



2022 Young Ones Student Awards Spotify Audiobooks - More Than Music

Background

Audiobooks is a quickly growing market with about 46% (131M) people in the US over the age of 12 reporting they listened to an audiobook in 2021. Even with less people commuting in 2020 due to the pandemic, Audiobooks sales saw an increase of 17% compared to 2019. While every demographic is participating in listening to Audiobooks more than ever, our key Gen Z target audience is leading the charge in the growth. Spotify is on the way to becoming "The World's Audio Network", the destination for all types of audio, and is preparing to launch its new Audiobooks offering in a big way.

Launching Audiobooks supports Spotify's mission by expanding its audio-first offerings, similar to other expansion into other audio content outside of music, like news and podcasts. With Audiobooks, Spotify is bringing users closer to all the audio content they love made available on a single platform.

The Problem

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

The Opportunity

Gen Z loves Audiobooks: This audience is tapped into Audiobooks, and are most likely to listen while they complete their daily tasks. Technology being a constant part of their lives makes personal devices a natural way to tap into more reading.

Podcasts As A Gateway: Our research found that users who listened to true crime podcasts on Spotify were more likely to dive deeper by purchasing a related audiobook. Young adults have led the growth of the podcast segment. Spotify as a platform will have both, with the launch of Audiobooks.

The Ask

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



Who is it for?

New + Existing Spotify users: We need to educate new and existing Spotify users about the existence of Audiobooks and get them to consider Spotify whenever they want to dive deeper into the books they love.

What do we need to make?

This is our big launch moment to introduce Spotify's Audiobook offering to the world.

Let's launch Audiobooks with a campaign that connects Spotify, Gen Z and Audiobooks that makes use of media in a bolder way: including social and OOH.

Spotify's Tone of Voice

Often irreverent, and never afraid to have an opinion, Spotify speaks to consumers as a fellow fan, because we love music, podcasts and culture as much as they do. We're a youthful brand - occasionally even a little juvenile - and we're proud to be a bit weird sometimes. After all, aren't we all?

The tone for this creative should be fun and engaging, but also informative, educational and aware of the tough times many are living through. We want to emphasize the ease of using Spotify while commuting and the unique qualities afforded by YDD.

Spotify's Past Campaigns

Whether it's using data to celebrate our users, paying tribute to artists, or creating social impact, Spotify drives earned media that helps us compete with some of the world's biggest companies-- who will always have bigger budgets. Here are some examples:

<http://ourcase.study/spotifyforpets/>

<http://ourcase.study/thedecadewrapped/>

<http://ourcase.study/imwiththebanned/>

<https://www.youtube.com/watch?v=Q50E6dvvHc8>

<http://ourcase.study/pantheon/>

<http://ourcase.study/chaninicholas/>