

SPOTIFY LEVERAGES DATA TO DRIVE OOH ENGAGEMENT

Campaign Objective:

Engage consumers through Spotify's third annual 'Wrapped' campaign, which highlights unique user data throughout 2018.

Solution:

Bright, bold creative exhibited witty language to highlight top artists, songs, and trends from the year. Using digital capabilities, user specific content was displayed to encourage participation in the '2018 Wrapped Recap' and to highlight music streaming habits.

Highlights:

- Utilize big data to inform **relevant creative** for audiences
- Campaign featured **50+ artists**
- Served as a way to promote **new product** features, including podcasts

