

Presented by Spotify



- **New Balance x Kawhi Leonard:
Changing the Game Campaign**

WE
CAME TO
~~CHANGE~~
~~THE GAME~~

ELEVATE
YOUR CAMPAIGN~~N~~

MADE FOR THE ONES WHO
~~PLAY BY~~ REWRITE THE RULES.



Meet the Team



Danielle Ang
Copywriter



Vivianna Choi
Ideation Lead
& Strategist



Melissa Namey
Creative Lead



Adrianne Rinon
Account & Business
Development



Changing the Game Campaign

In partnership with Kawhi Leonard



● **Business Objectives & Marketing Needs**

○ Awareness of basketball campaign & sneaker launch

○ Community involvement with sneaker launch





- **WHY SPOTIFY?**

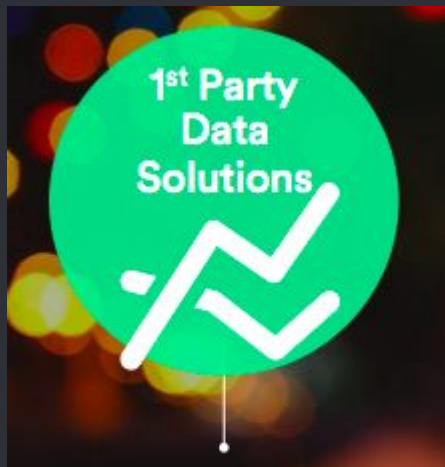
- Collaborating with you
- Generate awareness
- Create unique CRM tools



● TO HELP ELEVATE YOUR BRAND

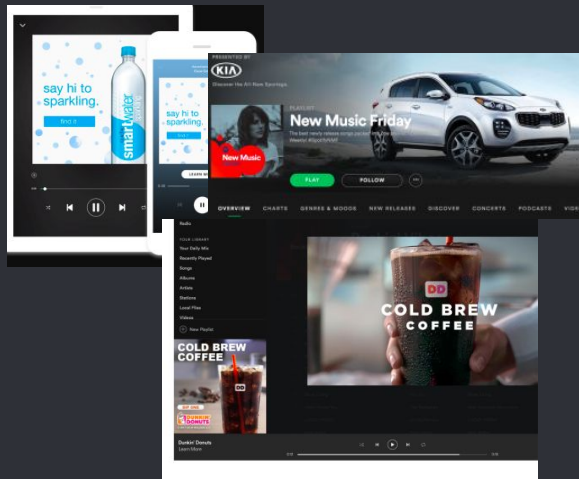
1st party data solutions

Deep understanding of real, registered people



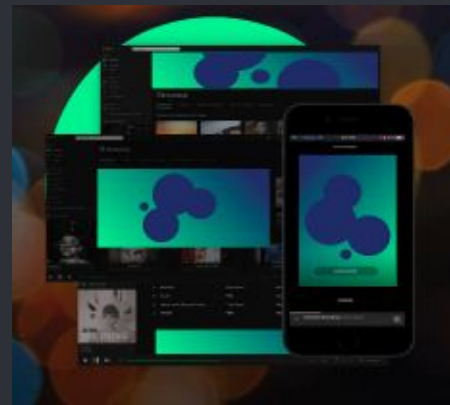
Custom solutions

Unique brand experiences using our open API



Ad experiences

Quality formats delivered in unforgettable moments





60 markets



11 million + users



226% YOY growth





- **RETURN OF INVESTMENT**



CANADIAN USERS

11 MILLION  2 MILLION



- **RETURN OF INVESTMENT**



2% Sales Rate



$\frac{1}{4}$ buy OMN1s



\$1.8 Million in shoe sales
(based on \$186/pair)



KEY ADVERTISING CAMPAIGN

CUSTOM “NEW BALANCE x KAWHI
LEONARD” PLAYLISTS



Recommended radio

Non-stop music based on your favorite songs and artists.

Uniquely yours

New releases for you

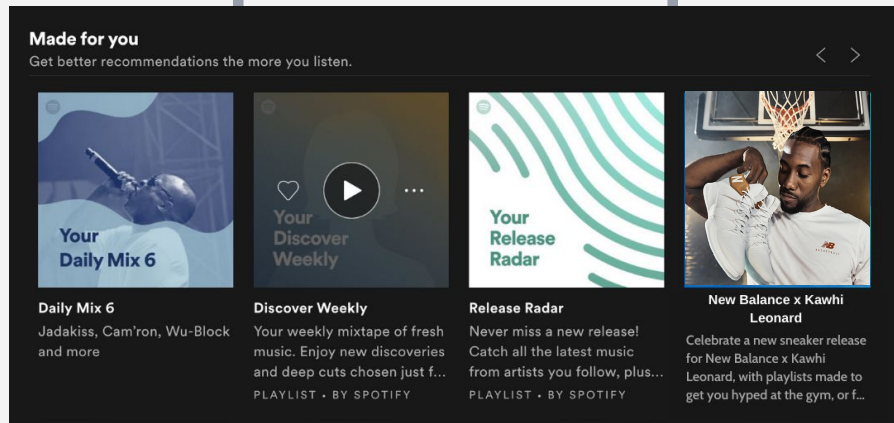
Brand new music from artists you love.

