



# Spotify

## Snap Ads Live + Discover Takeover Campaigns

For Spotify's "Year In Music" campaign, the company partnered with Snapchat to run music-themed Snap Ads in some of the winter's hottest Live and Discover content.

**TOTAL VIEWS: 26M**

Source: Millward Brown Digital Audience Insights and Brand Lift Insights

### The Story

To gear up for the new year, Spotify and Snapchat partnered closely to highlight and celebrate the music that defined 2015. Snapchat launched a pop-up Discover channel which highlighted a different music genre every day – a perfect fit for Spotify's "Year in Music" campaign, their annual retrospective that lets each listener see the soundtrack of their year.

Spotify turned up the volume just days later with Snap Ads in Snapchat's "NYE Live" Story to promote their "Party" playlists – a collection of highly-curated songs, mixed and approved by the Spotify team. With over 26 million views, Spotify closed out their year with what they love doing most – helping more fans discover more music.

### Objectives

- Align Spotify's "Year in Music" campaign with Snapchat's "Year in Review" Discover channel.
- Drive Spotify listeners to see their personal "Year in Music," an interactive timeline of how they – and the rest of the world – experienced music in 2015.
- Promote the launch of Spotify's "Party" playlists – perfect for celebrating the start of a new year.

### Strategy

- Run Snap Ads in Snapchat's music-themed pop-up Discover channel, "Year in Review."
- Align Snap Ads with the theme of the day of the channel's music genre.
- Place Snap Ads in "NYE Live," one of Snapchat's most highly trafficked Live Stories.



Ad Recall, 1.5X greater than Mobile Norms



Brand Favorability, 1.5X greater than Mobile Norms



Subscription Intent, 2X greater than Mobile Norms