



# Spotibooks

PROCESS BOOK

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# CREATIVE BRIEF

# PROJECT DESCRIPTION



## PROBLEM

While a majority of Gen Z'ers choose Spotify, they continue to perceive our platform as a strictly music streaming platform.

## SOLUTION

Let's introduce Spotify's Audiobooks with a campaign that connects Spotify, Gen Z and Audiobooks, making use of media in a bolder way.

## ASK

Launch Audiobooks in a big way by authentically connecting with Gen Z and showing them Spotify is more than just music.



# CREATIVE BRIEF



## MARKETING OBJECTIVES

Increase the current market share in the industry.

Expand awareness of other features other than music

Promote brand image, loyalty, & advocacy

## CLIENT EXPECTATIONS

Promote Spotify as platform that offers more than just music

Familiarize users with the audiobook feature

Spotify breaks out of the image of a mere music platform

## MEDIA

- Audio ads
- OOH ads
- Social ads
- Banners
- Sponsorships

# CREATIVE BRIEF



## REASONS TO BELIEVE

- Download for offline listening
- Adjustable Playback Speed
- Automatic Bookmarking
- Sleep Timer

## MARKET ADVANTAGES

- Curated Recommendations
- Artist Narration
- Collaborative Playlists
- Playback Speed Adjustment
- Spotify Wrapped

## REASONS TO BUY

- Increased literacy skills
- Stress Reduction
- Largest Title Selection
- Free Subscription Options

# RESEARCH

# STATISTICS



NUMBER OF SUBSCRIBERS

**172** MILLION

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ACTIVE MONTHLY USERS

**381** MILLION

---

NUMBER OF TRACKS

**70** MILLION

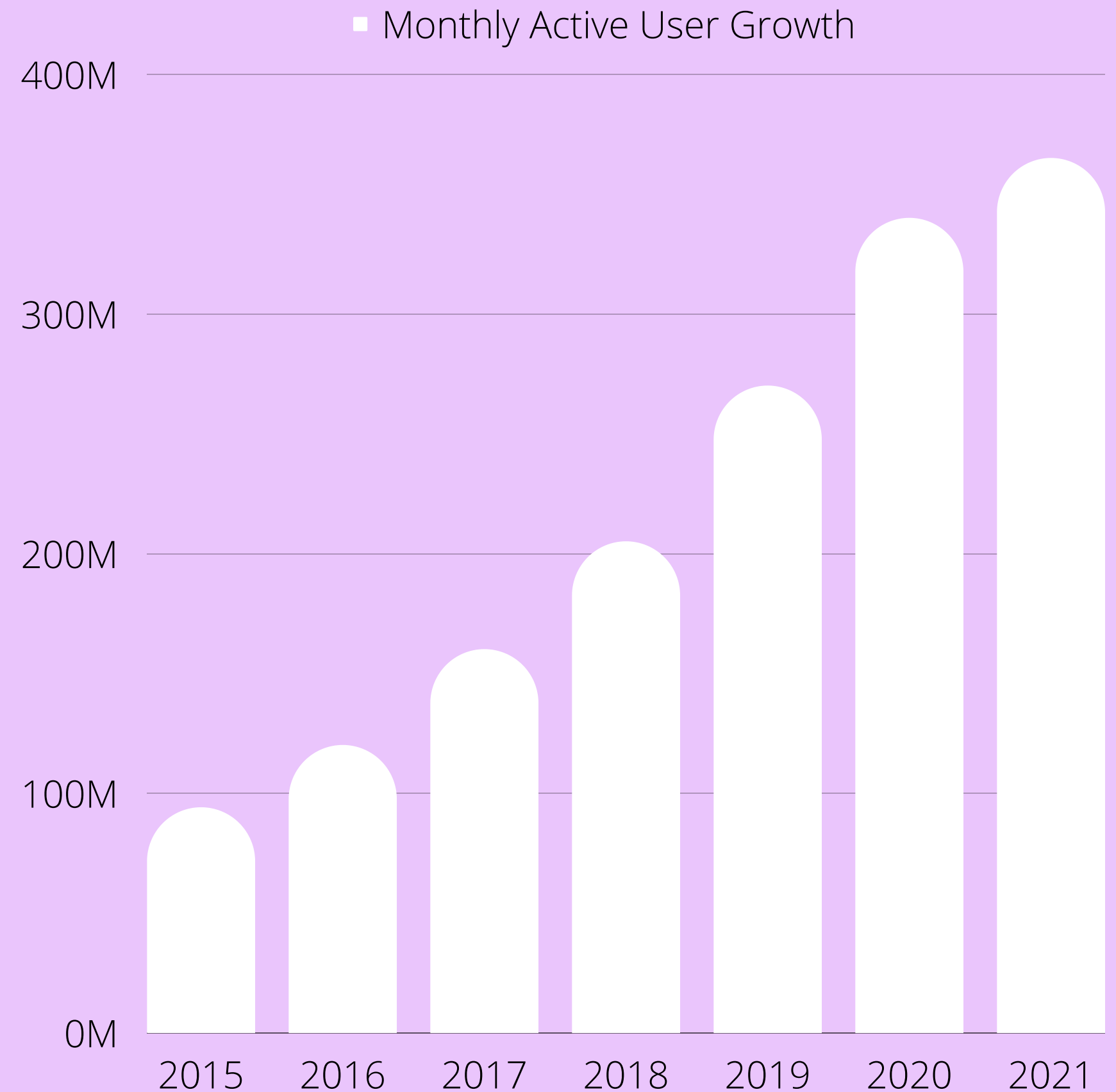
SPOTIFY IS AVAILABLE IN

**184** MARKETS

# SITUATION OVERVIEW

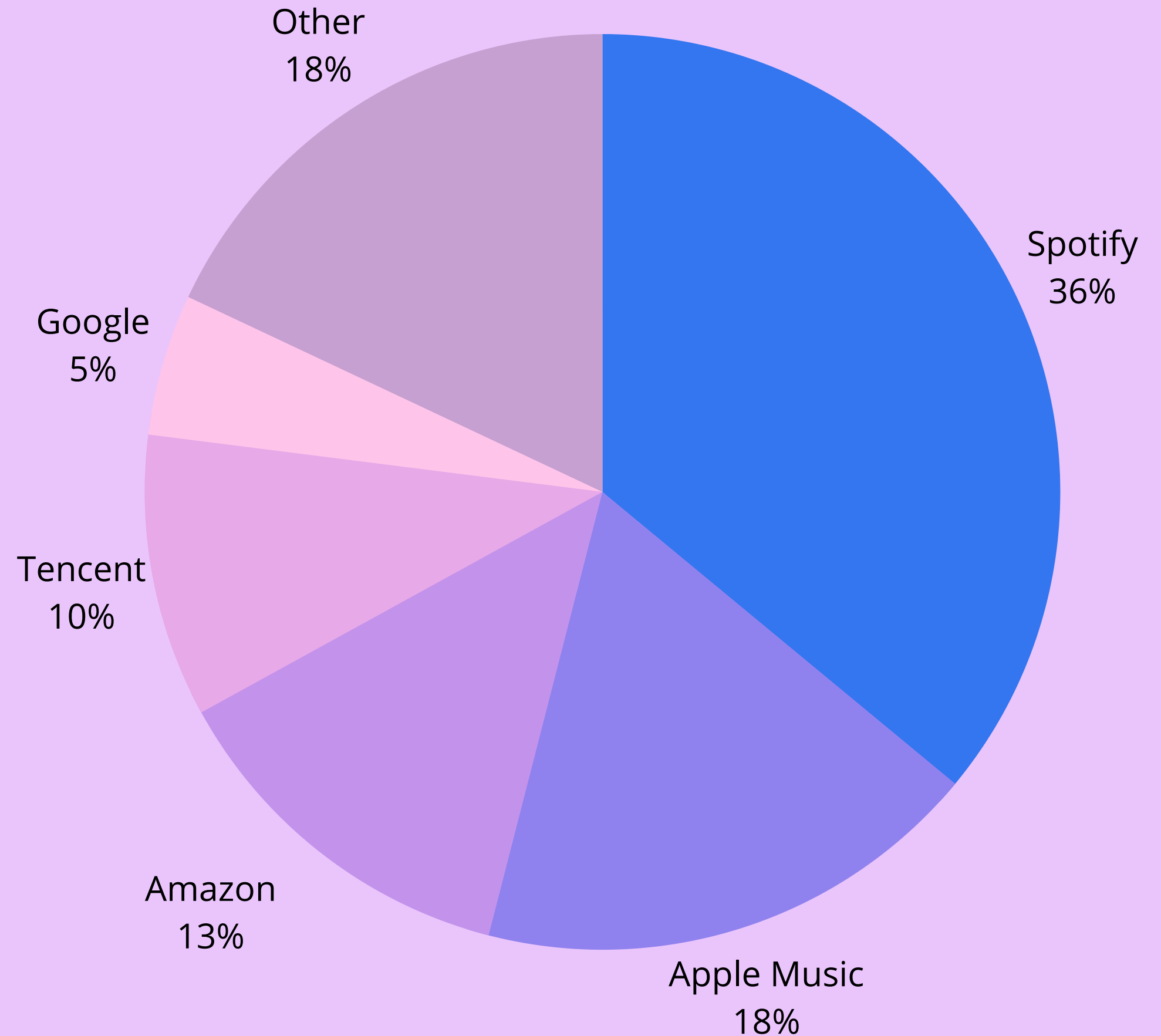
Because customers are able to access to Spotify for free, monthly active user growth has risen dramatically.

As a result of the Covid-19 pandemic, the demand of online services jumped even higher, from 207 million in 2018 to 407 million by the end of 2021. Spotify sees this as an opportunity to promote their audiobook feature.



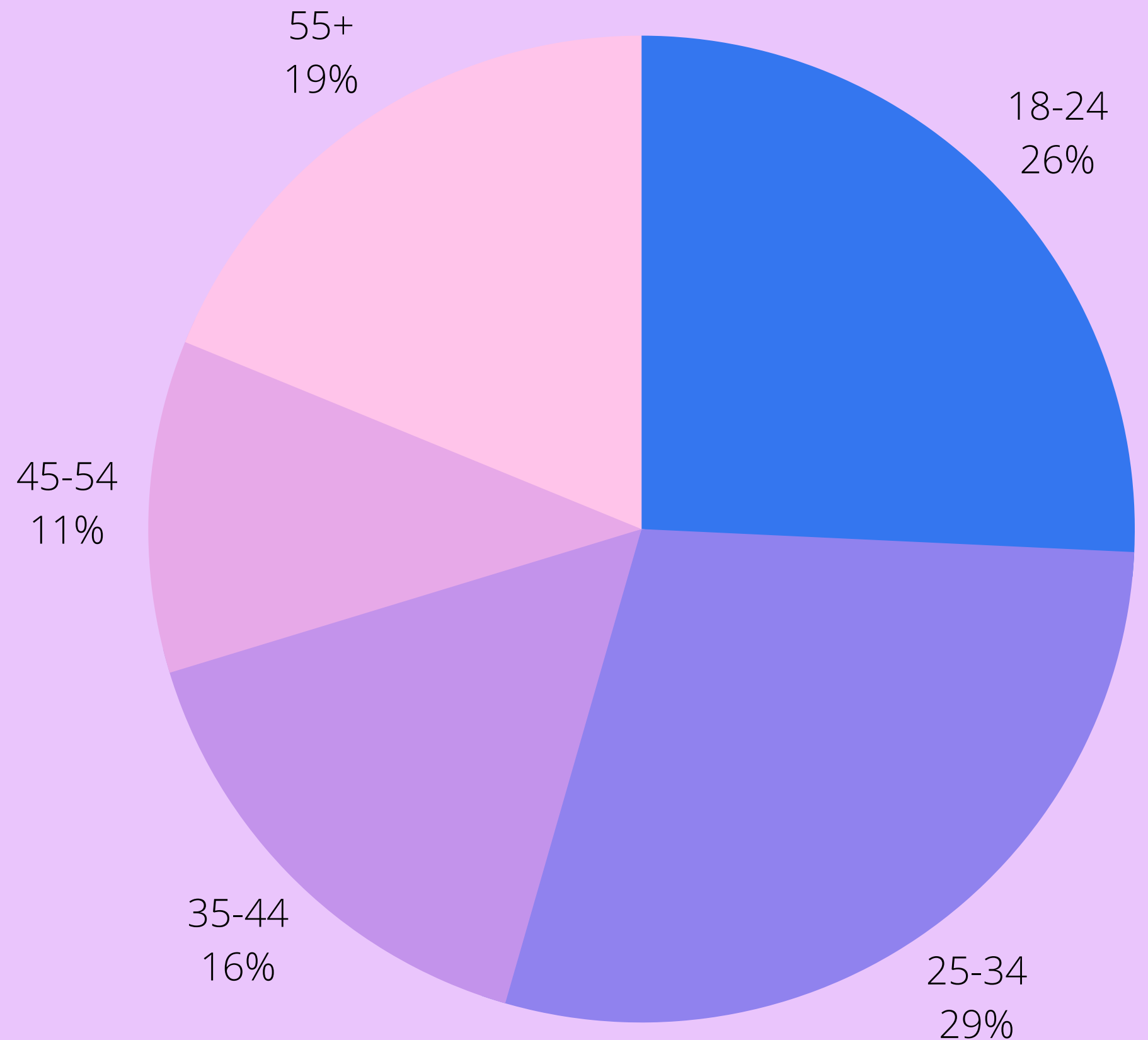
# GLOBAL MUSIC STREAMING MARKET SHARE (2019)

Spotify has become a daily product with people consuming an average of 126 minutes per day. It also makes up 36% of total market share.



# DEMOGRAPHICS

- 29% of Spotify users are millennials, while 26% of them are under 24 years old
- 19% of Spotify users are over the age of 55
- In terms of gender, 56% of Spotify users are male and 44% are female.



# AUDIOBOOK STATISTICS



NUMBER OF SUBSCRIBERS

**172** MILLION

---

ACTIVE MONTHLY LISTENERS

**5** THOUSAND

---

NUMBER OF AUDIOBOOKS

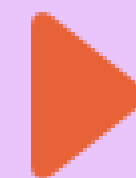
**500** THOUSAND

AUDIOBOOKS IS AVAILABLE IN

**5** MARKETS



**FINDAWAY.**



# FINDAWAY STATISTICS



PARTNERD WITH

**40+** LIBRARIES

---

PROVIDES IN

**4** MARKETS

---

NUMBER OF AUDIOBOOKS

**325** THOUSAND

AVAILABLE IN

**80** LANGUAGES

# FINDAWAY



- Founded in 2004
- An Audio Tech company expanding the use of audio books globally
- Acquired by Spotify in November 2021
- Partners with Retailers, Publishers, Authors, and Institutions to provide audio & audio book services such as Apple, Google, Nook, and Audible

## BRAND UMBRELLA

### **AudioEngine** →

Proprietary technology that enables retailers and libraries to deliver digital audiobooks to million of listeners around the globe.

