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## HEAR FOR IT: Fully Customizable Brand Experiences Powered by **Spotify**

Are our digital lives at peak saturation?

Live Nation conducted a research study called "The Power of Live", in which they surveyed over 20k people in 11 countries and the conclusion was clear: "people are starving to connect with the real world". In fact, almost three-quarters (73%) of 13- to 49-year-olds globally agree with the statement: "Now, more than ever, I want to experience real rather than digital life." <sup>1</sup>

While it may be easier than ever to connect *to* people, it is harder than ever to connect *with* people. We tap, touch, and swipe our phones 2,617 times a day, and we spend an average of 2.5 seconds with any piece of content. Of course, digital life isn't dying off— but after a decade of all that posting, pinning, tweeting, snapping, and streaming, people are tapped out. They now recognize the importance of the physical world to their quality of life and are recalibrating their lives with more intention.<sup>1</sup>

Social media, mobile, and tech have made it easy to find and connect to people across geographies, but it's challenging to do so in a way that feels human. Spotify's Culture Next / Global Trends Report found that "today's millennials and Gen Zs are free to scour the world to form communities of their own" in ways previous generations could not. Additionally, these digital groups are different from the

old-school online communities of yesteryear, for two key reasons: they aren't satisfied with being confined to the digital realm, and their deep bonds are anchored in social purpose and change. <sup>2</sup>

## Enter... Hear For It

Spotify's **Hear For It** is an experiential offering that allows brands to step outside our digital platform and connect with audiences IRL, while also creating unique, powerful, specifically-designed digital content. As a media platform with multiple touchpoints with users throughout their day, Spotify is uniquely positioned to understand the context behind streaming behavior and deploy the right ad format, at the right time, allowing a brand to effectively tell their story.

Spotify's brand-led, experiential offering isn't about a pre-packaged event or sponsorship of an off-the-shelf idea. Rather, it's a structured run-of-show in which brands can tap the power of our data, access to artists, brand affinity, and production capabilities, all at once. Spotify's Hear for It provides brands with branding opportunities in intimate environments, while leveraging Spotify's scale and extensive ad suite to amplify the memories made.

**Hear For It is Spotify's answer when brands ask how they can connect with audiences in more meaningful ways... digitally and IRL.**

### **- It starts with our understanding of people through music.**

Spotify will tap our music intelligence to identify artists and cities that align with your brand's objectives. Analyzing platform-level geographical, genre, and micro-segment data, as well as ensuring on-brand alignment- Spotify will recommend and secure the right talent for the Hear For It event. Through audio ad formats, we'll use the name and likeness of the artist to drive awareness in a geo-targeted and highly addressable fashion to ensure the right people are in the room.

**-From there, the narrative of the room is completely customized.**

Focusing on key moments people use Spotify - such as Workouts, Chilling, or Dinner- we'll create a space that's themed to the story you want to tell. From the experience on the ground, to the food, drinks, and products attendees interact with- your brand will be front and center during the experience. We can also tie the event to a key cultural theme - Back to School, The Holidays, an International "Day"- or we can simply make the event about the act of Discovery- finding and exploring new music, culture, and each other. For the audience, it will be an unforgettable night.

**-Afterwards, amplification.**

Following an amazing event, you'll want to amplify it so larger audiences can see the brand's seamless connection to the experience. Spotify will work with your brand to create video assets that capture the essence of the event and the story your brand wants to tell - from artist interviews, product usage, etc., this video footage will be edited to run on the Spotify platform as organic paid content.

**We are revolutionizing live events.**

78% believe music allows people to connect with each other and other cultures.<sup>2</sup> Spotify is doubling down on this belief to reimagine and redefine the live events landscape through Hear For It. Join us. Get in touch with our team to get started.

**Sources:**

1. Live Nation "Global Live Music Fan Study", 2018.

2. Spotify trend survey among 4,000 respondents 15-36 globally [U.S., MX, BR, FR, DE, IUL, PH, AU], February 2019.