

Applying the PESO Model: Spotify

Target Audience

Spotify is a music streaming platform that allows users to listen to millions of songs and podcasts, as well as create and share their own playlists. Spotify targets millennials and members of Generation Z who are in tune with popular culture. Spotify capitalizes on the tech-savvy, online nature of its target audience by modeling its mobile interface similar to that of popular social media apps. Additionally, Spotify has added several social features that make users' listening experience more social; fostering a sense of community within the platform. Spotify "wrapped" is an annual year-end campaign where Spotify presents users with their listening statistics for the year. "Wrapped" includes information about users' most listened-to songs and artists, as well as how many minutes of music they listened to. "Wrapped" is a social campaign, as users are encouraged to share their "wrapped" information with their friends. This campaign targets their younger audience, who is most likely to share their Spotify statistics with each other, thus building more awareness for the brand. Spotify has had this "wrapped" campaign for the past seven years, with each year building more anticipation for its release.

PESO Messaging

PAID: Spotify promotes its "wrapped" campaign by releasing a series of billboard advertisements that relate cultural trends from the year with people's Spotify statistics.

Justification: Many millennials and members of Gen Z listen to music on their commutes to school and work. Spotify is taking advantage of its target audience's habits. Paying money for the placement of these advertisements on the sides of highways and in busy metropolitan hubs like Times Square and the Shibuya Crossing will gain the attention of commuters who are traveling to work and school. While billboards are seen as less successful in capturing Gen Z's attention, the bright colors and references to popular culture capture the attention of people walking or driving by.

EARNED: Spotify's "wrapped" consistently gets media attention from news outlets like USA Today and CNN.

Justification: The Spotify PR team pitches to media outlets such as USA Today and CNN to receive coverage for the Spotify Wrapped release. Additionally, Spotify has built a reputation for releasing "wrapped" at the same time every year; so much so that news outlets will write articles just anticipating the release. This consistency allows Spotify to maintain its reputation with its audience, and media coverage helps to get people excited about the release of "wrapped" each year.

SHARED: Every year, Spotify releases a “shareable” version of users’ Spotify “wrapped” information, encouraging users to post their “wrapped” information online.

Justification: Spotify is taking advantage of the younger generations’ massive online presence. Establishing a yearly trend where people post their “wrapped” online gets Spotify’s campaign everywhere. In the days following the “wrapped” release, social media platforms are flooded with people posting their Spotify “wrapped” statistics. Many people are encouraged to do this so they can show off how much music they listened to.

OWNED: During the “wrapped” campaign, Spotify creates its own “wrapped” playlists with the top streamed songs on the app.

Justification: Spotify creating and posting its own “wrapped” statistics establishes an identity for the brand as trendy and in-tune to pop culture.

Conclusion

Spotify takes advantage of the four different types of media to promote its “wrapped” campaign. By using diverse methods for promotion, it has built a loyal fanbase for the program and the brand that their users contribute to the campaign being successful year after year.

References

1. <https://www.start.io/blog/spotify-target-market-segmentation-user-demographics-audience-targeting-strategy/>
2. <https://www.cnn.com/2022/11/30/entertainment/spotify-wrapped-2022-top-artists-bad-bunny-cec/index.html>
3. <https://www.edisonresearch.com/hacking-commuter-code-really-happens-commuters-driving/>
4. <https://www.itgeared.com/how-to-post-spotify-wrapped-on-instagram/>
5. <https://www.statista.com/study/72683/digital-music-spotify-in-the-united-states-brand-report/>