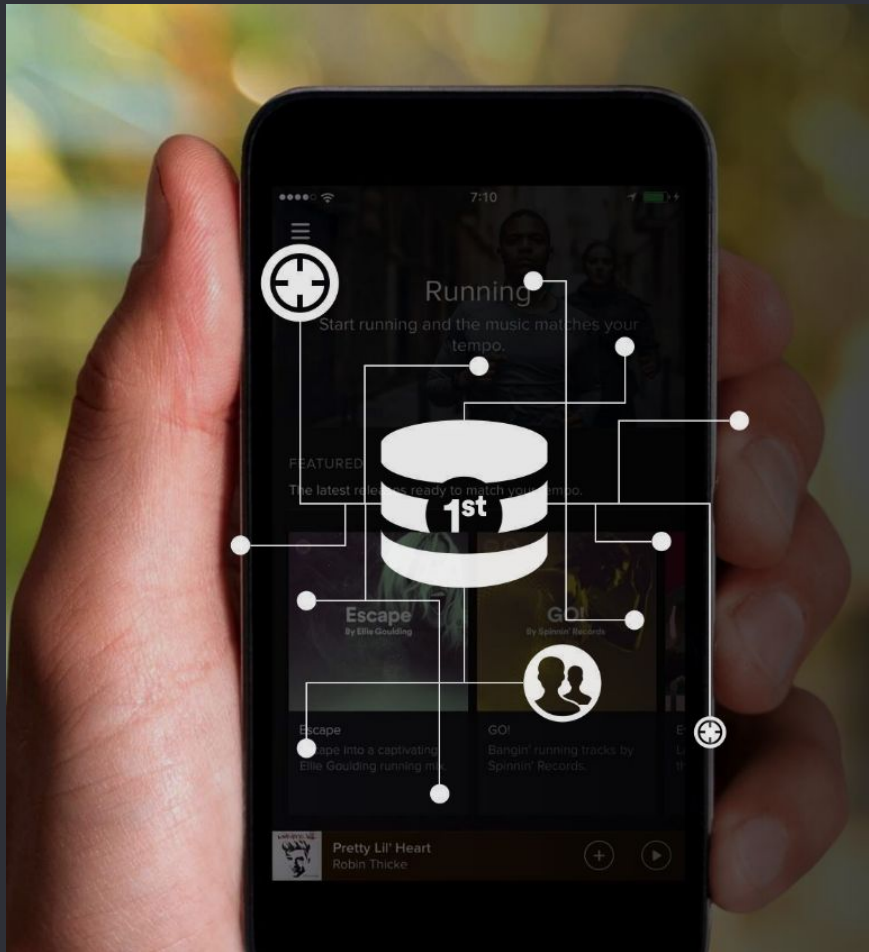
Keep the vibe going

Inspired by your recent activity.

