's biggest companies-- who will always have bigger budgets.

Here are some examples:

<http://ourcase.study/holiday2016/>

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