

Sunshine Sachs

Spotify
August 2018

Our Clients

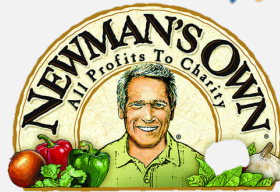
Technology



SHUTTERFLY INC



Social Good
& Non-Profits



HUMAN RIGHTS CAMPAIGN

GLOBAL CITIZEN

Music
& More



GAMES FOR CHANGE

wework



Why Now?

According to Adweek in 2017...

"72% of all U.S. weekly streams on Spotify are by millennials"

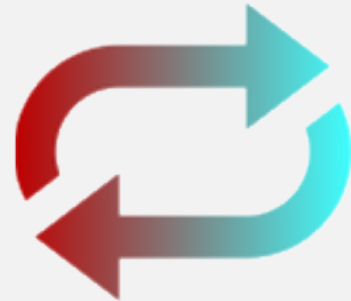
We know that Spotify is loved by millennials. So why isn't voting? Adding a component of social impact to the brand will set Spotify apart. The 2018 Midterm Elections are the perfect chance to solidify this component.

Spotify's Clarify Campaign in 2016 was a great effort to engage millennials in the democratic process. Through Spotify's second attempt at a politically focused social good campaign, we hope to build buzz, create stories and blast Spotify's potential to integrate social media into its core values.

ROCKTHE**VOTE**



**Register.
Revolutionize.**



Launching August 2018

Interface

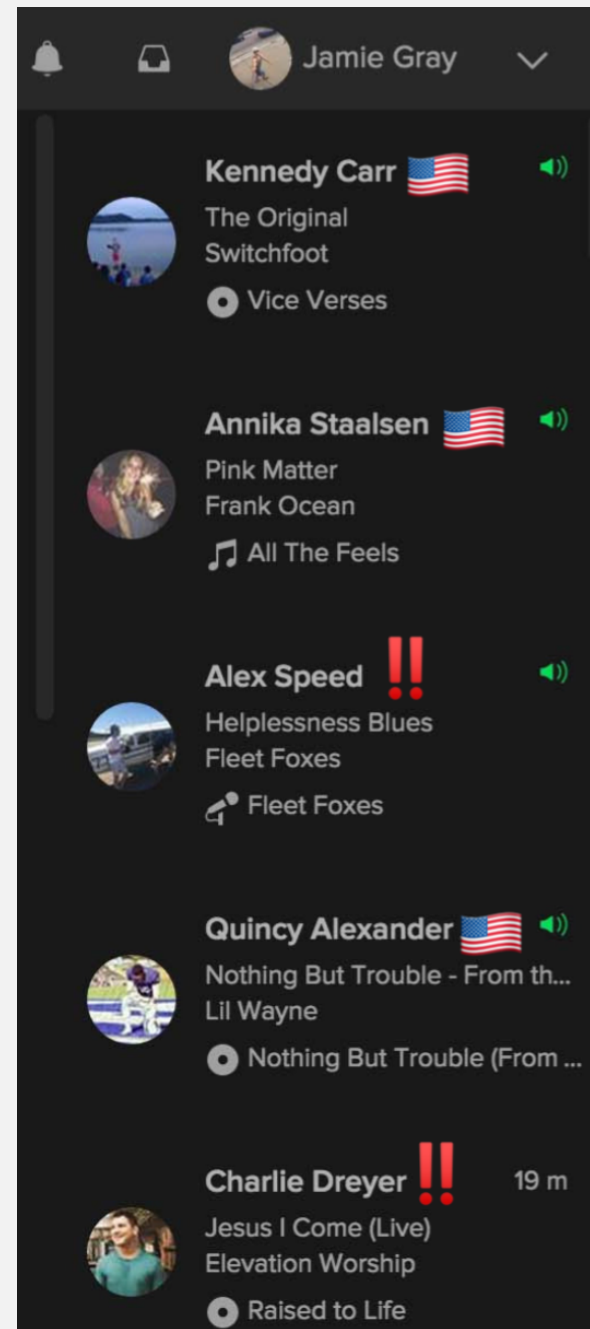
Our Goal: To introduce Spotify users to the campaign