### **OrangeSky Audio** →

OrangeSky Audio is a division of Findaway, presenting strong voices from around the world.

### **Findaway Voices** →

Access to the world's largest network of audiobook sellers and everything authors need to create professional audiobooks.

### **Publisher Services** →

The world's largest audiobook distributor, creating opportunities for publishing partners to succeed in a rapidly changing audiobook market.

### **Audioworks** →

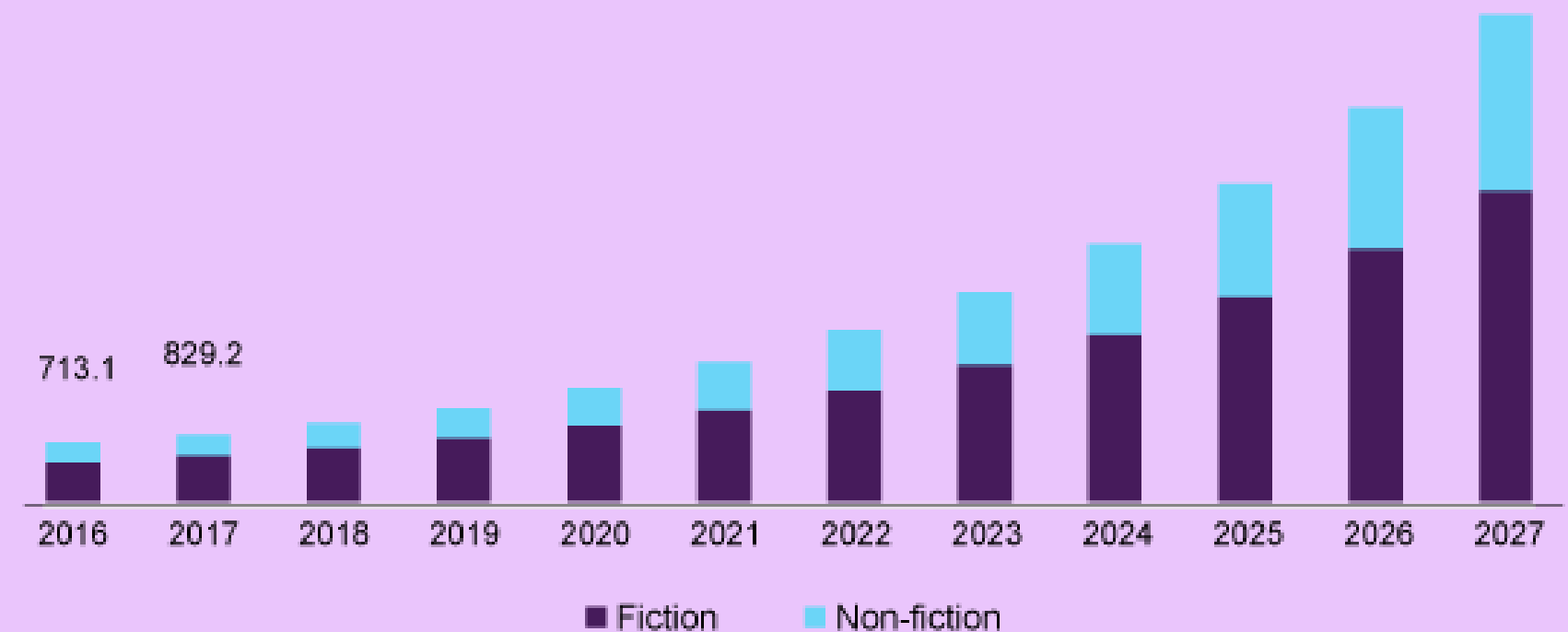
Audioworks is a full-service producer, creating audio for top publishers, best-selling authors, and retailers.

### **Playaway Products** →

Audiobooks, learning apps, videos, and read-alongs built for circulation in libraries, schools, and military installments.

# INDUSTRY ANALYSIS

U.S. audiobooks market size, by genre, 2016 - 2027 (USD Million)



Source: [www.grandviewresearch.com](http://www.grandviewresearch.com)

## MARKET

Since the 2000's, audiobooks have slowly developed from cassettes, to CD's, to MP3's, to apps.

Gradual growth in audiobook accessibility

## TECHNOLOGY

Global market valued at 2.67 billion (expected to expand by 24.4%)

The Audiobook Publishing industry market size in the US has grown 8.1% per year

## COVID

Lockdowns everywhere lead a massive demand for audiobooks

Readers became audiobook listeners to pass time during quarantine.

# USER RESEARCH



## DEMAND

- High quality audio
- Full cast
- Author narration
- Celebrity narration
- Updated selection

## EXPECTATIONS

- Automatic bookmark save
- Large selection
- Multi media sync
- Customization

## PREFERENCES

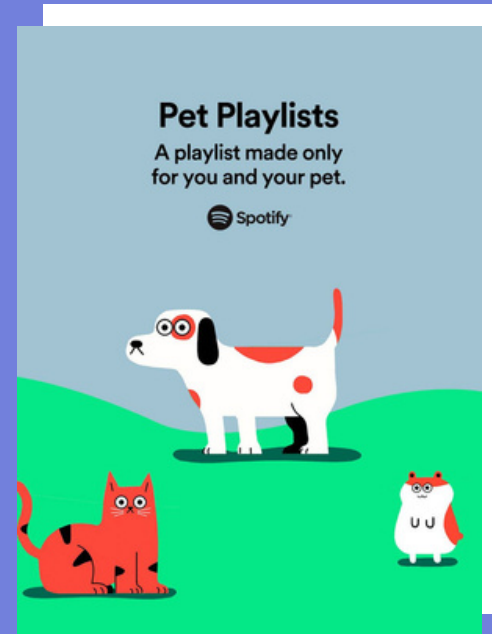
- Listening location
  - A majority at home (57%), with the car being the second (32%).
- Genre
  - Mysteries/Thrillers/ Suspense/ Science Fiction/Fantasy and Romance.

# CURRENT WORK



## 2020 WRAPPED

Users came together sharing their unique data stories, appreciating artists & podcasters, creating countless memes, & focusing on some much-needed good news.



## PET PLAYLISTS

Based on user research & surveys, Pet Playlists generate songs that your pet can enjoy. The songs are picked according to what kind of pet you have & their personality.



## ONLY YOU

Only You compares all the songs & artists you have saved & notes which ones are the most different from one another, & which combinations set you apart from others.

# NARRATION RESEARCH

SIMILAR CAMPAIGNS



## BENEFITS

- Familiarity
- Boost trustworthiness
- Increased exposure
- Don't Need Much Training
- Celebrity Voices in Translation

## AUDIBLE

- Reese Witherspoon
- Meryl Streep
- Anne Hathaway
- Nicole Kidman
- James Franco
- Tom Hanks

## CALM

- Harry Styles
- Matthew McConaughey
- Kate Winslet
- Leona Lewis
- Frankie Bridge
- Dame Mary Berry



# Calm APP

- Meditation and well-being app
  - TA 30-35
  - Nature sounds, guided meditation,
- Meditation Wave:
- 53 percent of Americans aged 65 and above meditate at least once a week
- “With an expected average annual growth rate of 11.4 percent and a projected market size of \$2.08 billion by 2022, the U.S. meditation industry is one of the fastest growing segments in the wellness industry.’
- Spotify competition
  - annual \$59.99 Calm subscription versus free Spotify subscription with paid upgrades of 5.99 and 19.98 per month
- Headspace
  - FDA approval
  - Clinical level product
- Celebrity Narration:
- Celebrities with soothing voices
  - Designed to lull you to sleep





# SWOT ANALYSIS

## STRENGTHS

- Brand loyalty & user advocacy
- Strong brand reputation & high audience interaction
- Among the most popular music streaming apps
- Pricing structure is simple and provides easy entry.

## OPPORTUNITIES

- Forge partnerships to increase paid subscription users
- Artist endorsements & Spotify audiobook originals
- Gen Z loves audiobooks & use of podcasts as gateway
- Personalized audiobook playlists linked to music taste

## WEAKNESSES

- Perceived as a strictly music streaming platform
- Streaming requires Internet connection
- Current audiobook feature is unorganized & inefficient
- Constantly pushing its paid subscriptions

## THREATS

- Number of competitors: some tech giants or part of larger companies (Apple, Amazon, etc)
- Spotify is vulnerable to piracy & weak data security
- Spotify still has not made a profit

# COMPETITORS

# COMPETITORS



## AUDIOBOOKS.COM

- Independent audiobook platform
- Purchase books directly or under a monthly subscription: \$14.95/mo  
Includes book clubs & events
- Built for people who already have reading habits.

## ITUNES (APPLE)

- Media player program developed by Apple for playing digital music & video files
- Available as a free download
- Purchase & download music, television shows audiobooks, podcasts, etc.

## AUDIBLE (AMAZON)

- An Amazon franchise that provides audiobook services
- Required monthly subscription for \$14.95/mo.
- Amazon Prime users receive 2 free titles & are charged accordingly afterwards.

# COMPETITOR FEATURES



Playback Speed



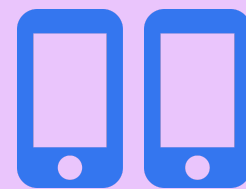
Automatic  
Bookmarking



Sleep Timer



Share Books  
With Friends



Cross-Device  
Syncing



Library Card  
Access



"Freemium"  
Subscription



# TARGET AUDIENCE

# GEN Z

- Technology is a constant part of their lives
- Have an active attention span of 8 seconds
- Need constant stimulation
- Leading the charge in growth of audiobooks
- Download more books at a time than Millennials
- Enjoys a customizable experience



# PERSONAS

## CLAUDIA LITTLES

 San Fransisco, CA

Age : 22

Gender : Female

Occupation : Photographer

### BACKGROUND

Claudia is a senior at California College of the Arts (CCA) where she is pursuing her passion for Photography. She is quite introverted but active on popular social media platforms. She lives with her roommate, Lydia, and cat, Milo. On the weekends, Claudia enjoys going to the Farmers Market with her close friends and practicing yoga. She just got into cooking and is always preparing healthy meals for her and her roommate. Her new years resolution is to read more, spend less time on Instagram, and get more sleep.



TRADER JOE'S





# PERSONAS

## LUCAS MATHEWS

 Atlanta, GA

Age : 26

Gender : Male

Occupation : External Auditor

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### BACKGROUND

Lucas graduated from Auburn University with a degree in Finance and has been an External Auditor for Deloitte for a little over two years now. He lives with his girlfriend in a studio apartment downtown. In his free time, Lucas spends a lot of time at the gym and spends a lot of time playing Xbox. He is fairly active on social media and enjoys listening to music and podcasts during his commute to the office and on his trips to visit Deloitte clients.





# PERSONAS

## MAYA GREEN

 Richmond, VA

Age : 18

Gender : Female

Occupation : Student

### BACKGROUND

Maya is a senior at Thomas Jefferson High in Virginia. She is highly devoted to her studies and an active member of the school clubs and soccer team. She lives at home with her parents and two brothers. She is constantly stressed out so, in her free time, Maya enjoys practicing soccer at the park and reading fictional books as a way to escape reality. She is active on TikTok and Instagram, but limits her screen time in order to prioritize school and soccer.



# USER TESTING



# CUSTOMER JOURNEY

MAYA GREEN

Age : 18

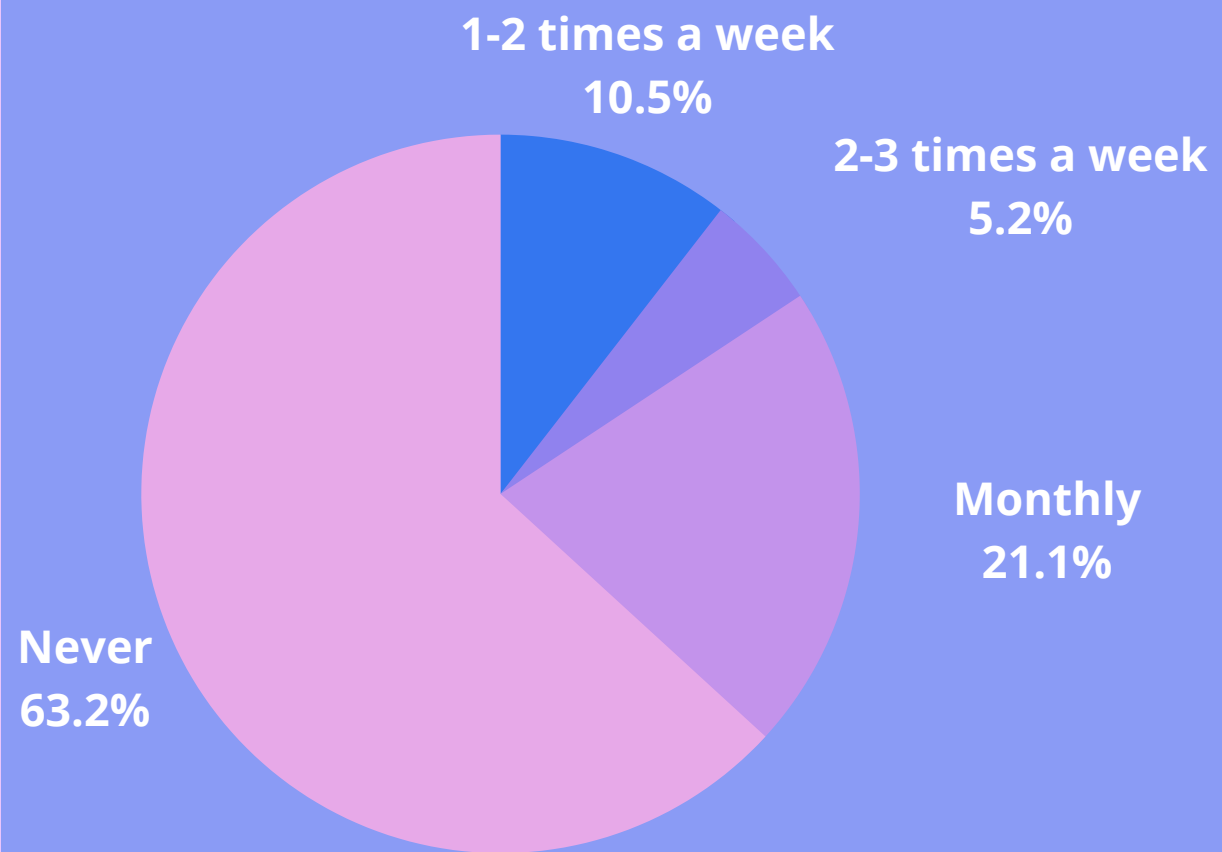


	AWARENESS	CONSIDERATION	CONVERT	LOYALTY	ADVOCACY
STEPS	Interacts with sponsored ad content & opens the Spotify app (currently using the free plan)	Browses "Discover Audiobooks" feature & sees a wide variety of interesting titles. Considers the Spotify Premium / Student subscription plans.	Purchases the Premium / Student plan & gains access to the full audiobook library & Spotify originals with no extra fees.	Engages with their favorite artists' audiobook playlist as well as Spotify's other features such as music, podcasts, & community.	Shares audiobook content with peers through social media and tags the artist. Encourages peers to view their favorite artists' audiobook playlists.
THOUGHTS	"I'm a loyal Spotify user, and I see they are expanding their audio-first offerings to include audiobooks."	"I usually only listen to music & podcasts through Spotify" "I would like to have a current audiobook collection available to me under a single subscription plan that also includes music, podcasts, news, etc." "Will I actually get my money's worth out of this subscription? Are there hidden fees? Does it cost extra money?"	"I was tired of having limited access to outdated audiobook collections but like how Spotify has organized their audiobook playlists to allow me to discover new and trending content" "I'm glad I don't have to pay individual fees for audiobooks on top of a monthly subscription fee"	"I like that I have access to an up-to-date collection of audiobooks as well as the ability to view my favorite artists' audiobook playlists." "I wish I had the option to hear my favorite artists' voices reading their favorite titles."	"My favorite feature is being able to share quotes and other content from my favorite audiobooks on social media."
TOUCH POINTS					
EMOTIONS	CURIOUS	UNSURE	EXCITED	NEUTRAL	STOKED

