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# Spotify Proposal Outline

## New Balance x Kawhi Leonard: Changing the Game Campaign

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## INTRODUCTION

New Balance is looking for an innovative way to create awareness of their new addition to their campaign with Kawhi Leonard. As the world's largest streaming service, we aim to advertise and strengthen your campaign, bring you new customers, an interactive experience, and an increase in profits.

## VALUE PROPOSITION

Spotify elevates existing campaigns that want to generate awareness by collaborating with clientele to create unique customer relationship management tools.

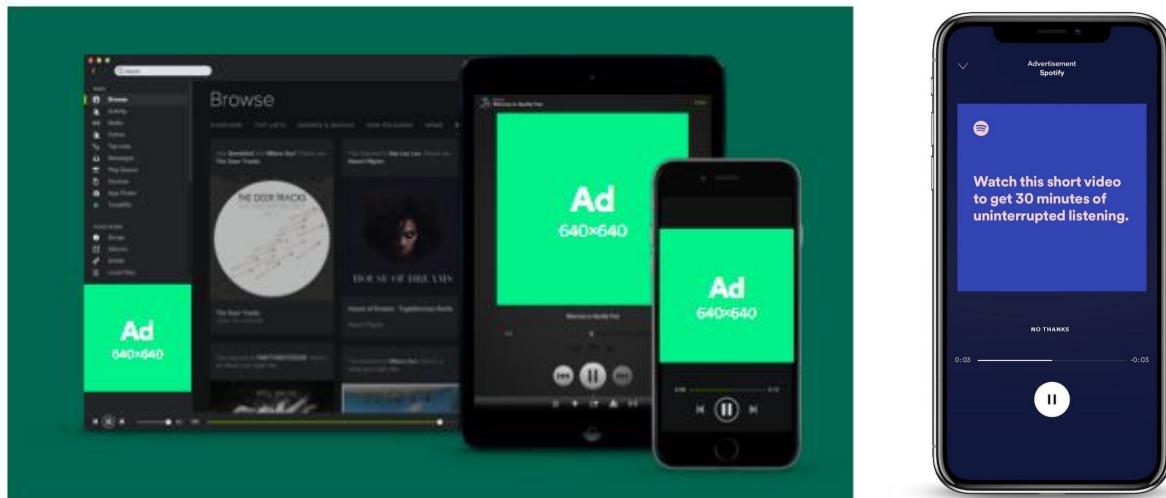
## OBJECTIVES

### Goals

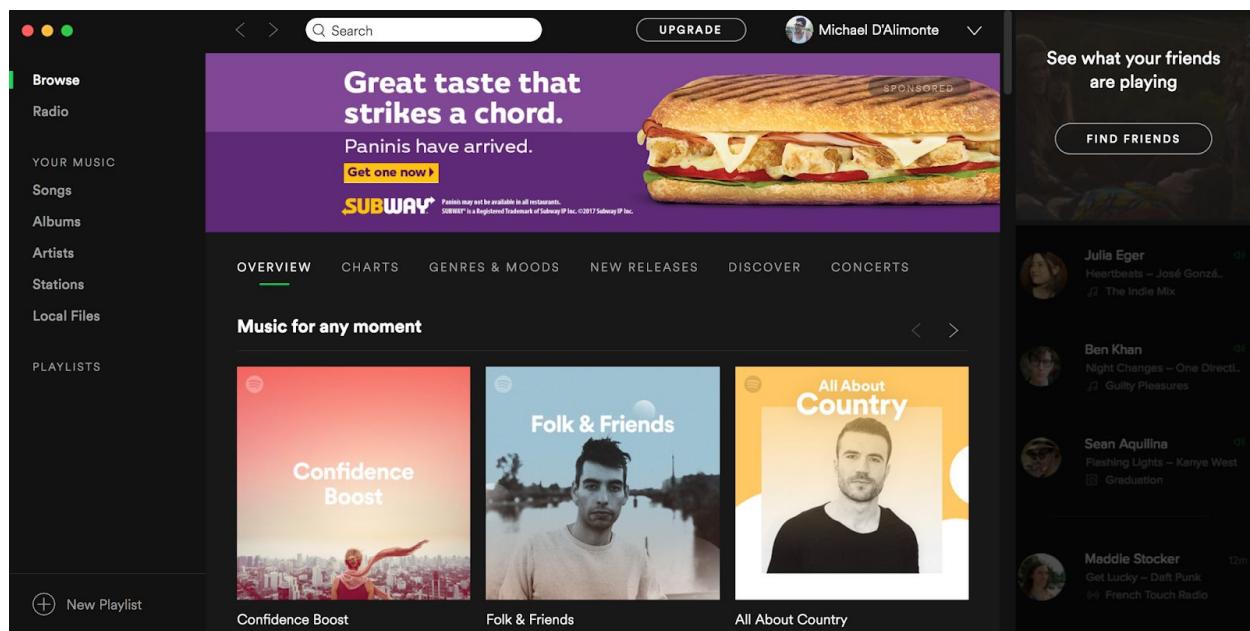
1. Generate awareness for New Balance's basketball campaign with Kawhi Leonard
2. Create an interactive experience for the Spotify community to learn about the launch of the New Balance sneakers

