

Consumer Research: Spotify



Media Agency: UM Canada
Creative Agency: Spotify
Client: Spotify
Year: 2017

Using the wall space in the TTC, Spotify takes the average 2018 self-goals, and adds a musical twist. Using popular songs on all our playlists, Spotify uses witty humor to convey messages of fitness, empowerment, and even things to avoid in 2018. Spotify is helping consumers navigate 2018 one playlist at a time.

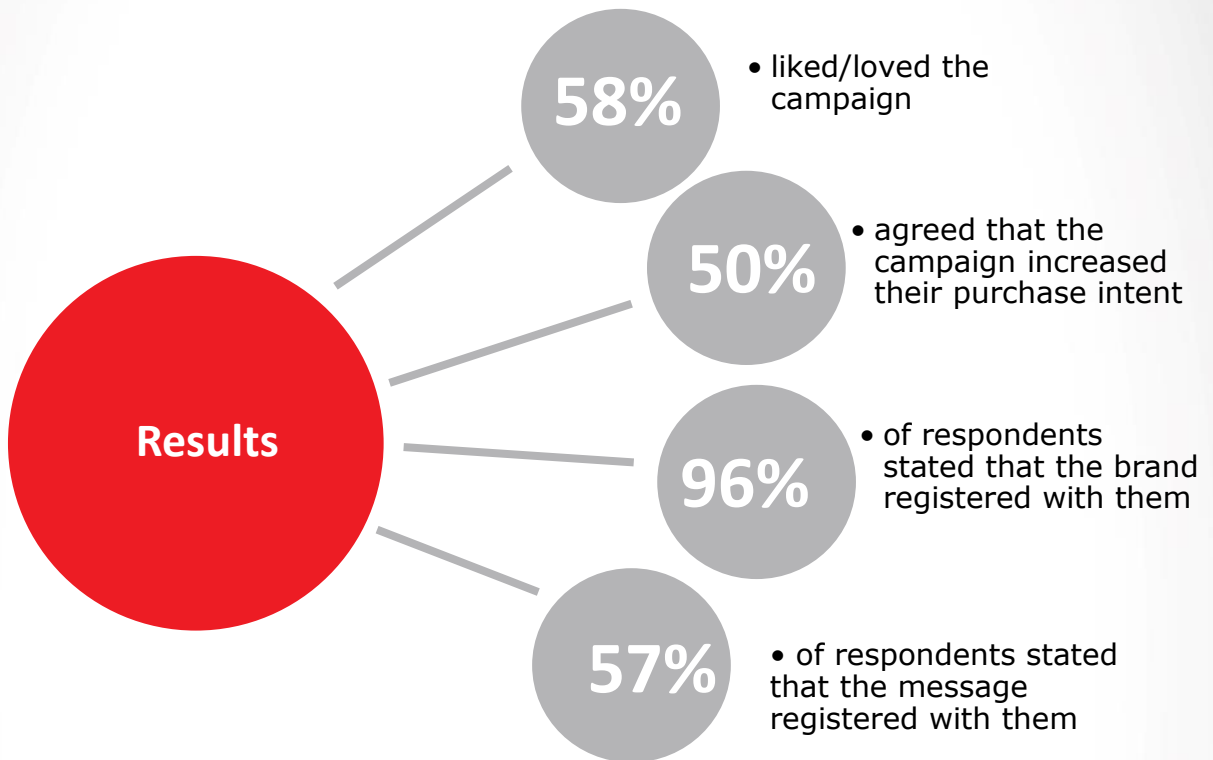


Research Sample

- Toronto Adults 18-49, purchasers or users of music streaming services in the past 6 months.

Main Message Key Feedback

- Strong Spotify branding helped to communicate the benefits clearly.



▶ Consumer Comments on Main Message

"Stream music with Spotify to express yourself"

"Choose Spotify for your music downloads"

"Have your music score your life"

"Use Spotify for better music in your life"

Source: BrandSpark Consumer Panel 2018