

Presented by Spotify



# New Balance x Kawhi Leonard: Changing the Game Campaign

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

ELEVATE  
YOUR CAMPAIGN

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



# Meet the Team



**Danielle Ang**  
Copywriter

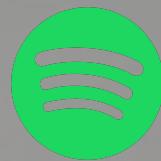


**Vivianna Choi**  
Ideation Lead  
& Strategist



**Melissa Namey**   **Adrianne Rinon**  
Creative Lead   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?**

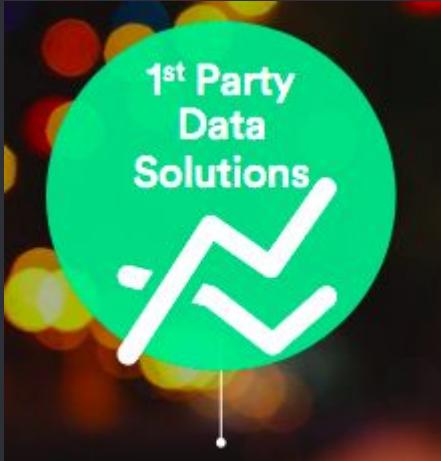
- Collaborating with you
- Generate awareness
- Create unique CRM tools



- **TO HELP ELEVATE YOUR BRAND**

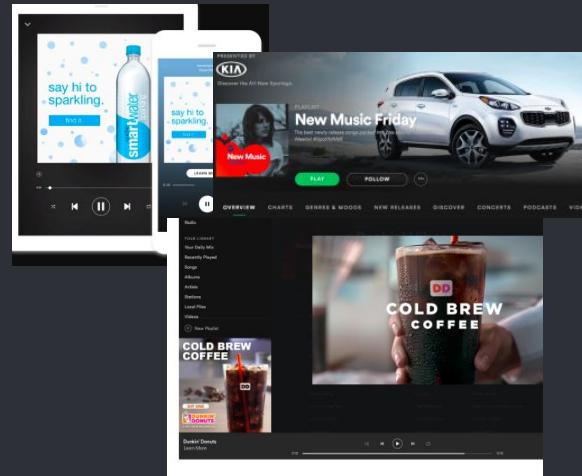
### 1st party data solutions

Deep understanding of real, registered people



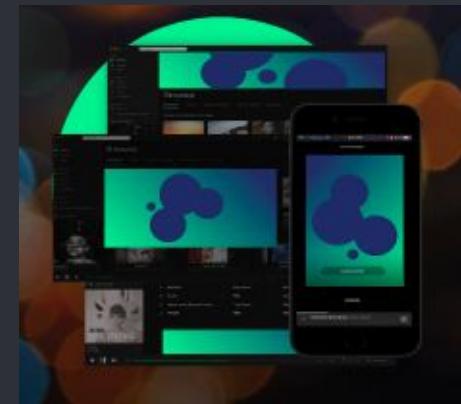
### Custom solutions

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.

## 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.

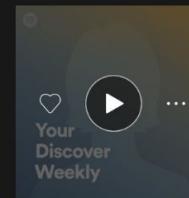
### Made for you

Get better recommendations the more you listen.



#### Daily Mix 6

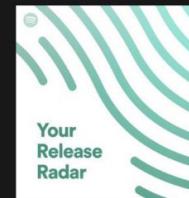
Jadakiss, Cam'ron, Wu-Block and more



#### Discover Weekly

Your weekly mixtape of fresh music. Enjoy new discoveries and deep cuts chosen just for you.

PLAYLIST • BY SPOTIFY



#### Your Release Radar

Never miss a new release! Catch all the latest music from artists you follow, plus...