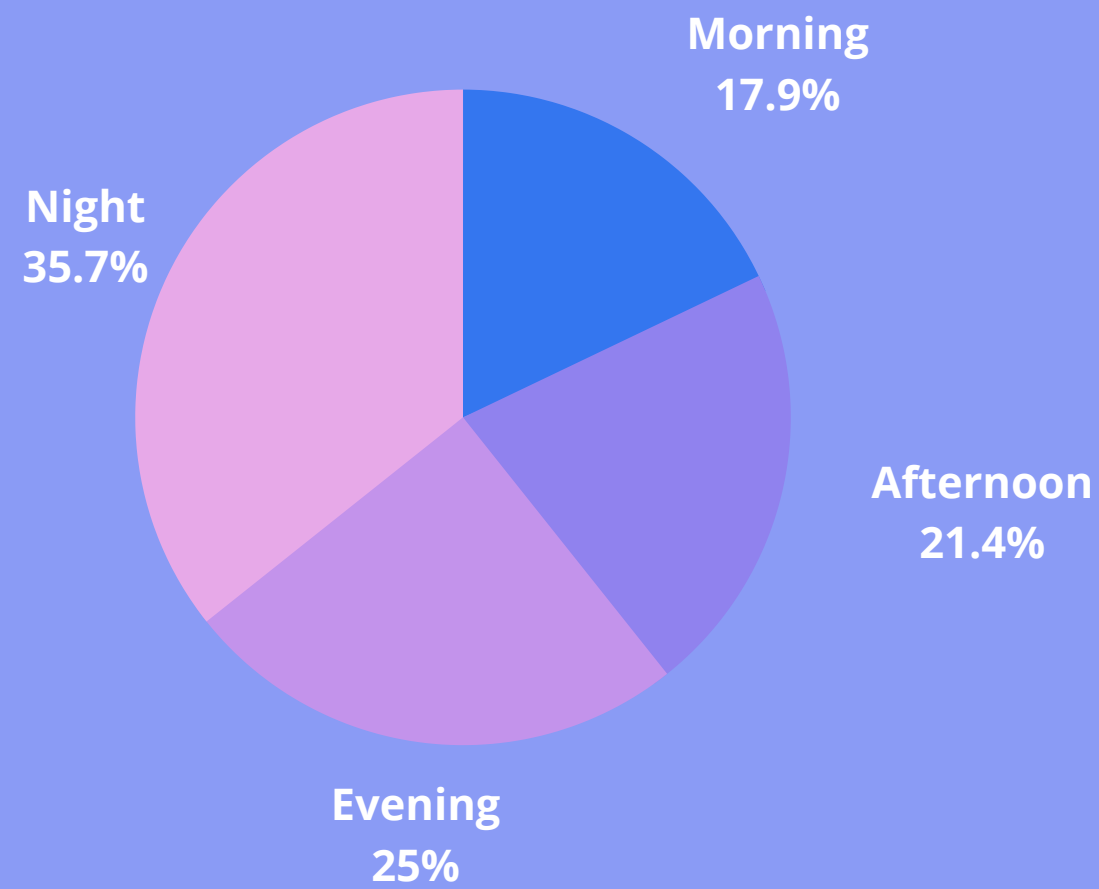


# SURVEY QUESTIONS

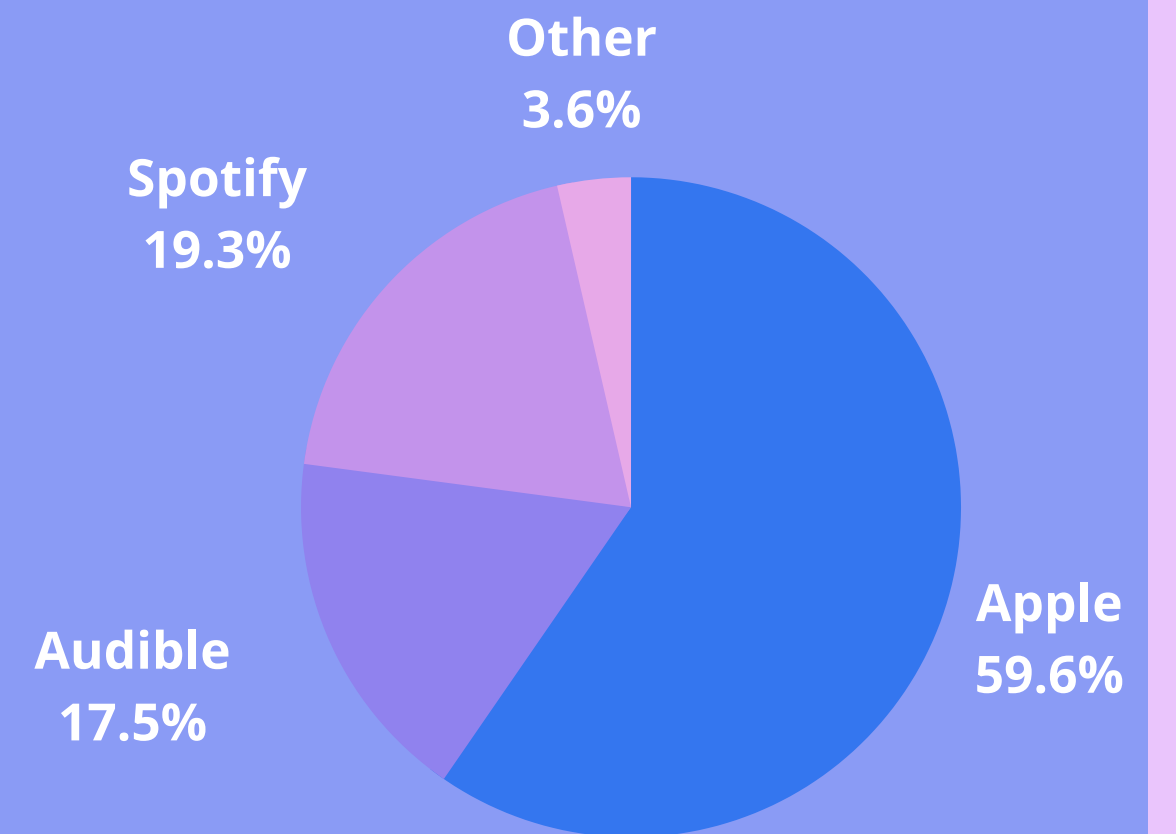
## HOW OFTEN DO YOU LISTEN TO AUDIOBOOKS?



## WHAT TIME OF DAY DO YOU PREFER TO READ?



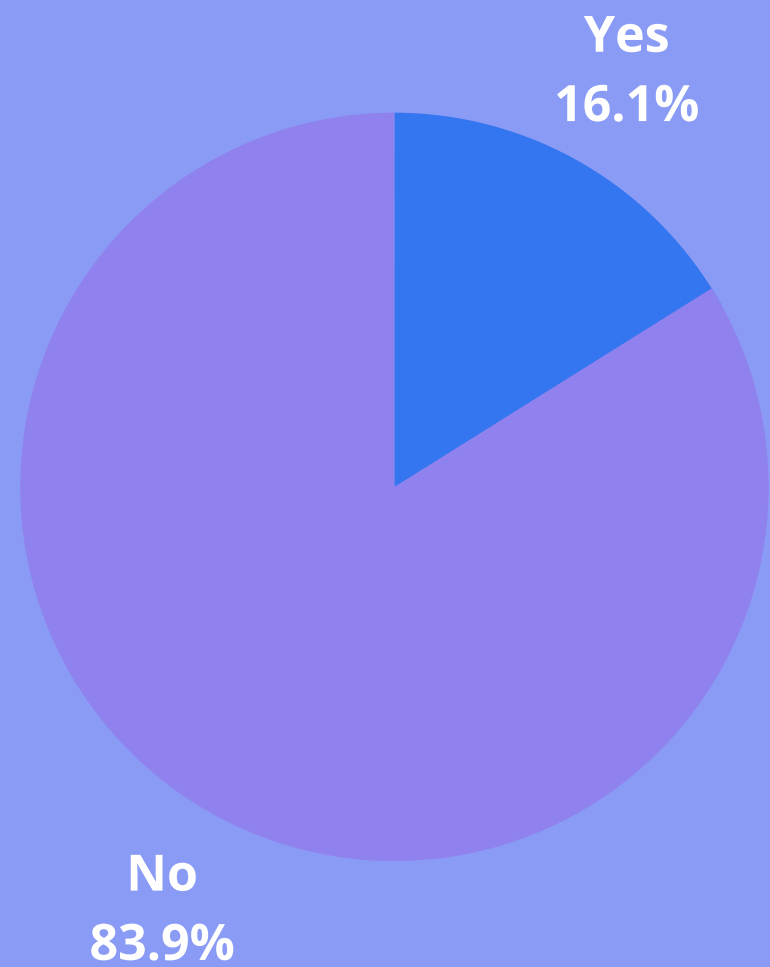
## WHICH AUDIOBOOK PLATFORM WOULD YOU SUBSCRIBE TO?