## What Spotify Can Do For New Balance

### Advertisements:



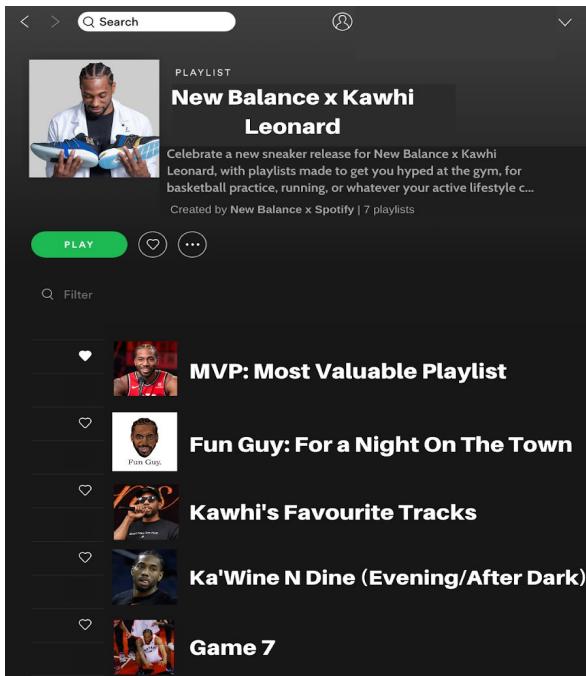
Non-premium members: Audio, video and display advertisements on our mobile app



The image shows a Spotify mobile application interface. At the top, there is a purple banner for Subway with the text "Great taste that strikes a chord." and "Paninis have arrived." Below the banner, the main navigation bar includes "UPGRADE", a user profile for "Michael D'Alimonte", and a search bar. The main content area is titled "Music for any moment" and features three playlists: "Confidence Boost", "Folk & Friends", and "All About Country". To the right, there is a sidebar titled "See what your friends are playing" with a "FIND FRIENDS" button and a list of friends: Julia Eger, Ben Khan, Sean Aquilina, and Maddie Stocker, each with their profile picture and a list of their current plays. The overall theme is a dark mode interface.

