

2021 Young Ones Student Awards Spotify - Your Daily Drive

Some Background

The car is one of the biggest settings for audio listening but Spotify remains underpenetrated in this sizable & valuable market. There are over 270 million cars and 123 million commuters in the US alone, presenting a significant opportunity for both MAU growth and increased Spotify listening. We know that drivers still rely heavily on traditional and satellite radio to get relevant content — but we're excited to introduce a new personalized set designed specifically with these kinds of listeners in mind.

Your Daily Drive supports our mission to become a Global Audio Network by introducing a mixed-media playlist to Spotify. This evolves our definition of a playlist by bringing the best of terrestrial radio (timeliness, personality) with the best of streaming (on demand, personalization), blending a mix of familiar and discovery-oriented tracks with short-form podcasts and timely news updates. The set updates regularly, keeping both the music and news updates fresh.

So what's the problem?

Traditional commuting has declined in many parts of the world due to stay at home orders and an increase in white collar workers working from home.

The Opportunity

Despite the changes in listening behavior, people are still listening to news, podcasts and music on Spotify. In fact, people have turned to artists and podcasters to help them make sense of the time to learn more about the world around them or welcome a distraction from all that is going on.

And people are still in their cars. Though it may not be for a commute to work, people are using their cars to take long trips or just escape for a few moments. Additionally, more people may find themselves in cars with the increase in rideshare options for commute.

**Show how Your Daily Drive can play a role in the car, beyond the traditional commute drive.
Who is it for?**

New + Existing Spotify users: We need to educate new and existing Spotify users about the existence of their playlist and get them to build habits around listening whenever they're in a car.

How can Spotify still play a role in the car?

There are some key listening behaviors that we have the ability to speak to.

- 1) **Intentional + Leisurely** Despite commutes being down, there is an **increase in leisurely drives** as drivers are more intentional about when they do get in their car.
- 2) **A place for information and escape** With so much going on in the world, people are looking to stay up to date or avoid the news altogether using music and podcasts for escapism
- 3) **More than music** People love listening to the news and talk radio in their car. With podcasts on Spotify, you can get caught up on whatever matters to you.
- 4) **Irregular Use** Commuting used to follow a predictable, daily pattern. Now, with offices not at 100% capacity, some people may only be commuting or getting in their cars a few days a week.

What we need to make?

Our recent TV spot has already helped make listening to Spotify in the car more top of mind for our audience with a relatable, human insight.

Let's build on this momentum and continue to build a connection between Spotify, car use and leisure driving with a campaign that makes use of media in a bolder way: including social and OOH.

Spotify's Tone of Voice

Often irreverent, and never afraid to have an opinion, Spotify speaks to consumers as a fellow fan, because we love music, podcasts and culture as much as they do. We're a youthful brand - occasionally even a little juvenile - and we're proud to be a bit weird sometimes. After all, aren't we all?

The tone for this creative should be fun and engaging, but also informative, educational and aware of the tough times many are living through. We want to emphasize the ease of using Spotify while commuting and the unique qualities afforded by YDD.

Spotify's Past Campaigns

Whether it's using data to celebrate our users, paying tribute to artists, or creating social impact, Spotify drives earned media that helps us compete with some of the world's biggest companies-- who will always have bigger budgets. Here are some examples:

<http://ourcase.study/spotifyforpets/>

<http://ourcase.study/thedecadewrapped/>

<http://ourcase.study/imwiththebanned/>

<https://www.youtube.com/watch?v=Q50E6dvvHc8>

<http://ourcase.study/pantheon/>

<http://ourcase.study/chaninicholas/>