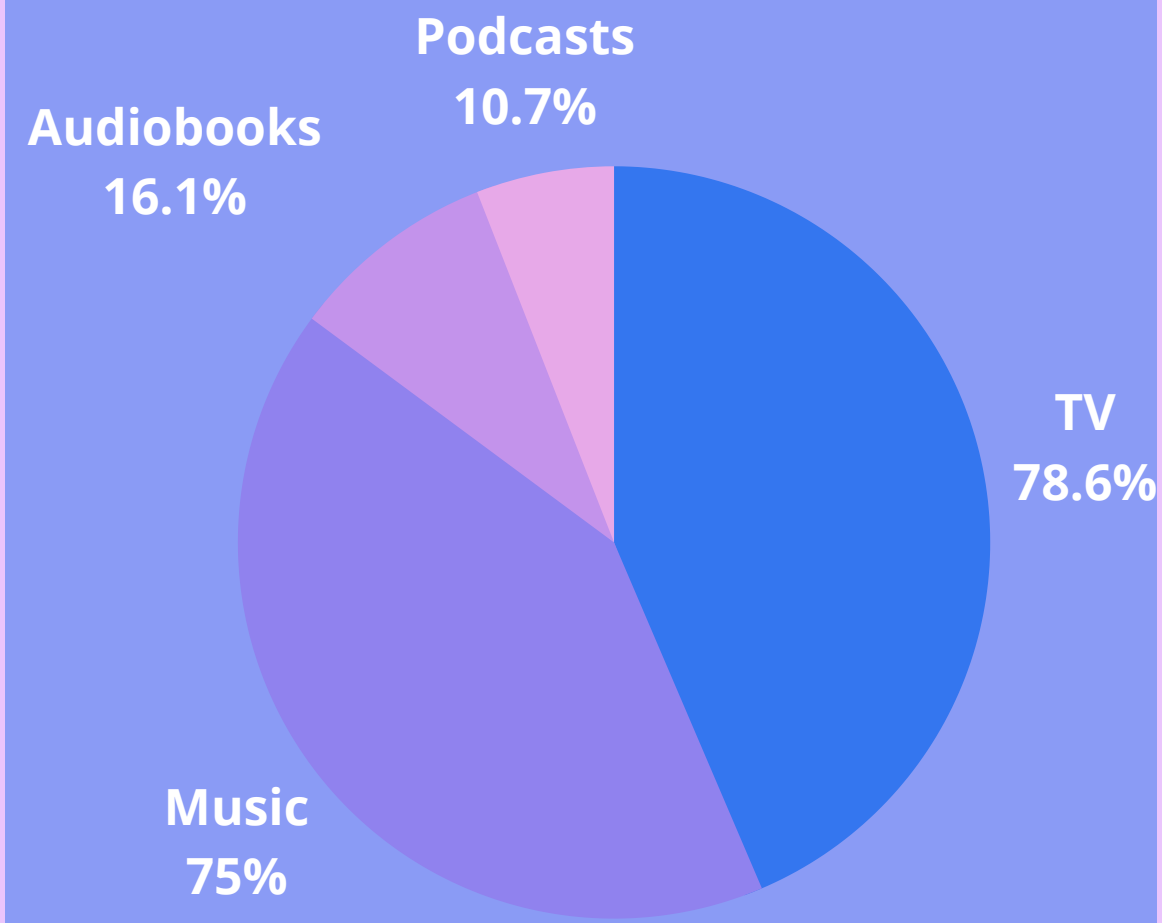


# SURVEY QUESTIONS

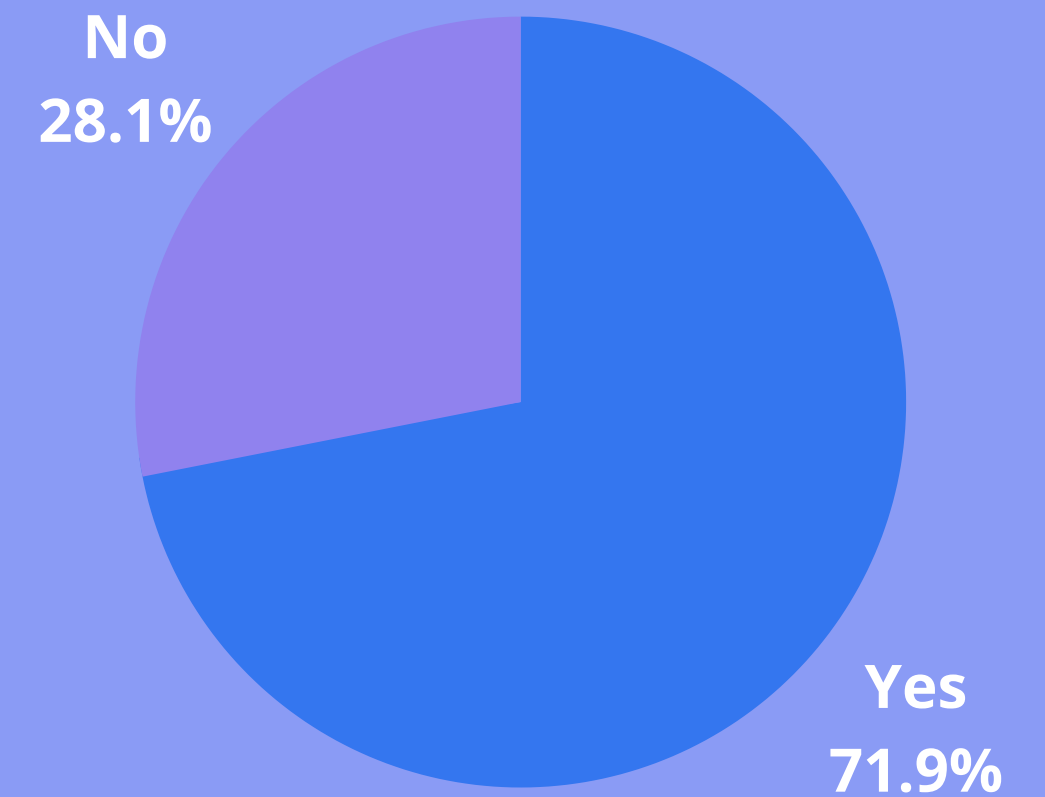
**DID YOU KNOW SPOTIFY HAD AN AUDIOBOOK COLLECTION?**



**WHICH SUBSCRIPTIONS ARE YOU MOST LIKELY TO PAY FOR?**



**WOULD YOU PREFER AN AUDIOBOOK SUBSCRIPTION INCLUDED IN A SERVICE YOU ALREADY USE?**





# SURVEY INSIGHTS

## WHAT WOULD MOTIVATE YOU TO GET AN AUDIOBOOK SUBSCRIPTION?

"All Access."

"More free books."

"An updated + extensive collection."

"No extra fees."

## WHAT MADE YOU CANCEL PAST AUDIOBOOK SUBSCRIPTIONS?

"Didn't have the books I wanted."

"Too Expensive."

"Wasn't getting my moneys worth."

"I prefer physical books"

# IDEATION

# BRAINSTORMING

- Multi-Platform Collaboration (IG STORIES, TIK TOK LIVE)
- "Shorts" (children's book? poetry? thriller?)
- Rappers reading songs as stories promo videos on social media
- Tik Tok Sounds - (future reading a kids book something witty)
- "Hey it's Future let's read Goodnight Moon"
- Artist video + reading about upcoming albums
- Artist + Book Post for social media (IG, TWITTER, SNAPCHAT, TIKTOK)
- Community Sharing



## CAMPAIGN NAMES

- SpaudioBooks
- SpotiBooks
- SpotAStory
- Spotify Pages
- Spotify Reads
- Readify
- Storify
- Spotify Unbound
- Spotify Rewritten
- Spotify Off-Page
- Artists & Authors



# PROMOTIONAL DELIVERABLES

## SOCIAL MEDIA

- Instagram: StoriesAd (Poll for AOM), Artist Posts, Carosel.
- Snapchat: Ad, Video of featured artist
- Twitter: Poll for AOM

## INTERACTIVE

- Spotify in App playlist & Updated Interface

## OOH

- Transit, Billboards, Posters (series in environment)

## VIDEO

- .mov, Script, Visual guide of campaign



## MANDATORIES

- Tagline: Spotify Unbound or Reading Unbound
- Spotify Logo
- Spotibook Logo?

## NOVELS FEATURED IN ADS

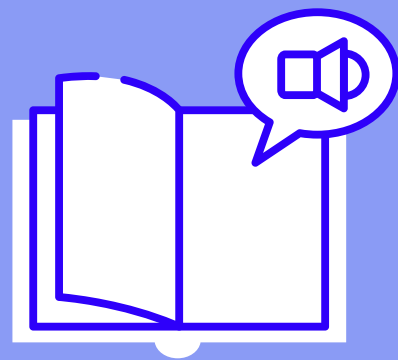
- 1.The Great Gatsby
- 2.A Wrinkle in Time
- 3.The Vanishing Half
- 4.The Girl with the Dragon Tattoo

## ARTISTS FEATURED IN ADS

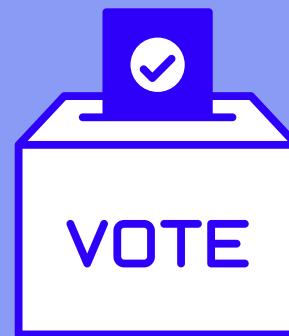
1. Future
2. Jonas Brothers
- 3.Beyonce + Solange
- 4.Adele

# MAIN COMPONENTS

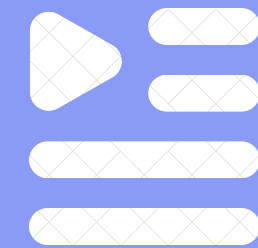
## BIG IDEA



"Spotibook of the Month" narrated by a top artist



Users can vote for the artist narrators each month



Exclusive playlist with book-related soundtrack/podcasts & recommended titles.

# EXECUTION

# MOODBOARD



Wir gehen davon aus, dass man die **Longest Playlist Ever** durchhören kann, bevor der BER fertig ist.

In Düsseldorf hört man die **Life Sucks** Playlist. Kann ja nicht jeder in Köln wohnen.

Gibt es Hamburger, die schon mal in die Cheeseburger Playlist reingehört haben?

Money for Nothing. Die Playlist für alle, die sich Wohnungen in Berlin anschauen.

Pst! Die Schickeria hört heimlich die Playlist Jogginghose.

Dahoam is dahoam. Und dahoam kann man ja mal die Playlist **Zuhause** anschmeißen.

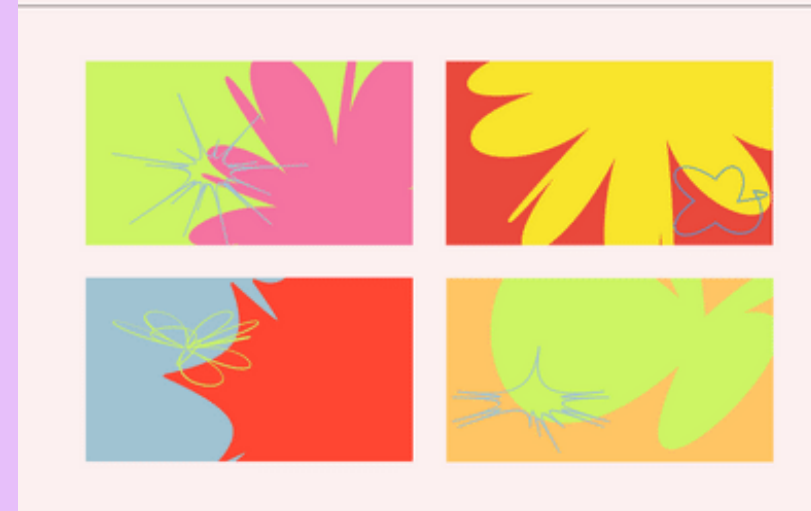
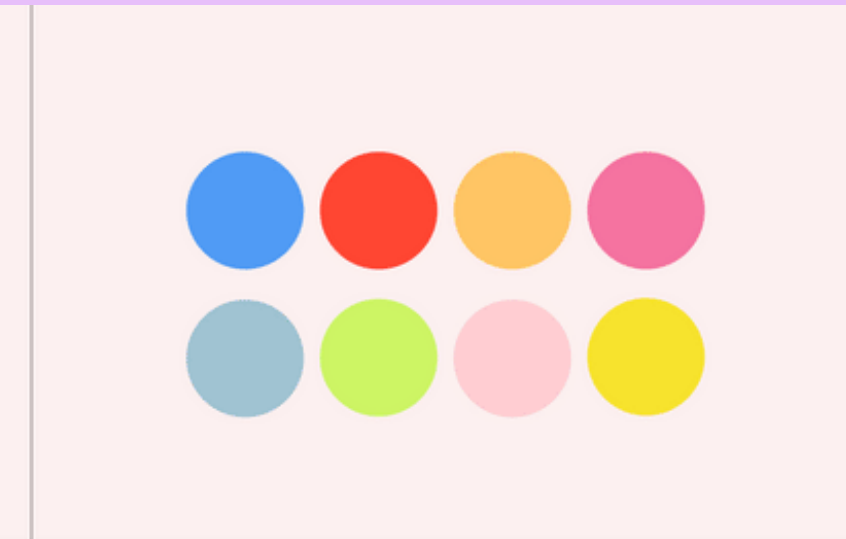
Kölsch kann man nicht nur sprechen und trinken, sondern auch hören.

Spotify  
Finde und folge Playlists. Oder wie wär's mal mit deiner eigenen?  
spotify.com/playlists

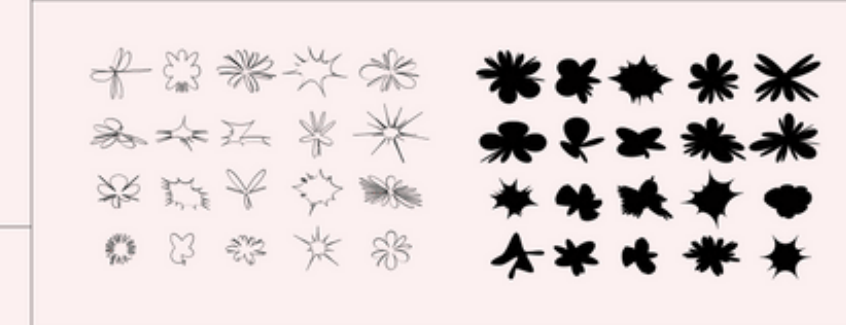
Hello!

We love to create great experiences and make meaningful connections between listeners and creators.

Like what you see? Join us!



Large Headline Set in Circular Spotify Head Bold 75 pt. / 85 pt. -10



Spotify

Top Artist

**John Mayer**

You spent 67 hours with your favorite artist John Mayer, and the pleasure is all theirs.

Spotify

Top Artist

**Kehlani**

You spent 67 hours with your favorite artist Kehlani, and the pleasure is all theirs.

Spotify

Top Artist

**Lizzo**

You spent 67 hours with your favorite artist Lizzo, and the pleasure is all theirs.

