



Spotify

Spotify serves as an all-in-one platform for audio experiences. We recognize that many customers use this application for only music and leave our platform when choosing to listen to audiobooks and podcasts. We aim to retain our clients with their other audio experiences on our platform. In addition, we still want to keep our clients' music experiences on our platform.



Make existing users aware of other features on Spotify, like audiobooks and podcasts.

Background



3-5 bullet points on the Background of the client:

- The leading music streaming platform.
- Known for its music but has other services like podcasts and audiobooks.
- It can be used on almost every device.
- The primary age of people who use Spotify is 18 to 34



Future

Spotify's future will involve having an all-in-one platform for audio content.



Vision

Spotify's vision is to get existing and new users to use its platform as an all-in-one platform for audio content and to make individuals aware of audiobooks and podcasts on its platform.



Goal

Reminding existing users that we help them personalize their audio content instead of just listening to their favorite genre can help them find their next best read when stuck in traffic or waiting in line.



Forecast

Spotify is positioning itself as an all-in-one platform, expanding beyond music to include audiobooks and podcasts. To do this, they will use grams to tailor content to listeners' tastes.



Benefits

Spotify offers personalized audio experiences at your fingertips and easy access to audiobooks and podcasts.



Communication Challenge

Right now, Spotify stands out in a crowded audiobook and podcast market. While it is well known for its music, many individuals don't know that it offers audiobooks and podcasts on its platform because consumers are overwhelmed by the choices of different platforms to listen to their stories.



Objective

Spotify is unmatched when it comes to delivering personal audio content that connects with the user, helps them understand their favorite audiobooks, and helps tailor their next audio experience.



Target Audience

Consumers want a platform that understands their unique tastes, offering personalized music, audiobooks, and podcasts at their fingertips and all on one platform.



Audience Insights

We aim to raise consumers' awareness of personalized content in audiobooks and podcasts and help them find their ideal story through our library. At the same time, noting down their favorite stories and helping them find their next read through an advanced algorithm.



Strategy

Spotify's core strength is personalization, which resonates with users' desire for tailored content. Spotify meets the audience's convenience, discovery, and emotional engagement needs.