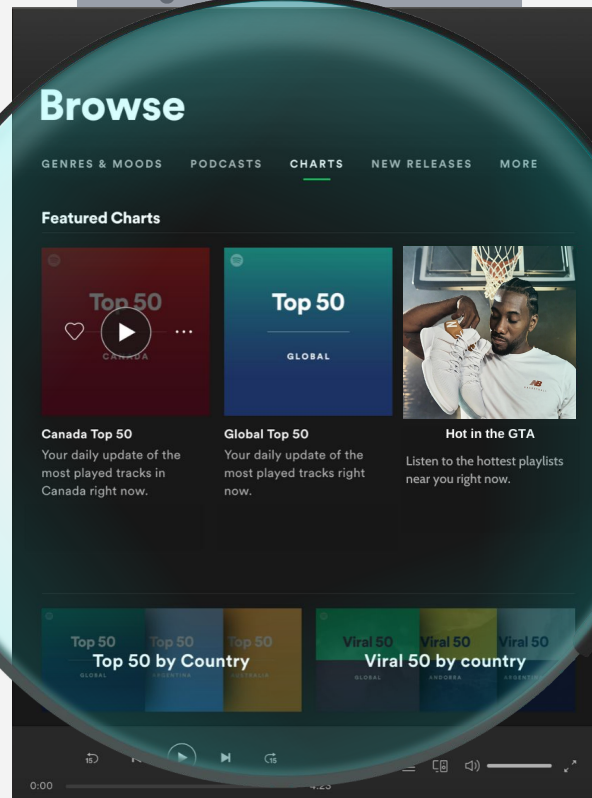
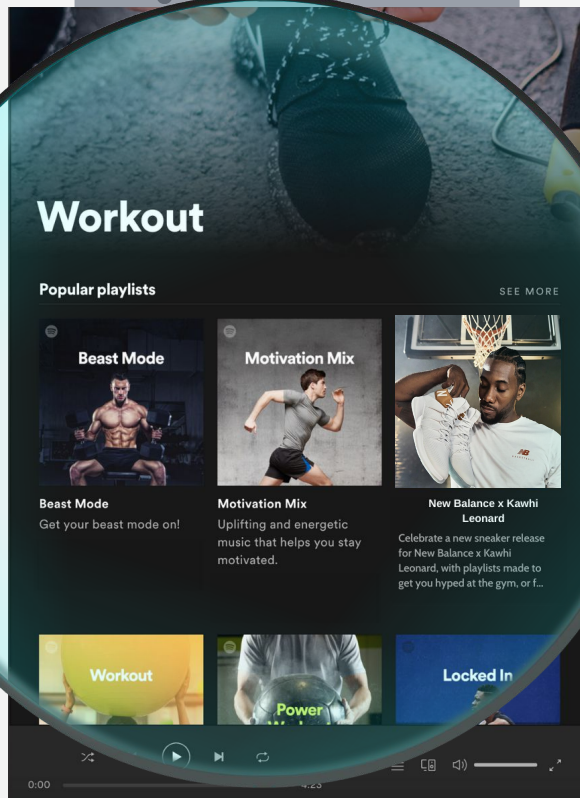
Made for you

Get better recommendations the more you listen.





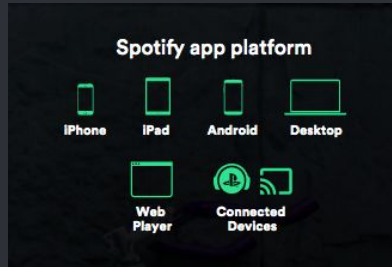
**INCREDIBLE
FIRST-PARTY DATA**



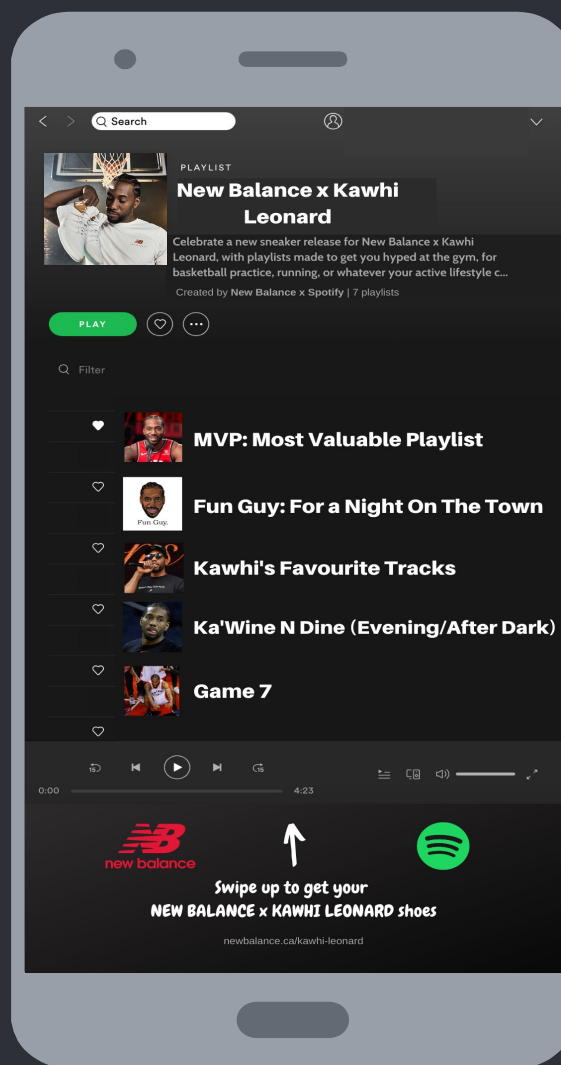


Custom “New Balance x Kawhi Leonard” Playlists

- Available on the following platforms



- Feature fun facts while listening
- “Swipe up” link to the shoe on the website





- **SUMMARY**

- Generate awareness for New Balance
- Potential \$1.8 million + ROI
- Customize CRM tools to maximize KPI's
- Elevate your campaign

Thank you



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