

Spotify Ignites Fans' Social Media

Objective

- > Spotify directly aligned its brand, in real time, with the John Mayer concert through a digital OOH execution. The creative, which featured the title of the new album, was situated directly outside of Madison Square Garden only during the hours right before and after the concert. This strategy leveraged the earned media gained in a hyper contextually relevant execution.
 - > This strategy is familiar to Spotify. In 2016, Spotify synced its DOOH executions nationally with the Shawn Mendez tour. The creative featured lyrics from his recent album and the date of the performance, which changed at every location the tour visited.
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- > **Inventory:** Digital Billboard
 - > **Market:** New York
 - > **Flight:** 2 Hour Roadblock on April 5, 2017
 - > **Earned Social Media:** While MSG was filled to its 20,000+ person capacity, Spotify's DOOH campaign ignited social conversations in the area surrounding Madison Square Garden. Mentions of the concert and Spotify increased by 184%, when compared to the 4 hours prior to the performance. These mentions reached over 30,000 consumers on social media.