Change in the "Friend activity" feed

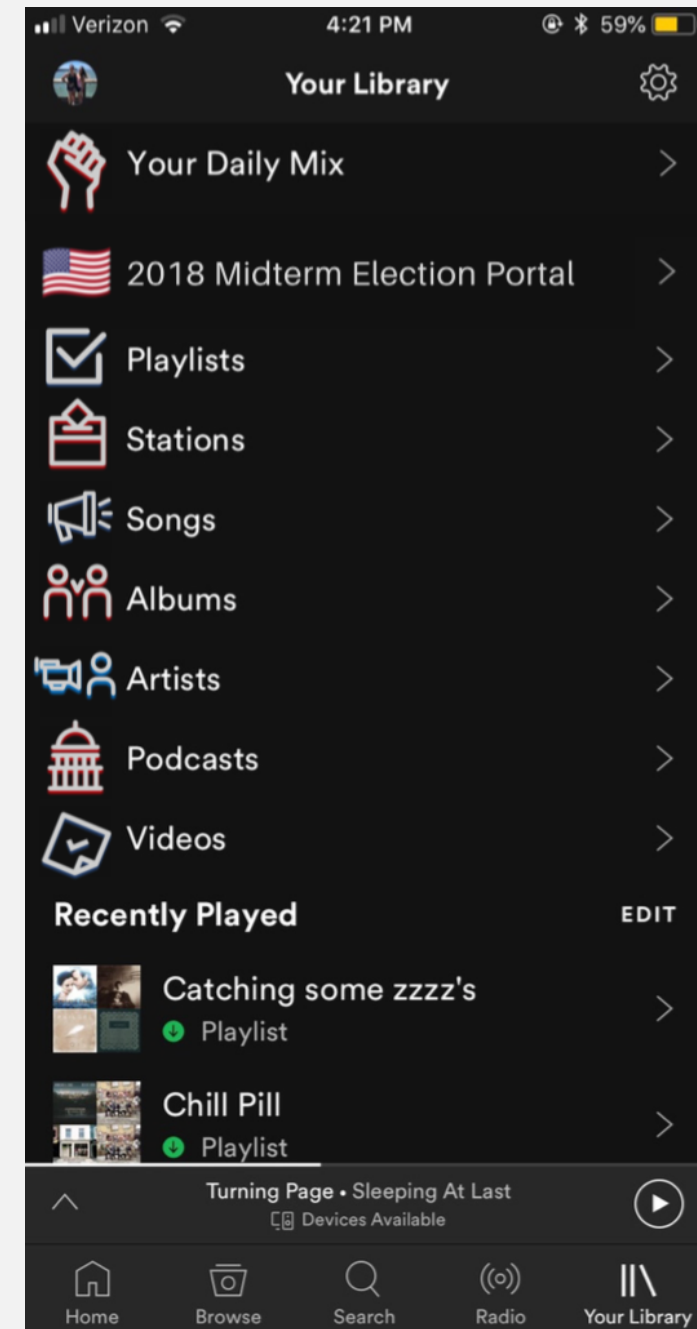
- Emoticons will indicate who is and is not registered
- Allows for social interaction between users and voters

Update the "Your Library" interface

- New voting themed icons and a new portal with content from Rock the Vote
 1. Register to Vote Options
 2. Poll Finder
 3. "Tell My Friends I Registered" and "Tell the World I Voted"
 4. State specific voting guide



Friend Activity Feed



Patriotic Interface

Social Media

Our Goal: To flood social media with images and information about the campaign

Influencers

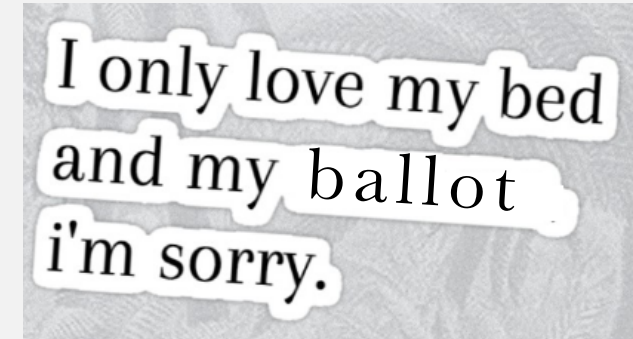
- Spotify featured artists who have been vocal about voting and politics
- They will receive a mailer that duplicates a ballot box
 - Inside the box: Patriotic stickers, hashtag hat and a customized speaker



Hashtag

- Each box will include instructions on how to get involved on social media
- Influencers will be encouraged to get the campaign hashtag trending to increase exposure and action in both English and Spanish

#RegisterRevolutionizeRepeat #RegistreRevolutionarRepetir



Advertisements

- Paid Media via social media advertisements
 - Ad images will be similar to the patriotic stickers
 - Placed as sponsored posts on Instagram, Twitter, Facebook, Snapchat and Instagram Stories



Ads for Social Media



Spotify

I only love my bed
and my ballot
I'm sorry.

#RegisterRevolutionizeRepeat

This ad features a stylized American flag on the left side, set against a blue background with scattered red, white, and blue circles. A large red ballot box is positioned in the lower right, with the text 'I only love my bed and my ballot I'm sorry.' written in white. The Spotify logo is in the top right corner, and the hashtag #RegisterRevolutionizeRepeat is at the bottom.



To the person who
listened to
"Run the World"
everyday for the
past year...

Do you know
which women
are running for
Congress?

#RegisterRevolutionizeRepeat

Spotify

This ad features a black silhouette of a capitol dome in the center, set against a background of teal and red with scattered white and red geometric shapes. The text is in white, and the Spotify logo is in the top right corner. The hashtag #RegisterRevolutionizeRepeat is at the bottom.



