

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



SOURCE: NUVI, 2018.

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

147M+

CONSUMERS REACHED ON TWITTER

28.7M

ADDITIONAL CONSUMERS THE AD SPREAD TO