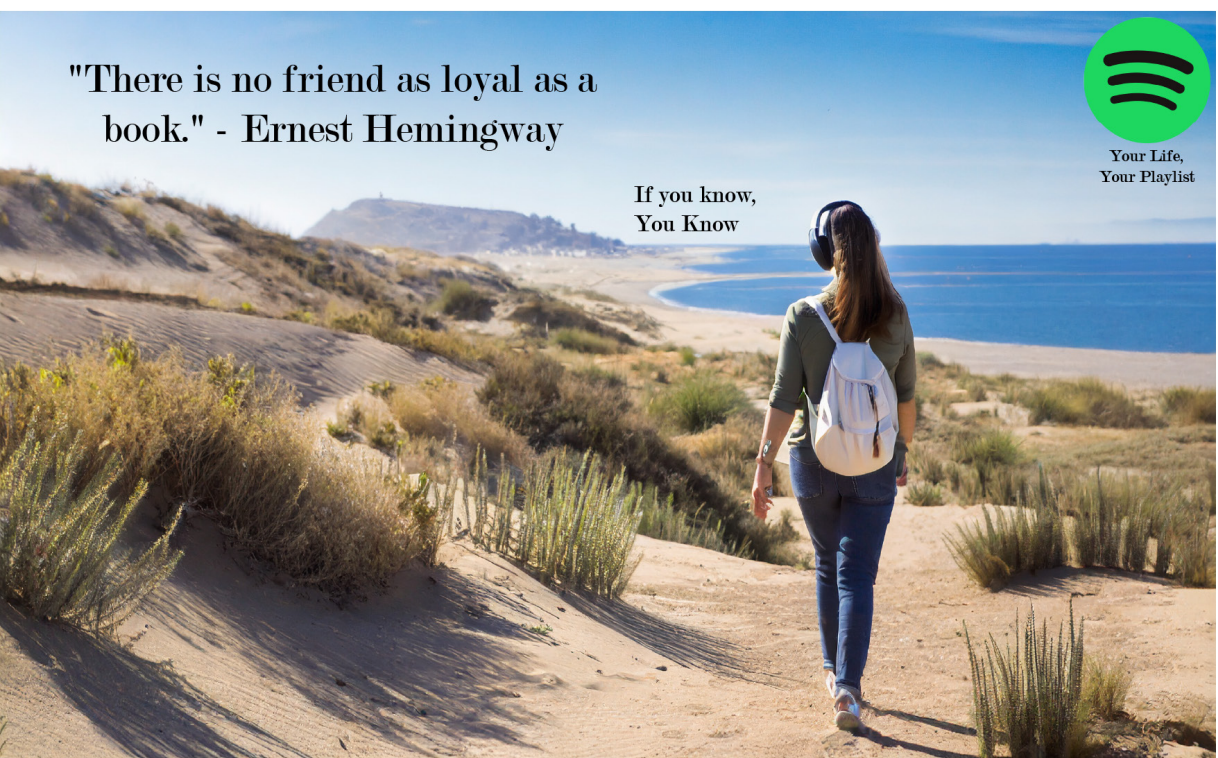


Outlook

We aim to raise consumers' awareness of personalized content in audiobooks and podcasts and help them find their ideal story through our library. At the same time, noting down their favorite stories and helping them find their next read through an advanced algorithm.



Deliverables



"There is no friend as loyal as a book." - Ernest Hemingway

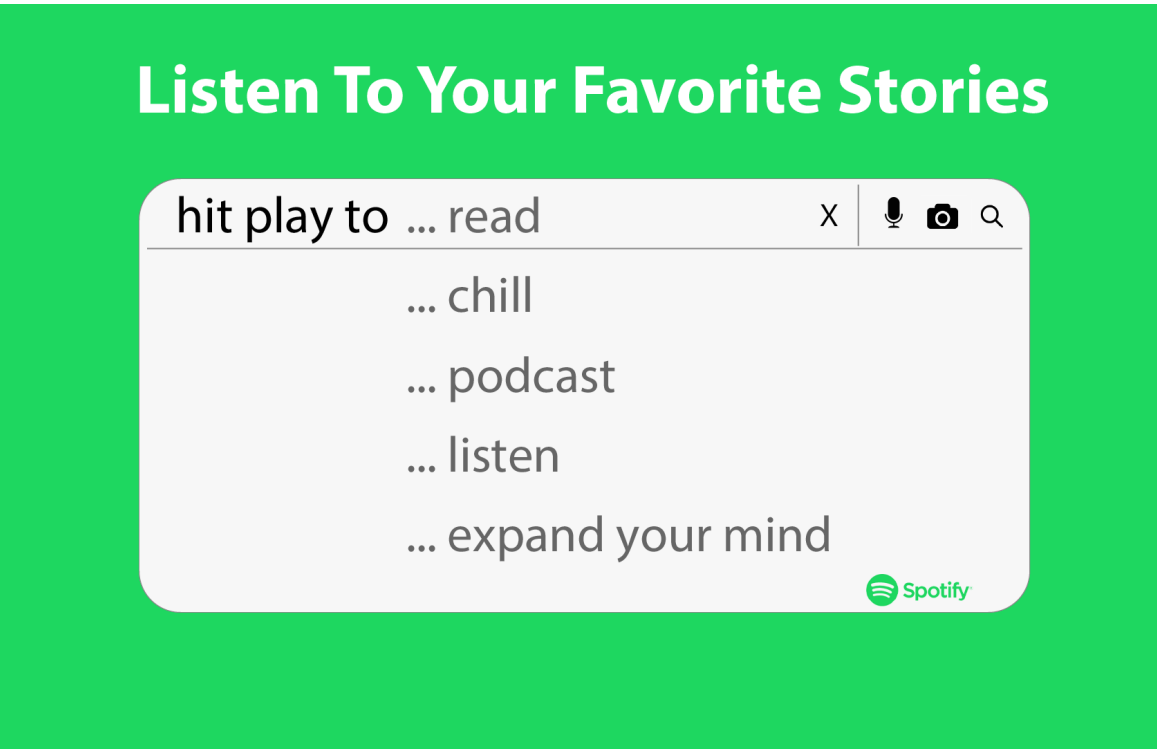
If you know,
You Know



hit play to ... "The Lorax" by Dr. Seuss

X |   

"I am the Lorax. I speak for the trees. I speak for the trees, for the trees have no tongues." - Dr. Seuss



Listen To Your Favorite Stories

hit play to ... read

X |   

... chill

... podcast

... listen

... expand your mind

