



# OOH Case Study

## Spotify

### Problem

How can Spotify organically spread the word of the release of Drake's new album, Scorpion?

### Solution

By placing high-impact OOH creative in high profile, densely populated areas.

### Background

The creative team needed to support the highly anticipated release of Drake's latest album, Scorpion, in a fresh and exciting way.

### Objective

The central goal was to generate mass reach of the album release by grabbing people's attention in high profile locations. Social sharing was encouraged to organically spread the news and reach commuters on the morning of the album's release.

### Strategy

The campaign utilized high impact bulletins and a wall-scape to showcase Drake in heavily trafficked locations (e.g. Times Square, Penn Station) as well as Drake's hometown of Toronto. The agency also leveraged the mass reach power of kiosks with a takeover of the entire NYC network below 125th street for two hours in the morning (8 - 10am).

### Plan Details

Markets: New York, Los Angeles, Toronto

Flight Dates: June 29, 2019 - July 15, 2018

OOH Formats Used: Kiosks, Wallscape, Digital Bulletins

Target Audience: Adults 18-40

### Results

Almost five million impressions were delivered in a two hour time frame, quickly spreading word of the takeover and generating significant social buzz on outlets such as Twitter. Spotify was the first to implement a full takeover of the entire kiosk network.

### Testimonials

Clients were pleased as the campaign helped achieve the artist's streaming goals.

