## **WE GOT 147 MILLION PEOPLE TALKING ABOUT SPOTIFY'S #2018WRAPPED** CAMPAIGN

Spotify used data from their listeners to generate the copy for their year in review OOH campaign.

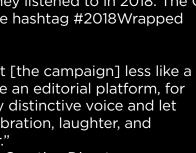
## STRATEGY & TACTICS

- Creative Excellence: The creative was fueled by Spotify listener data similar to their previous campaigns. Creative elements featured top artists and interesting playlist names

- IRL TO URL: Spotify allowed their listeners to see a personalized review of what they listened to in 2018. The OOH encouraged listeners to use the hashtag #2018Wrapped when sharing their recaps

- Client Praise: "We're treating it [the campaign] less like a campaign and more almost like an editorial platform, for us to come out with our totally distinctive voice and let people have a moment of celebration, laughter, and levity at the end of a long year."

- Alex Bodman, Spotify Global Creative Director





fan-made Sleep playlists featured

Juice WRLD's "Lucid Dreams." Or maybe you're dreaming this.

Blue playlists,



DISCLAIMER: OF COURSE, THE RESULTS OF ANY CASE STUDY ARE SPECIFIC TO ITS FACTS. WE CAN'T GUARANTEE THAT ANY OTHER CAMPAIGN WILL DRIVE SIMILAR RESULTS, INCLUDING INCREASED TRAFFIC, END-USER ACTIVITY (CLICK-THROUGH OR SECONDARY-ACTION RATES), OR REVENUE.



**OUTFRONT/** 

**RESULTS** 

ADDITIONAL CONSUMERS THE

**TWITTER** 

**AD SPREAD TO** 

28.7M

147M+

CONSUMERS REACHED ON