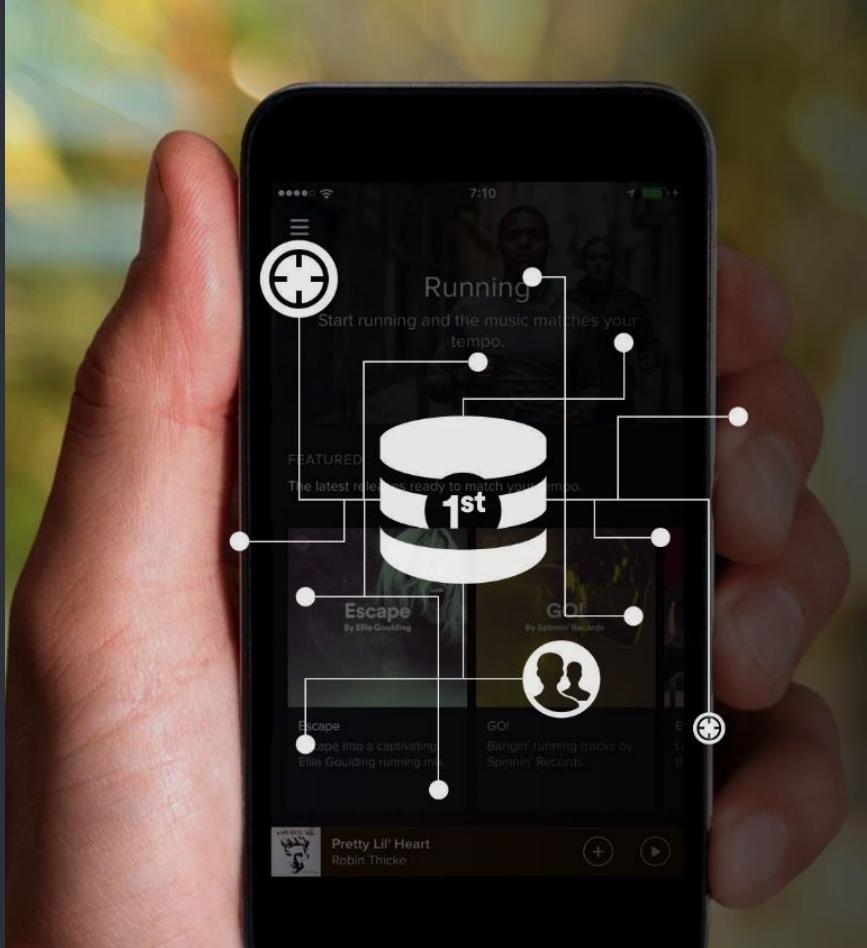
PLAYLIST • BY SPOTIFY



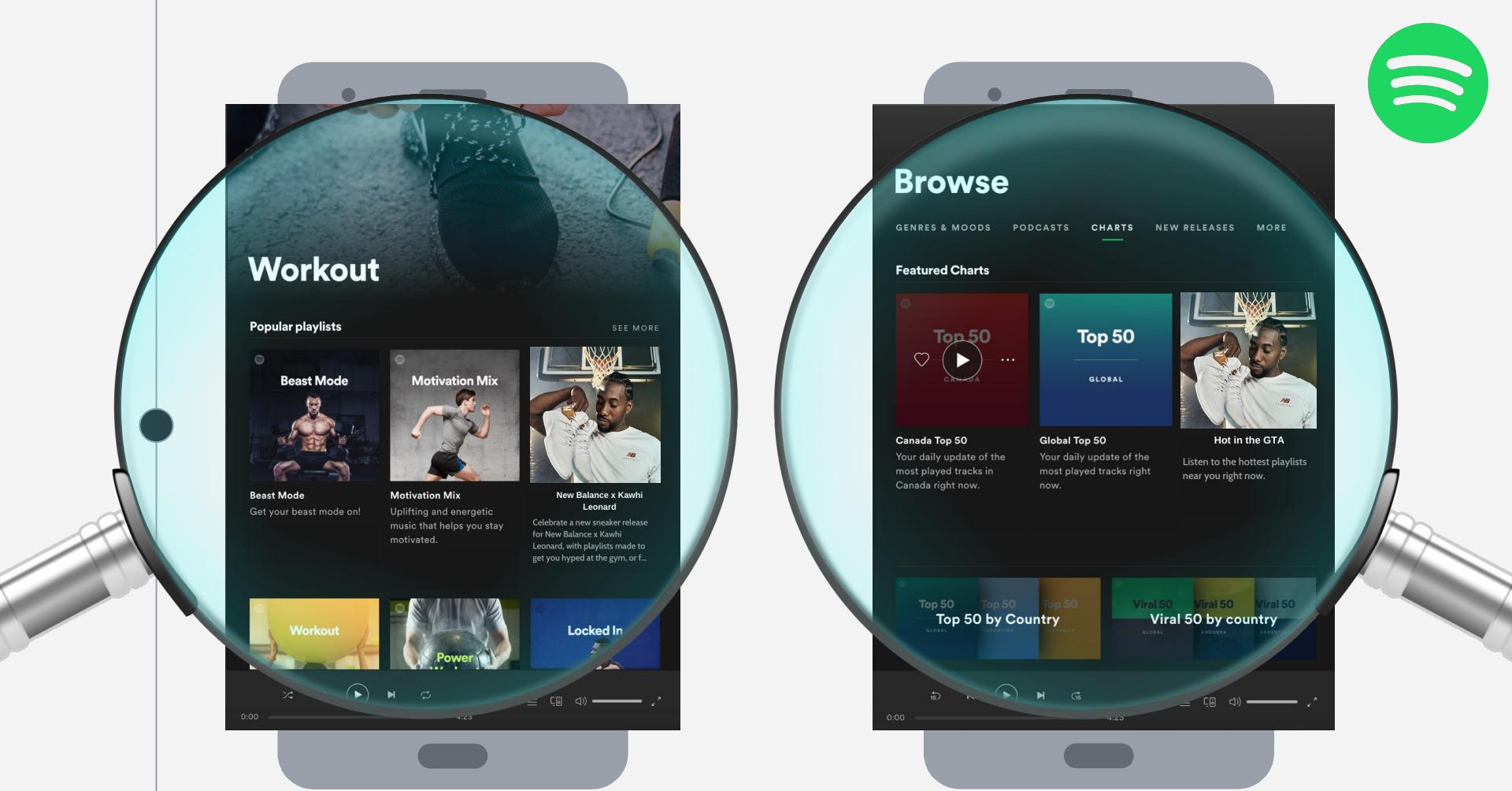
#### New Balance x Kawhi Leonard

Celebrate a new sneaker release for New Balance x Kawhi Leonard, with playlists made to get you hyped at the gym, or f...