Stop Waiting On the
World to Change

You aren't
John Mayer

#RegisterRevolutionizeRepeat

Spotify

VOTE

This ad features a black silhouette of a hand dropping a ballot into a black ballot box. The box has a red circle with the word 'VOTE' in white. The background is red with scattered white and blue confetti. The text is in white, and the Spotify logo is in the bottom left corner. The hashtag #RegisterRevolutionizeRepeat is at the bottom.



Mr. Wordwide says
don't mess around.
Vete a votar. DALE!

Registre.
Revolutionar.

#RegistreRevolutionarRepetir

Spotify

This ad features a black silhouette of a person shouting into a megaphone on the right side. The background is blue and red with scattered white stars and confetti. The text is in white, and the Spotify logo is in the top right corner. The hashtag #RegistreRevolutionarRepetir is at the bottom.

Pop Up Event

Our Goal: To have a press worthy, non-virtual event, inspiring more than just Spotify users

Pop Up Locations

- New York, California, Tennessee, Indiana and Texas
- Located in areas with a lack of voter turnout among millennials
- Pop Ups will be stationed near community colleges and college towns

Spotify and Rock the Vote Pop Ups Will Include

- Registration and Education booths
- A chance to enter the raffle for 1 year of free Spotify and free swag
- Influencer attendance and social media takeovers
- Talent performances
- Press presence during the event



**5 Events, 5 Cities
October 11th**

Press Tactics

How We Will Tell The Story

How We Will Secure Coverage

- Desk sides with reporters
- Interview opportunities with Spotify C Suite
- Press Releases describing campaign objectives
- Influencer and Talent Interviews at Pop Ups

Tech Outlets

- "Spotify Goes Red, White and Blue in Support of the Midterm Elections"
- "How Technology Can Influence A Nation"
- "A New Marriage Between Streaming and Social Good"

Consumer Outlets

- "What the Spotify Ads You Are Seeing Everywhere Really Mean"
- "Spotify Playfully Shames Millennials into Registering"
- "Miley Cyrus Cares About the Midterm Elections, too"

Local Outlets

- "Over 10,000 Students Registered to Vote at Spotify's Pop Ups Nationwide"
- "Young Voters Register and Rock Out With Tim McGraw and Faith Hill in Indiana."
- "LA Rocks the Vote with Spotify at East LA College"

Media List

GLAMOUR

Anna Moeslein

Senior Entertainment Editor



PAPER

Beatrice Hazlehurst

Music Writer



Rolling Stone

Jason Newman

Senior News Editor



Lyndsey Havens

Associate Editor



Whitney Jefferson

Celebrity and Pop Culture
Director



TC TechCrunch

Sarah Perez

Consumer Tech Writer

FORBES

teenVOGUE

Hanna Howard

Digital Lifestyle Editor



Mashable

ESSENCE

fierce, fun and fabulous!

Cori Murray

Music and Entertainment Director

LA

Times



Ben Sisario

Music Reporter



BUSINESS INSIDER



Courtney Smith

Music and Pop Culture
Editor

Timeline

August 15th - November 15th

August

Hold a briefing meeting with Spotify, Rock the Vote and Sunshine Sachs

Discuss all interface details with the Spotify tech team

Expand a pre-existing press list and pitch short-leads

Launch Register. Revolutionize. Repeat. on August 27th

Curate and send promotional items to talent and influencers

September

Prepare and facilitate interview requests for spokespeople at Spotify

Pitch registration pop ups to local outlets and interface details to trade outlets

Build out all plans for registration pop ups and secure staffing for each location

Contact talent regarding pop up appearances

October

Regulate all media covering registration pop ups the day-of

Hold pop up events on October 11th

Continue pursuing earned media opportunities (desksides, interviews, coverage)

Announce success of pop ups via social media and share information with press

November

Launch an intensified version of the interface change on November 6th

Aim to secure stories in top-tier publications following Election Day

Conclusion

What this campaign will accomplish

1. Get millennials with diverse socio-economic backgrounds registered to vote
2. Encourage registered voters to visit their local polls
3. Educate voters on the importance of voting
4. Educate voters about their local candidates and important social issues
5. Allow millennials to share the excitement of registering and voting with their family and friends

Measuring Success

- Social Media
 - Audience reached
 - Ad viewership/clicks
 - Press secured
- Pop-ups
 - Registrations achieved
 - Influencer participation
 - Press secured
- Interface
 - Analytics
 - User engagement
 - Press secured

Campaign Budget

Aspects of the Campaign	Estimated Cost
Influencer Mailers Hats, Stickers, Speakers, Boxes, Stationary, Postal	\$17,425
5 U.S. Pop-Ups New York, California, Texas, Tennessee, Indiana	\$471,450
Social Media Advertising Facebook, Instagram, Twitter, Snapchat	\$40,000
Total Cost	\$528,875
Amount Left in Budget	\$271,725

Questions?