Achal Varma, UX Prototyper

Spotify Design

Spotify Design

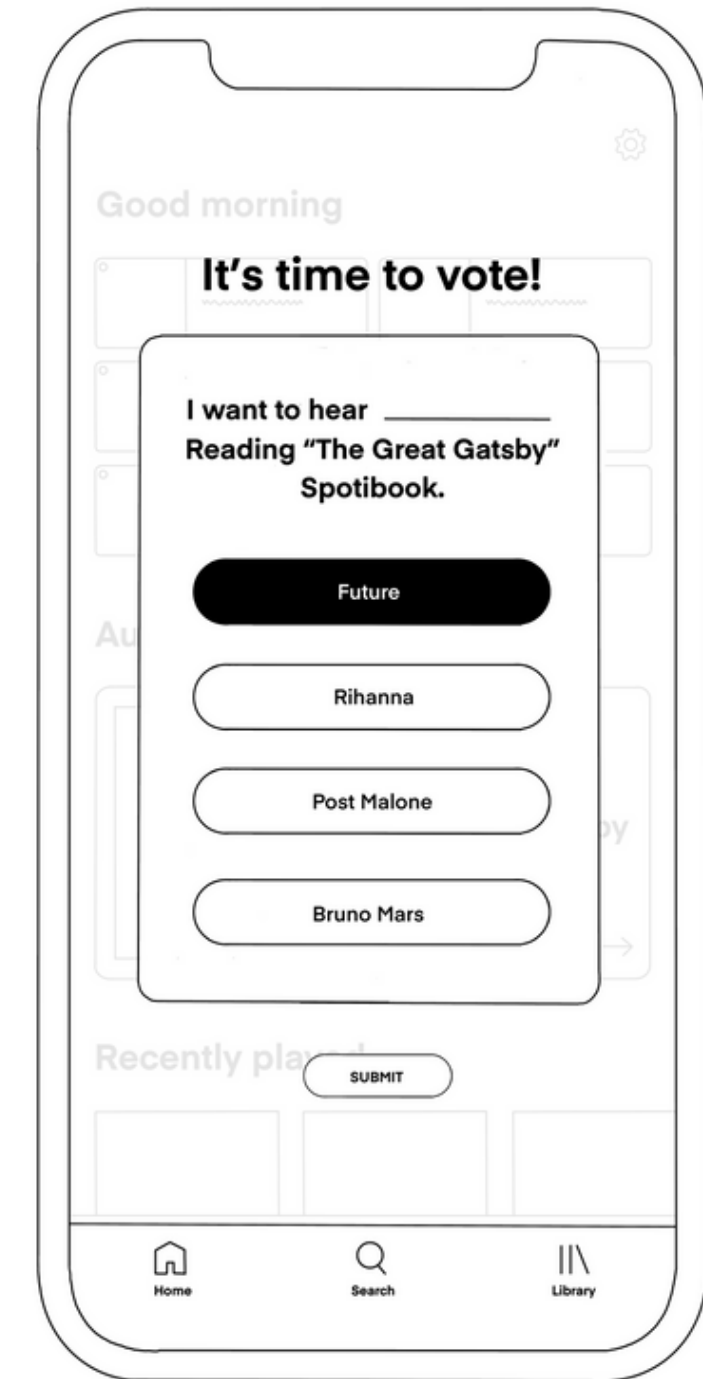
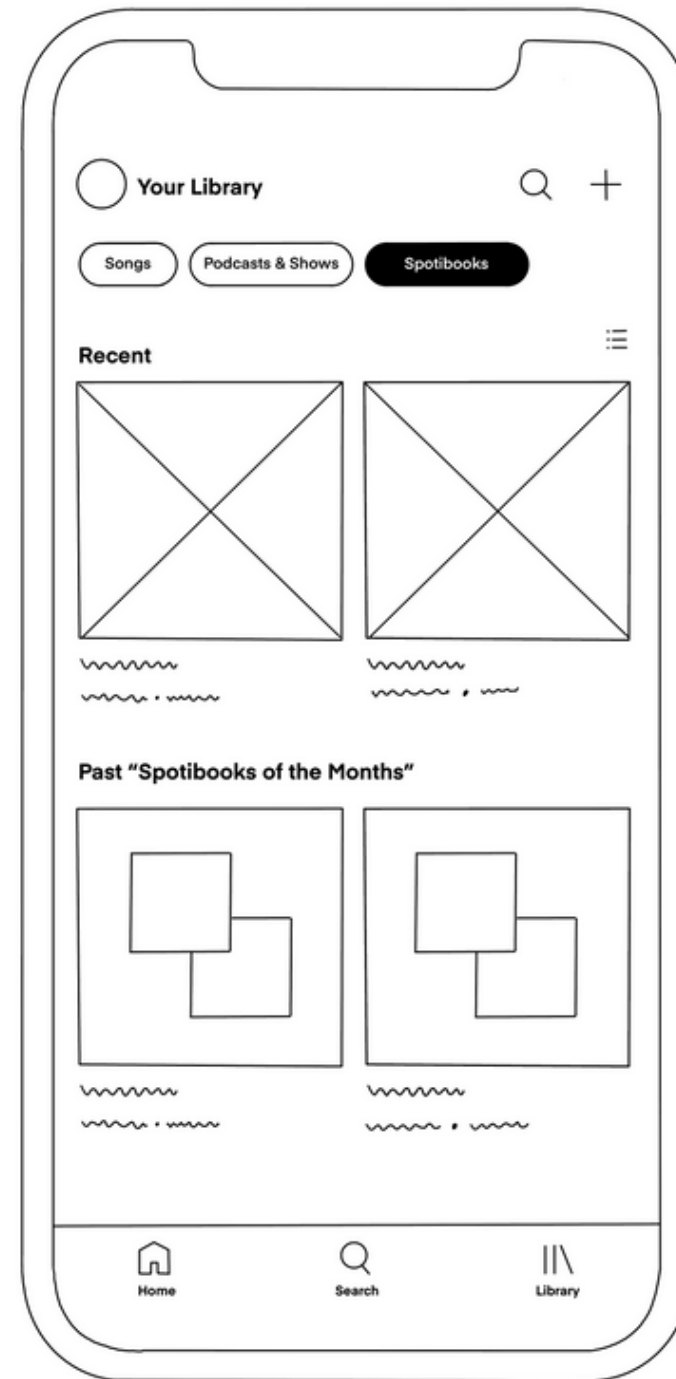
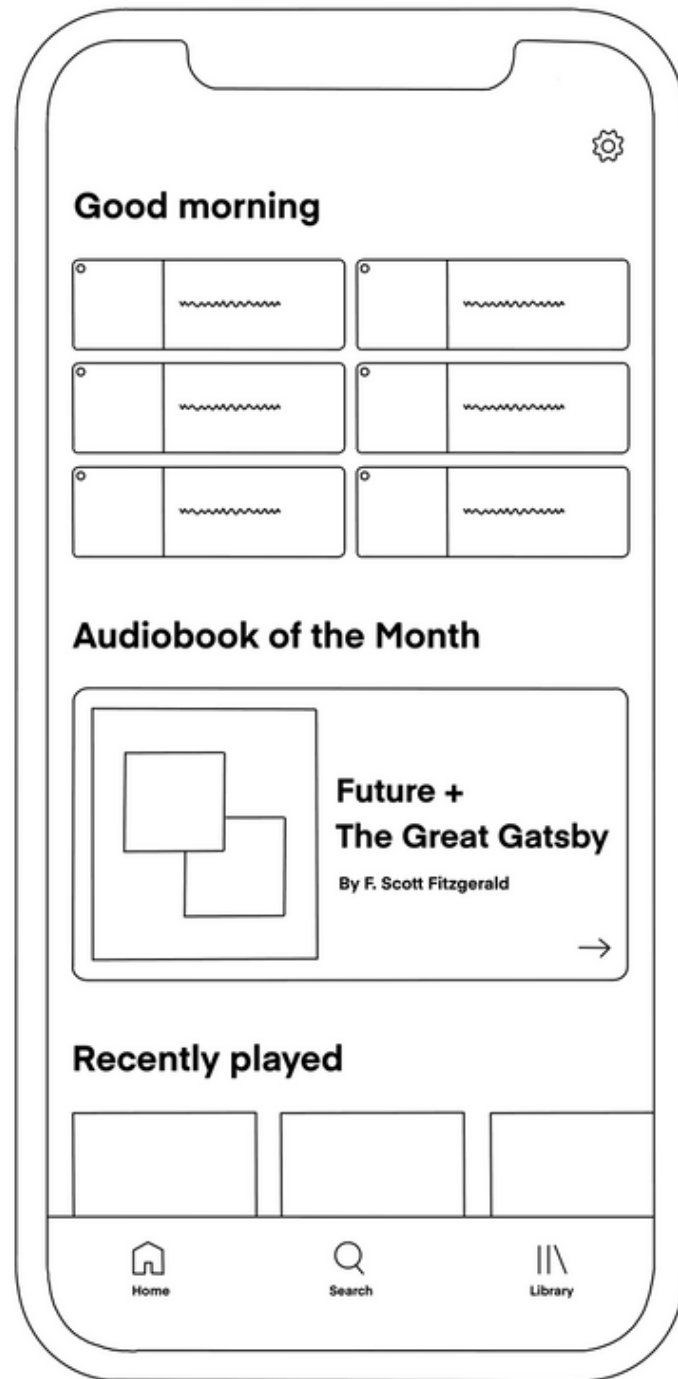
~~Spytifo~~  
~~Potsify~~  
~~Soptify~~  
Spotify ✓

Words!  
Words!  
Words!  
Words!  
Words!

A Little Bit of This,

a Little Bit of That.

# SKETCHES





# SPOTIBOOK COVERS



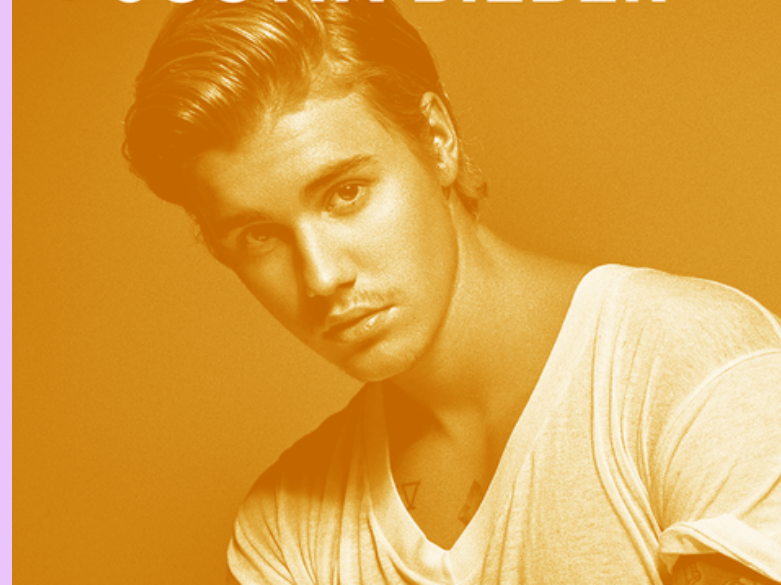
*The Girl with the  
Dragon Tattoo*  
+ ADELE



*It Ends With Us*  
+ DUA LIPA



*A Brave New World*  
+ JUSTIN BIEBER



*The Great Gatsby*  
+ FUTURE



*Such a Fun Age*  
+ DOJA CAT



*A Wrinkle in Time*  
+ NICK JONAS



*The Vanishing Half*  
+ BEYONCE



*Normal People*  
+ POST MALONE





# SCRIPT

With over 406 million monthly active users, Spotify has earned the title of the world's most popular audio streaming service, specifically among Gen Z.

However, even after expanding beyond music with podcasts & news, a majority of our users continue to associate Spotify with just music.

So how do we become Gen Z's go-to-platform for EVERYTHING audio?

Introducing "Spotibooks". Our new extensive collection of binge-worthy audiobooks from all genres.

We know Gen Z loves their music, so we have decided to collaborate with their favorite artists to promote the new Spotibook feature.

Each month, a top artist will narrate a well-known title from our rich audiobook collection. Users are invited to vote for the next featured artist narrator.

Want to immerse yourself even further? The "Spotibook of the month" comes with an exclusive playlist that includes a soundtrack of songs, similar books, and related podcasts to enhance your reading experience.

Now that's reading reimaged with Spotify.



# STORY BOARD OUTLINE

1. Number count to 406 million
2. Teens listening to music or spotify app
3. Show expansion of the market in some way
4. Spotibooks logo
5. Scroll through of Spotibooks on Spotify
6. Featured Artists and Books
7. Show polls for selecting monthly artist
8. Playlists w soundtrack
9. Social Media Posts
10. Social Media Stories
11. Print Ads
12. Artist/Book Flash through
13. Reading Reimagined font pop up
14. Spotibook logo transforms to...
15. Spotify logo



# STORYBOARD



With over 406 million monthly active users



Spotify has earned the title of the world's most popular audio streaming service



specifically among Gen Z.



However, even after expanding beyond music with podcasts & news,



a majority of our users continue to associate Spotify with just music



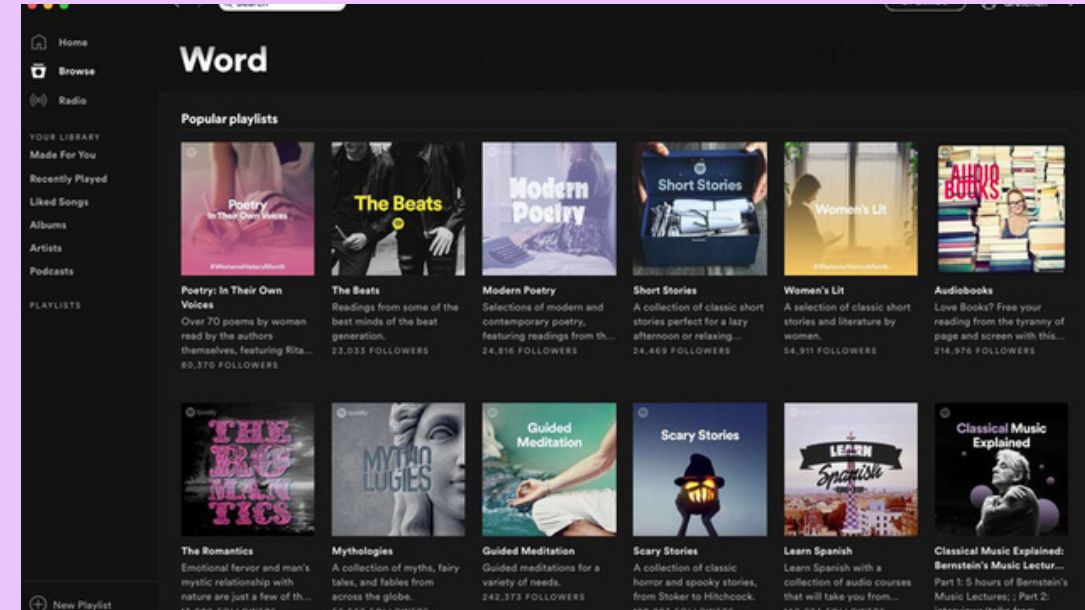
So how do we become Gen Z's go-to platform for everything audio?



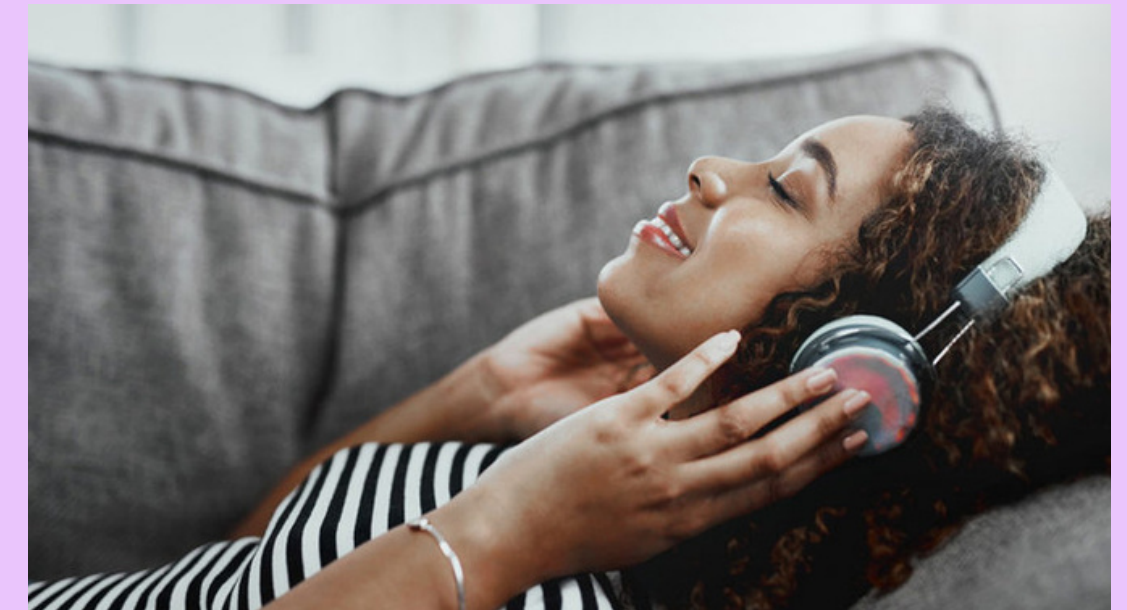
# STORYBOARD



Introducing "Spotibooks"



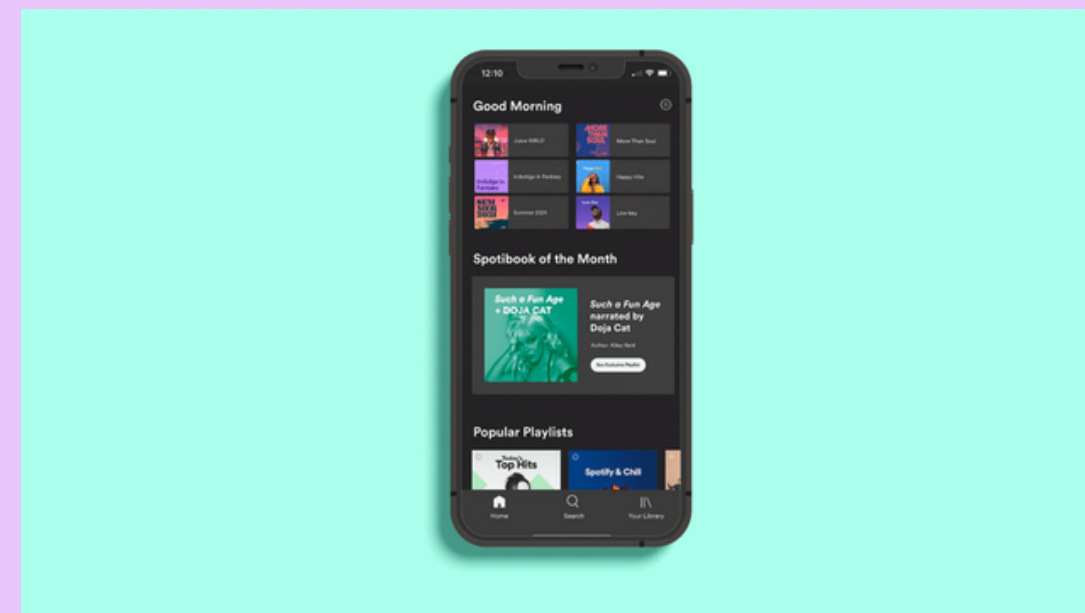
Our new extensive collection of binge-worthy audiobooks from all genres.