**INCREDIBLE  
FIRST-PARTY DATA**



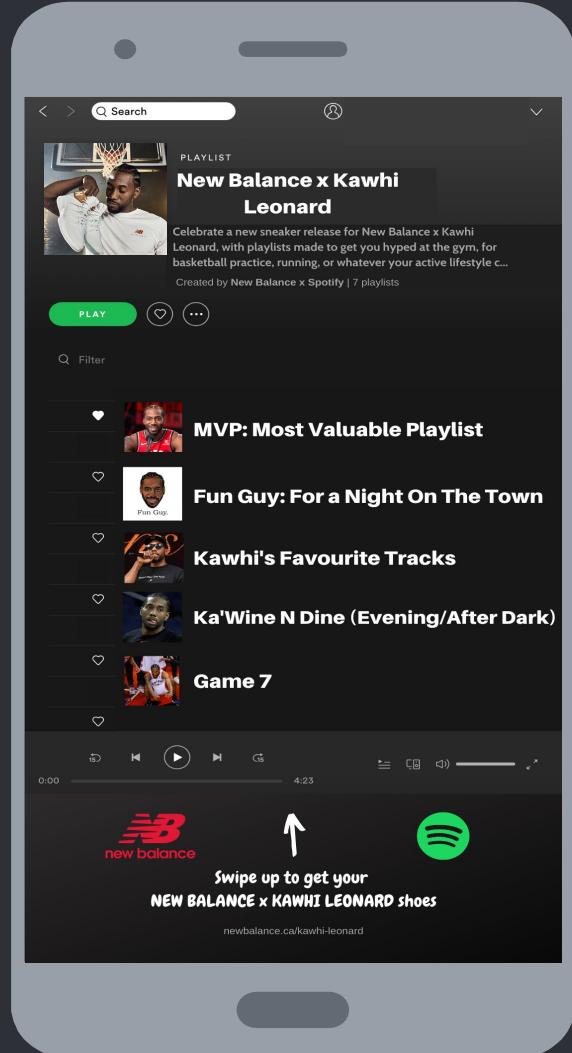


## Custom “New Balance x Kawhi Leonard” Playlists

- ❑ 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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