

Spotify

Problem

How could Spotify both showcase David Bowie's love of Manhattan and subtly imprint the brand into media?

Solution

By demonstrating Spotify's presence beyond a music streaming platform.

Background

As a sponsor of the David Bowie Is exhibit at the Brooklyn Museum, Spotify endeavored to relate the experience to Manhattan with the knowledge that Bowie called Manhattan home. To extend this exhibit, we were tasked to create a mini experience that would showcase Bowie's love for NY.

Objective

Spotify was intent on providing consumers a David Bowie experience while also making the brand immersive within the installation. The client looked to create a cultural moment here in Manhattan knowing that the David Bowie exhibit was currently running in Brooklyn.

Strategy

Bowie made his love for New York very well-known and we wanted to create a cultural moment in his favorite borough for fans of all ages enabled by Spotify. The overarching strategic goal was not to just push Spotify as a music platform but to showcase they are a brand who recognizes just how important New York was to Bowie and how special Bowie was to music. The placement (Broadway/Lafayette station, blocks away from his former residence) needed to be endemic and have the ability to house multiple creatives to display how Bowie reinvented himself throughout his career as well as highlight the multiple NY centric quotes of his to provide an authentic feel without corporate involvement.

Plan Details

Markets: New York

Flight Dates: April 2018 - May 2018

OOH Formats Used: Station Domination

Results

This campaign was an absolute OOH success that received significant earned media between press and social. Within the first week it was featured on Time Out, Adweek, Hype Beast and Bowery Boogie and earned over 299 million impressions. The station domination reached



32.7 million consumers within the first week of being posted with social shares and posts spreading to an additional 23.4 million consumers in the same week. The sentiment within the social posts seemed appreciative and didn't view the station as a push to use Spotify but an actual photo exhibit. At times there were lines at the station just to purchase the different metro cards as they were viewed as limited edition while others trading each other to get the metro card creative they may have been missing. In the end, this reached 68.9 million consumers through social and the exhibit drew in 2 million visitors by June 20th.

Testimonials

Alex Bodman, Spotify's global executive creative director, said he was stunned by the number of social-media shares that the Bowie campaign racked up. The campaign in June won a gold award in the Cannes Outdoor Lions category, which celebrates creative outdoor campaigns featuring partnerships, people and storytelling. More information [here](#).

Additional Information

The campaign won multiple awards at the Cannes Lions Festival.