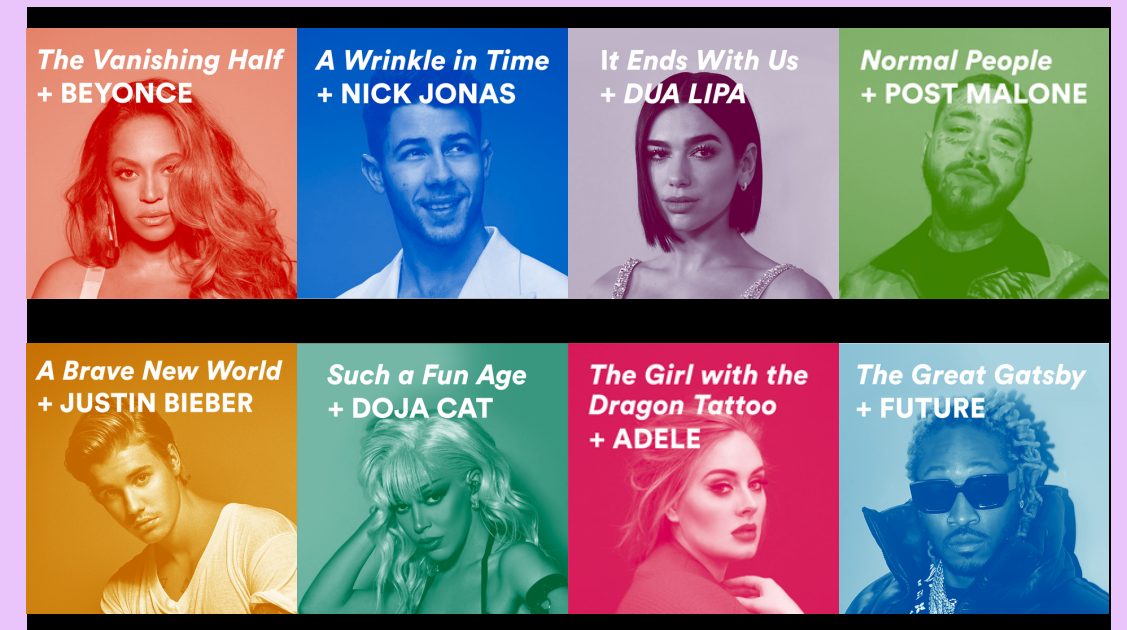
We know Gen Z'ers love their music



so we have decided to collaborate with their favorite artists to promote Spotibooks.



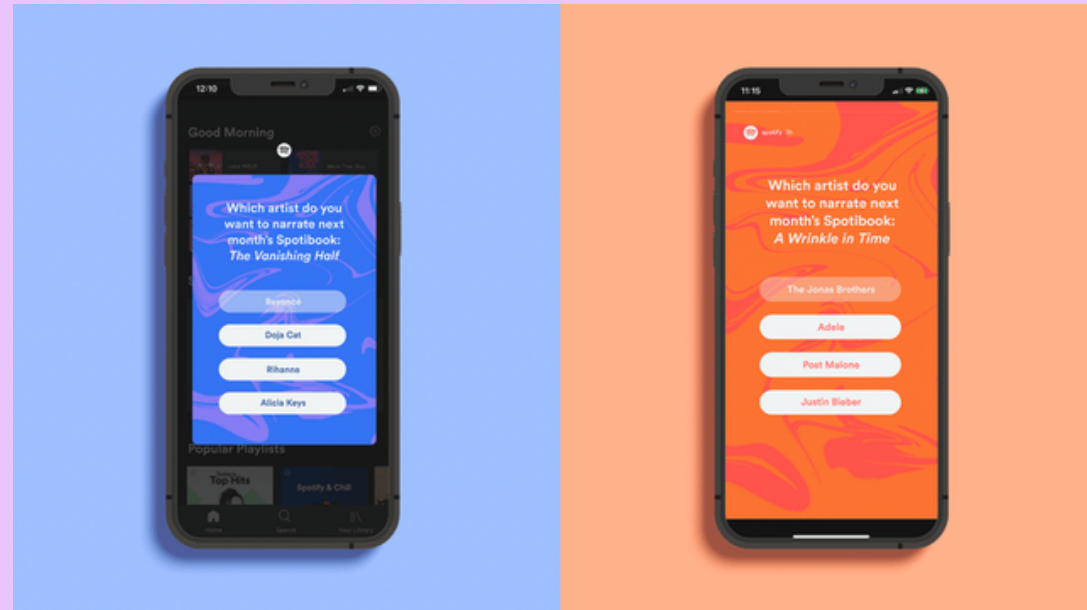
Each month a top artist will narrate well-known titles



from our rich audiobook collection.



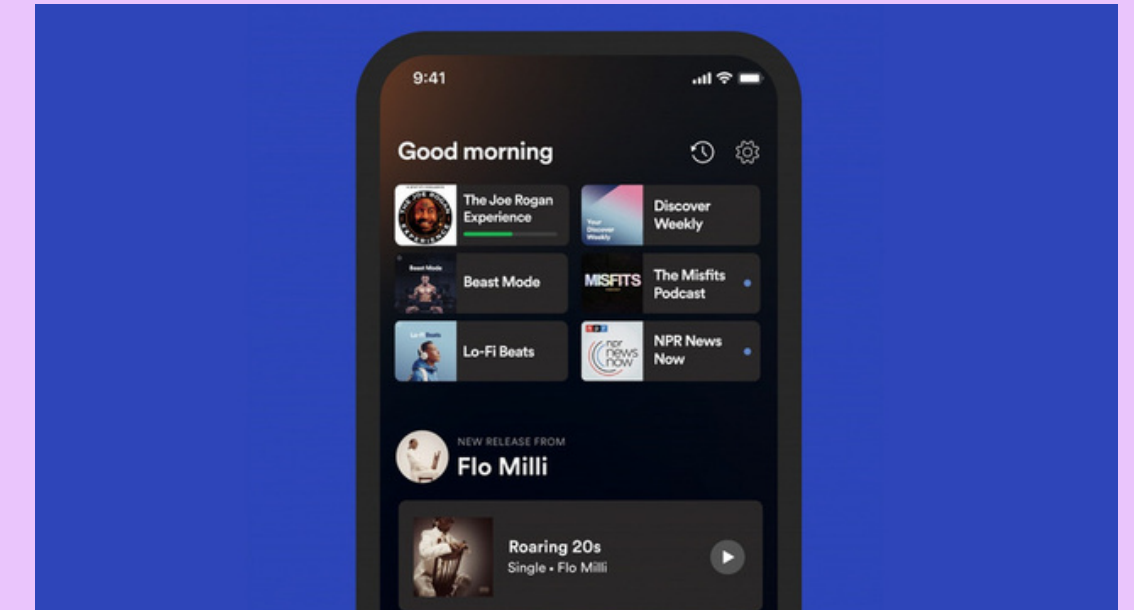
# STORYBOARD



Users will also be invited to vote for the next featured artist narrator.



Want to immerse yourself even further?



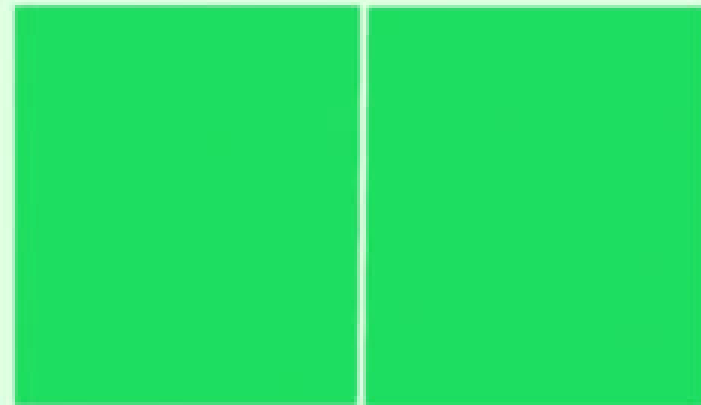
The "Spotibook of the month" comes with an exclusive playlist that includes a soundtrack of songs, similar books, and related podcasts to enhance your reading experience.



THIS IS reading reimagined with Spotify.

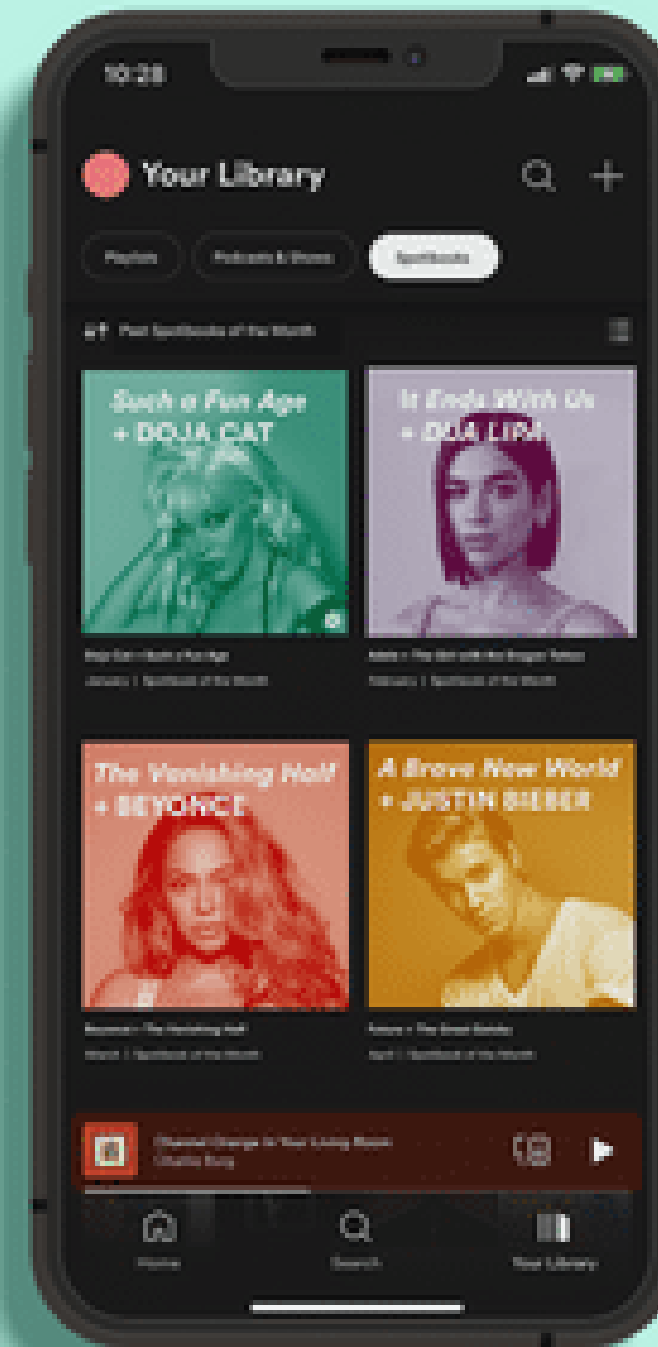
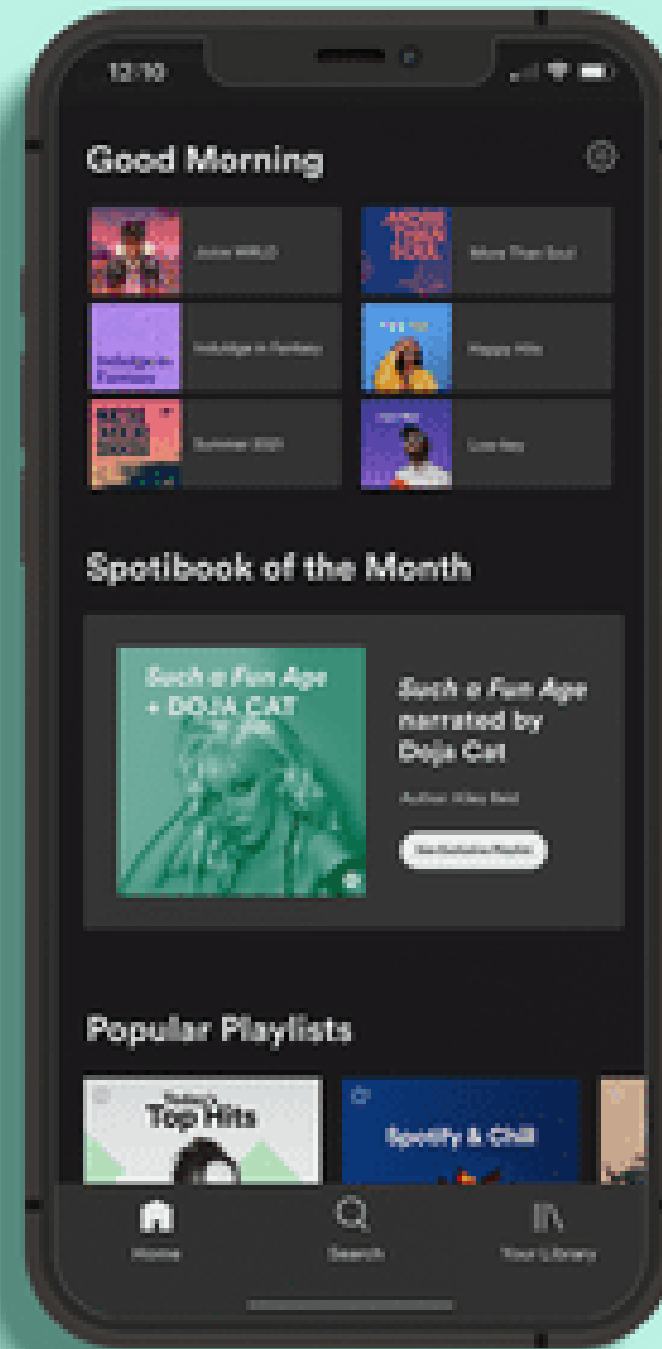


# SPOTIBOOK LOGO

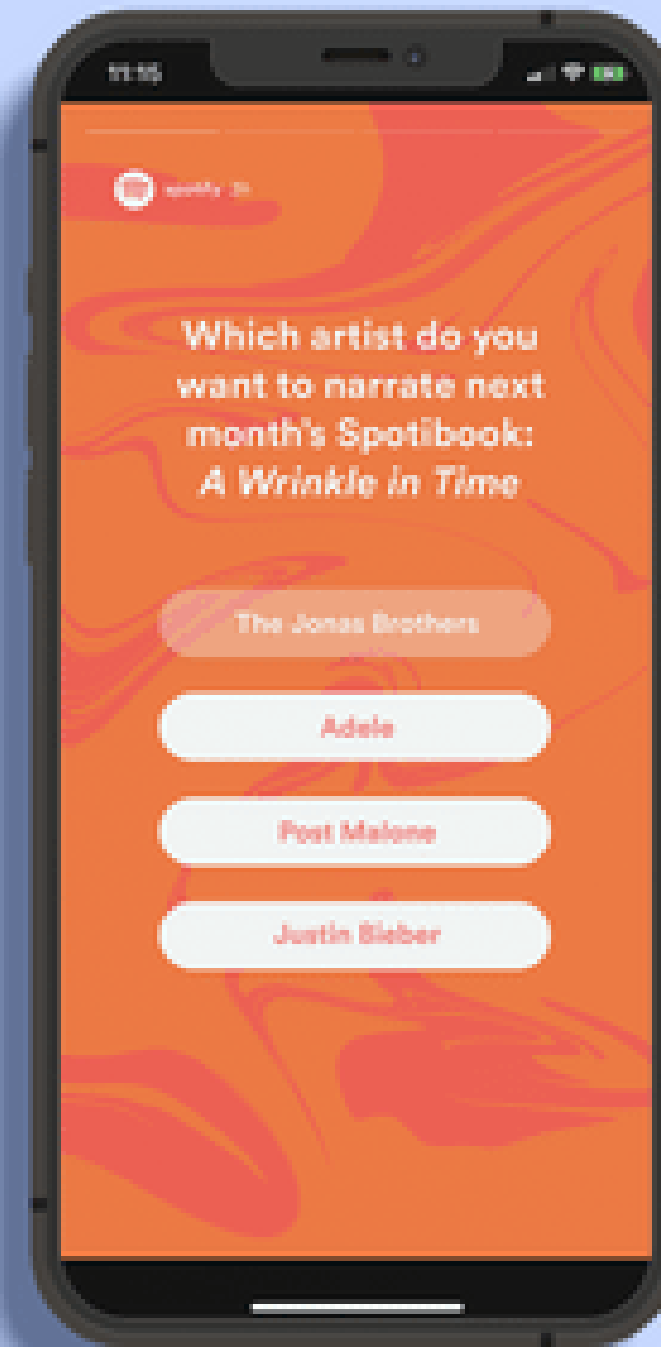
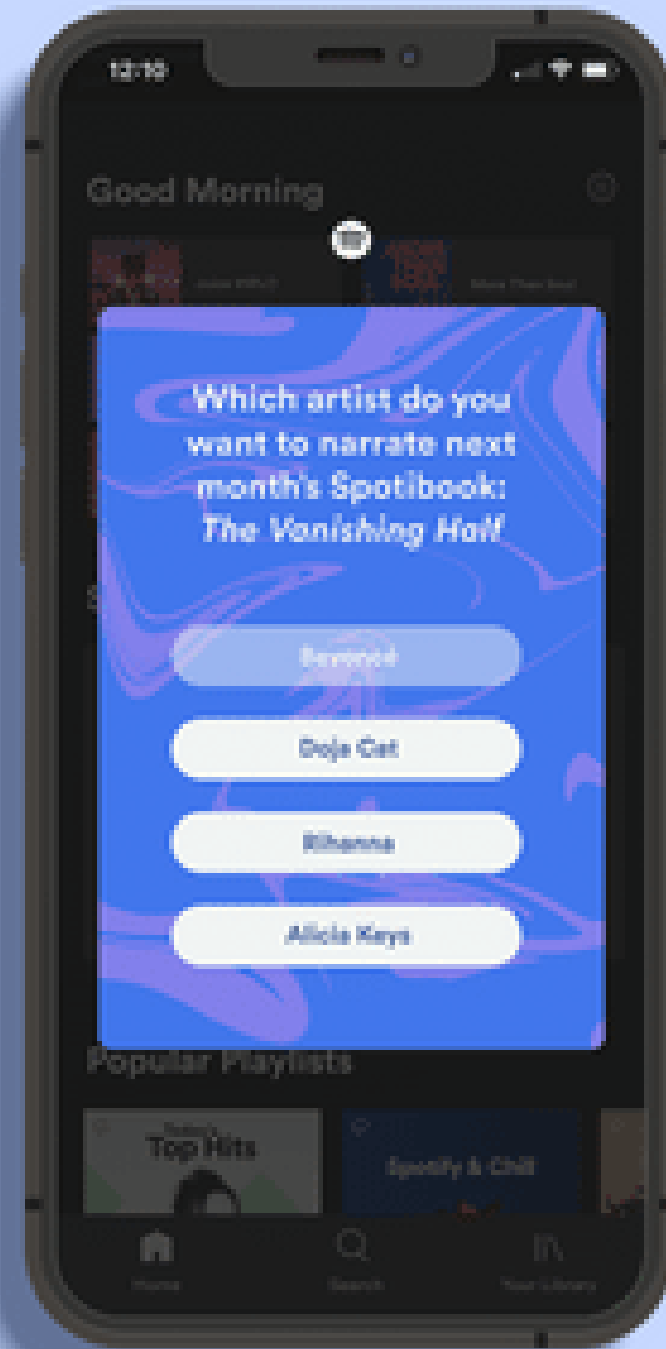


**FINAL VIDEO**

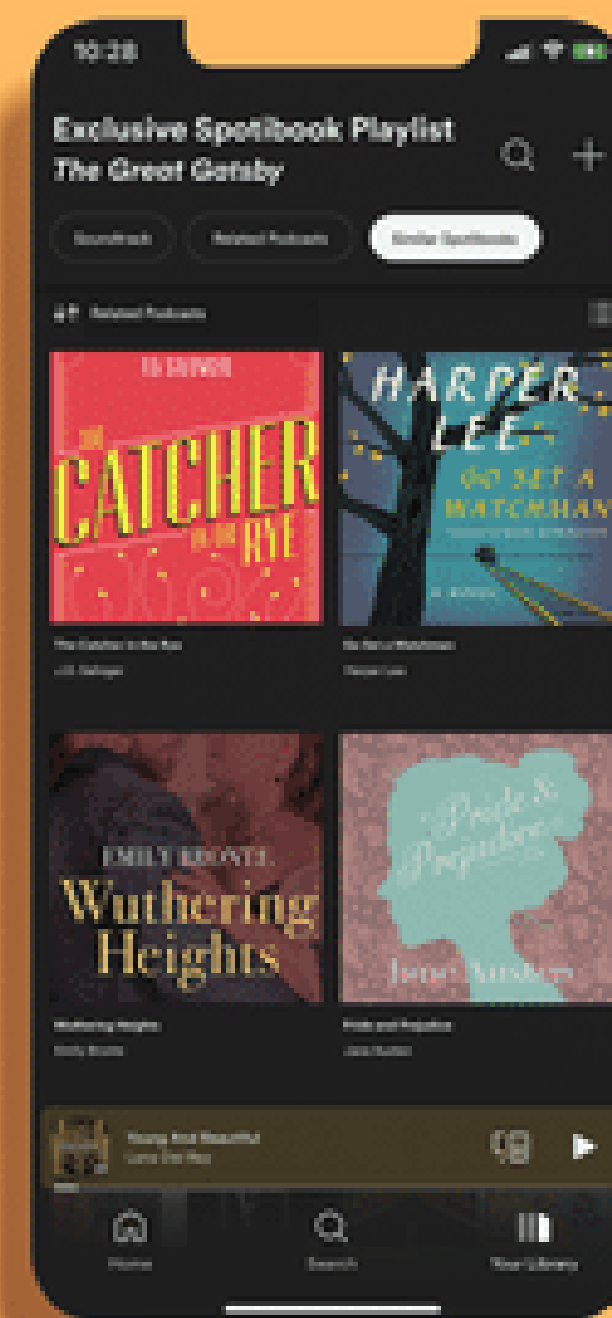
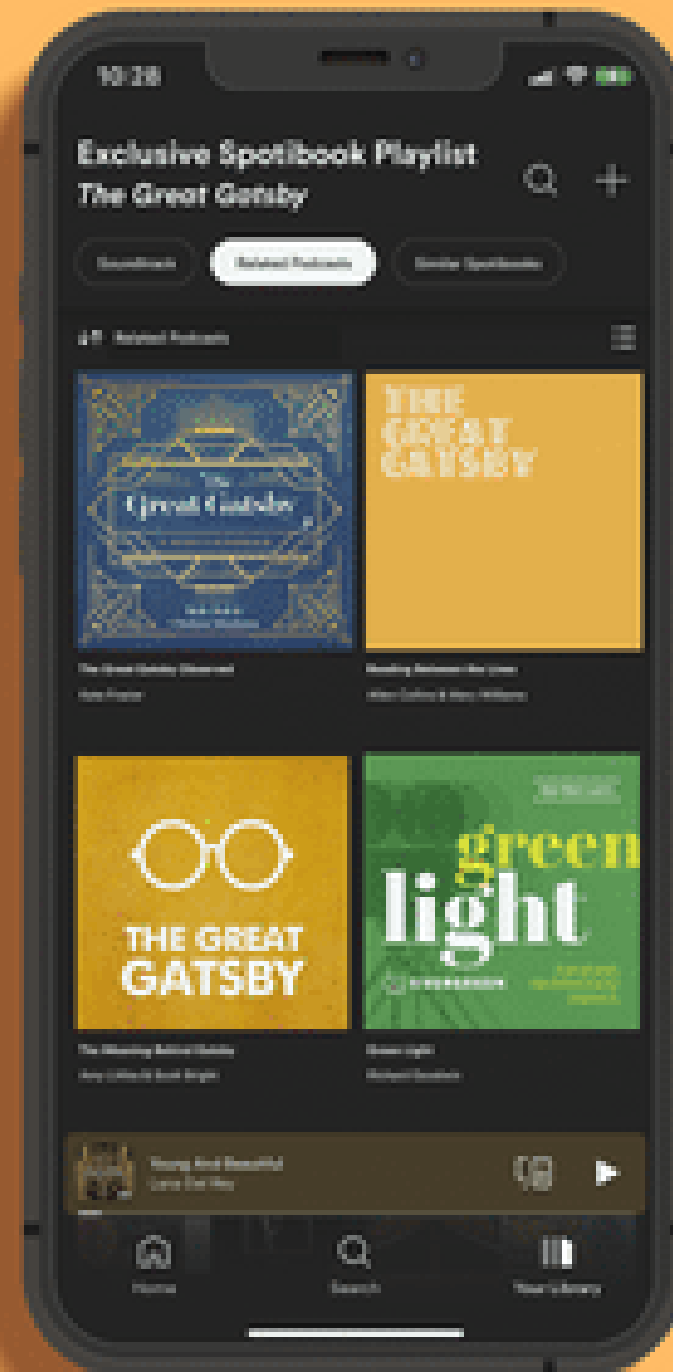
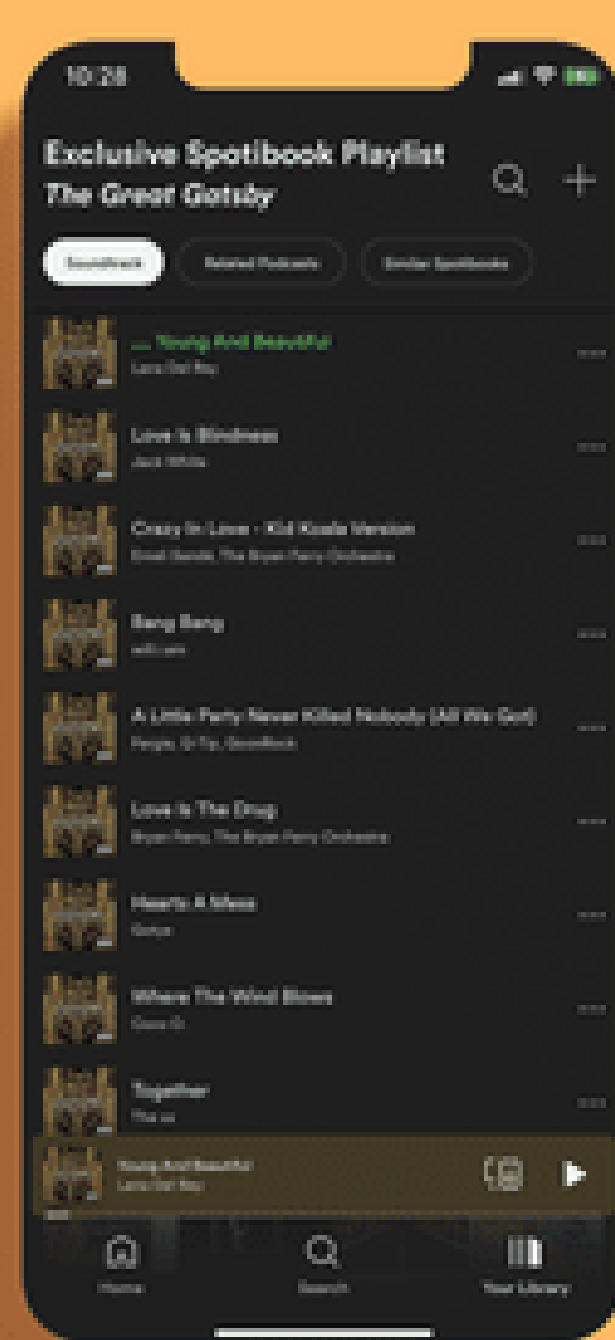




# SPOTIBOOKS LIBRARY

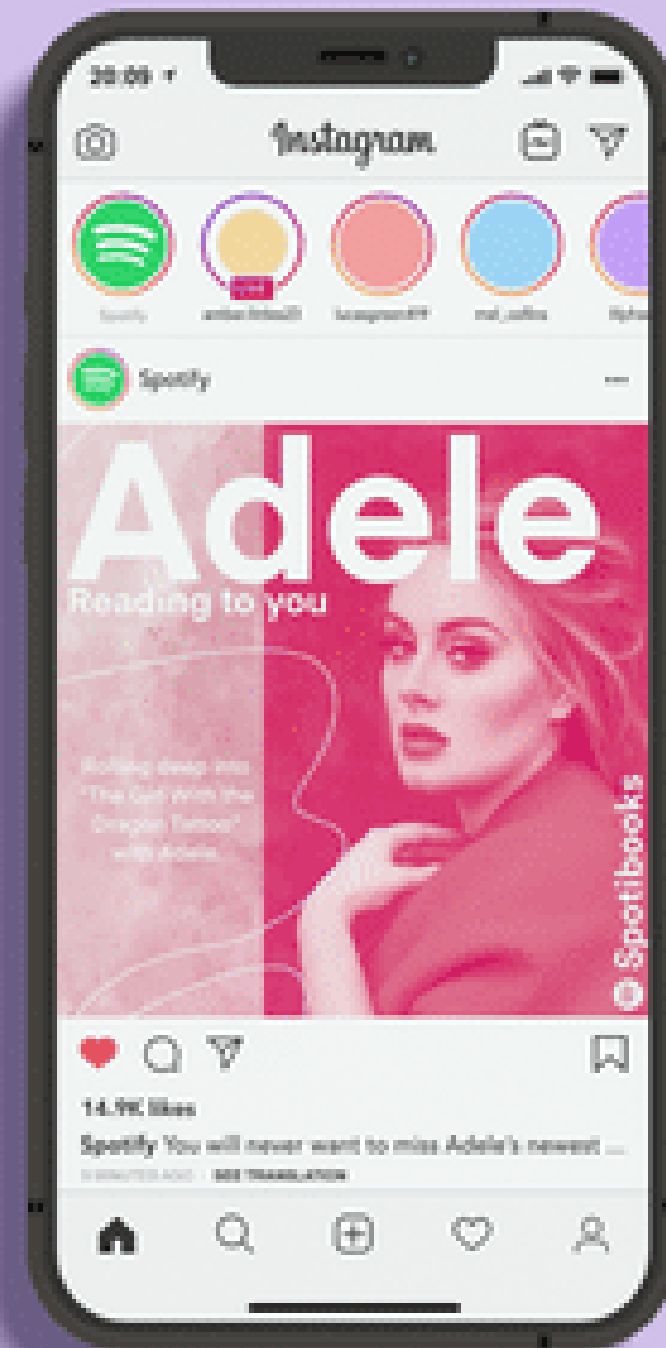
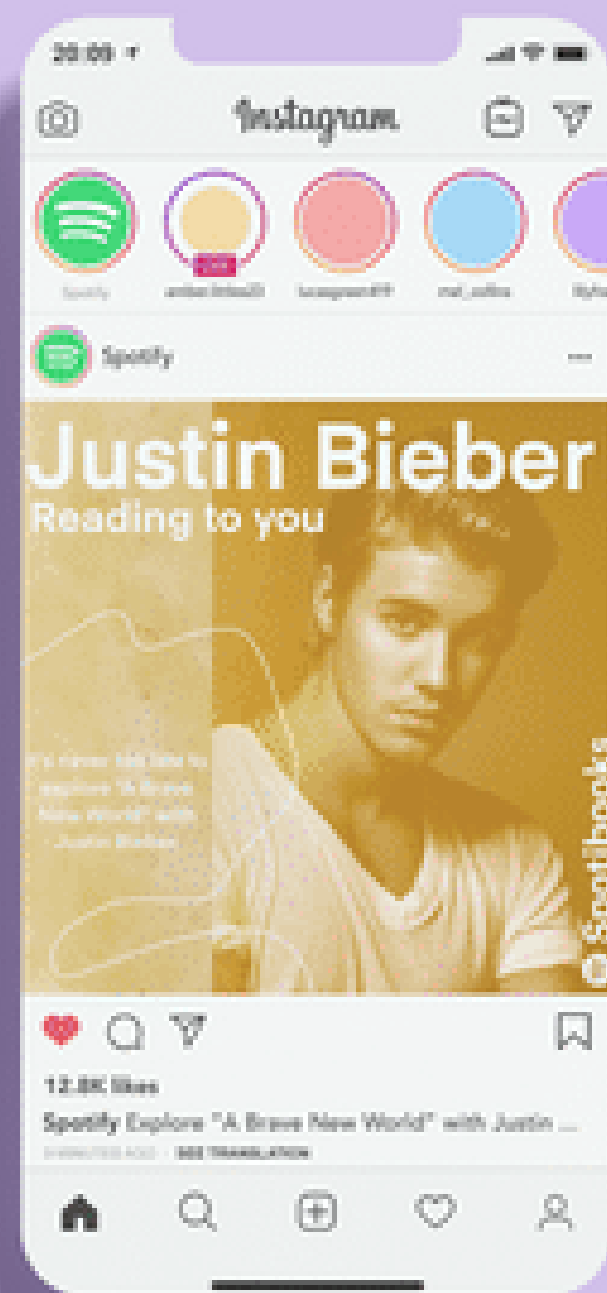


VOTING

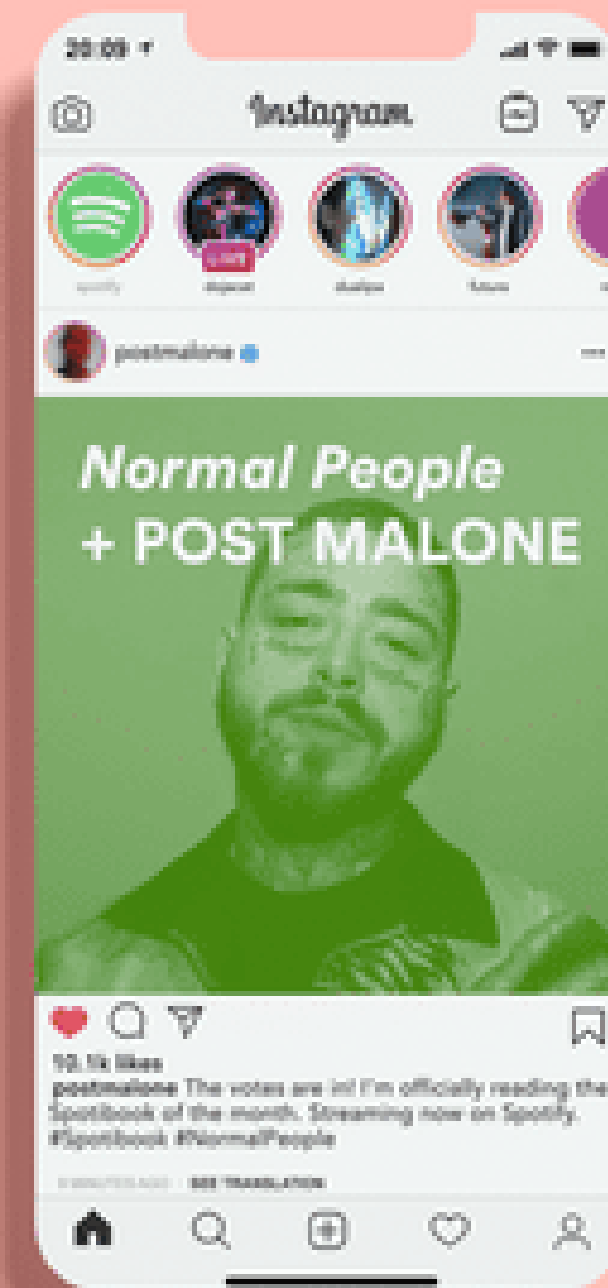
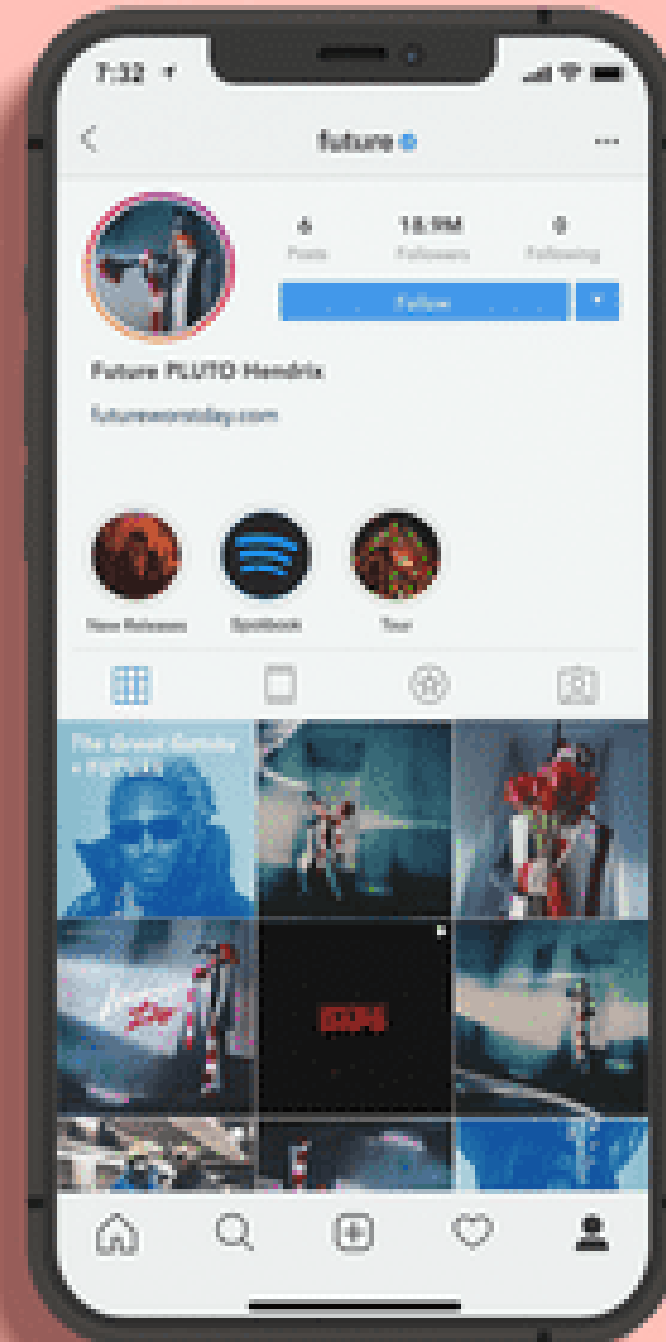
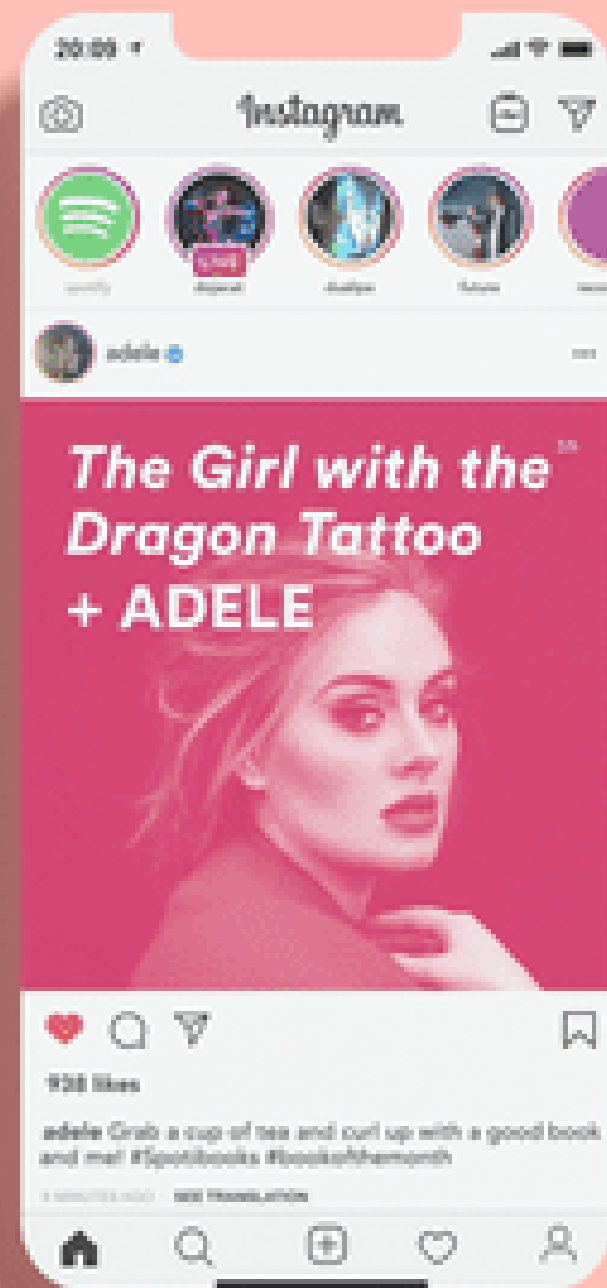


# EXCLUSIVE PLAYLIST





# SPOTIFY POSTS



# ARTIST POSTS

Let me tell you a story.



# WORKS CITED

# WORKS CITED

<https://investors.spotify.com>

<https://www.bbc.com>

<https://0-www-warc-com>

<https://www.grandviewresearch.com>

<https://www.audiobooks.com>

<https://www.audible.com>

<https://brandongaille.com>



# TEAMWORK

## Spotify Group Responsibilities

Prototype of assets (mockups of outdoor spaces) for the campaign — physical and digital - Haley & Eric

Case Study Video — Jenna

Animation effects - Eric, Savannah, Jenna

Digital process book - Jenna, Savannah

Spotibook Covers - Jenna

Fiverr Narration - Jenna

Creative brief - Eric & Haley

Competitor - Eric

Strategy - Savannah

Key insights -

SWOT analysis - Jenna

Customer Journey - Savannah & Jenna

Personas - Jenna

Mood board - Jenna

Research and process - Eric, Haley, Jenna, & Savannah

Consumer Surveys - Savannah

Developing the prototype - Jenna

Script - Jenna, Haley, Savannah, Eric

Storyboard - Haley, Jenna & Eric

Logo - Eric

Social Media Content - Haley & Eric

Social Media Mockups - Jenna & Haley

Thumbnail Design - Jenna