All members: banner ad with a click-out to campaign website

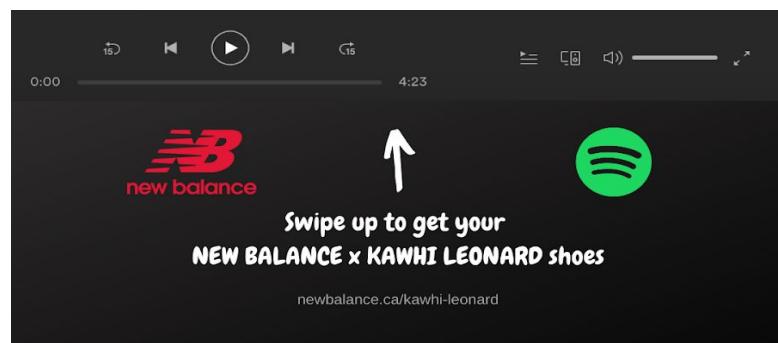
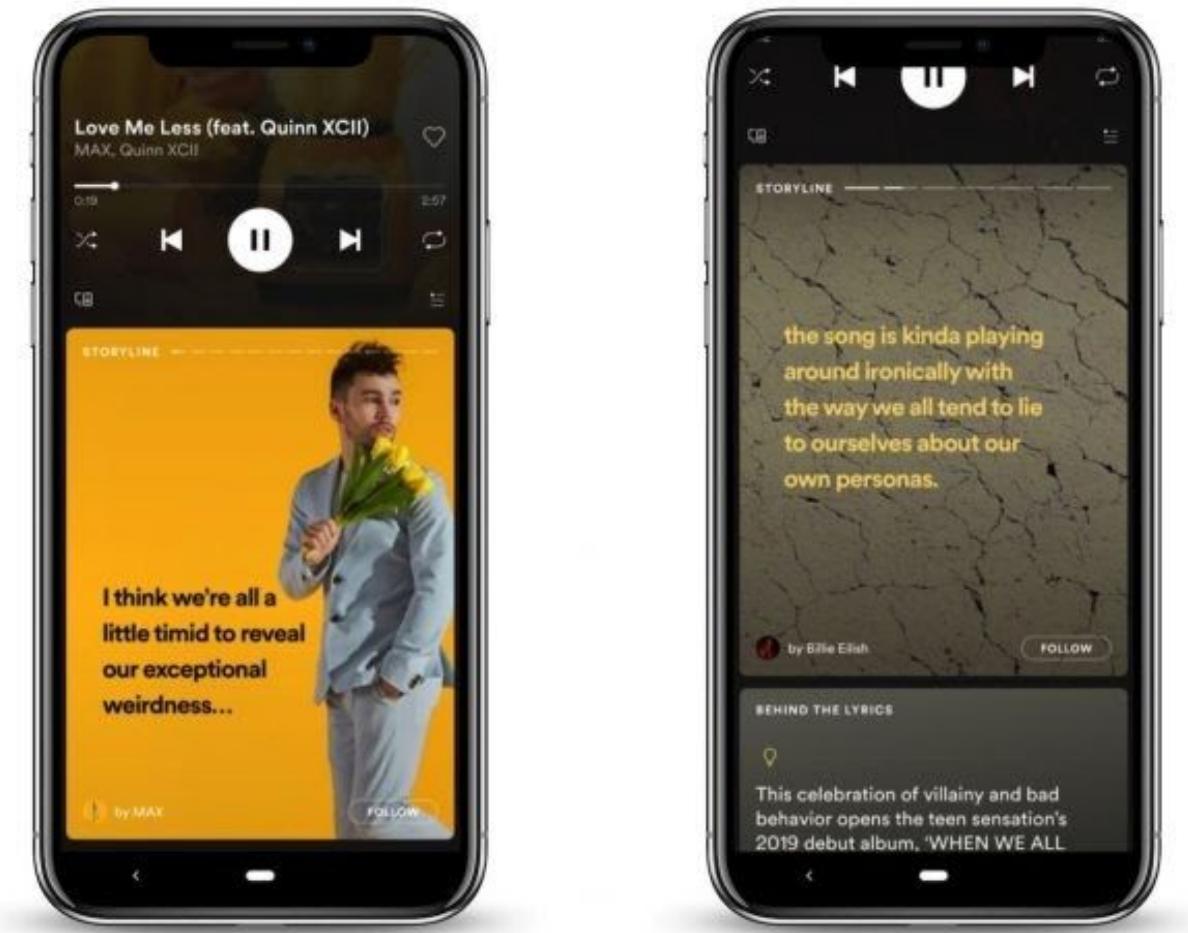
## Custom Playlists



The image shows a Spotify mobile application interface displaying a custom playlist titled "New Balance x Kawhi Leonard". The playlist features a banner image of Kawhi Leonard holding a New Balance sneaker. The description text reads: "Celebrate a new sneaker release for New Balance x Kawhi Leonard, with playlists made to get you hyped at the gym, for basketball practice, running, or whatever your active lifestyle c...". Below the description, it says "Created by New Balance x Spotify | 7 playlists". The main content area lists five playlists under the heading "PLAYLIST": "MVP: Most Valuable Playlist", "Fun Guy: For a Night On The Town", "Kawhi's Favourite Tracks", "Ka'Wine N Dine (Evening/After Dark)", and "Game 7". Each playlist has a small thumbnail image of Kawhi Leonard.

Based on popular songs within the basketball community and any songs New Balance or Kawhi Leonard want to include

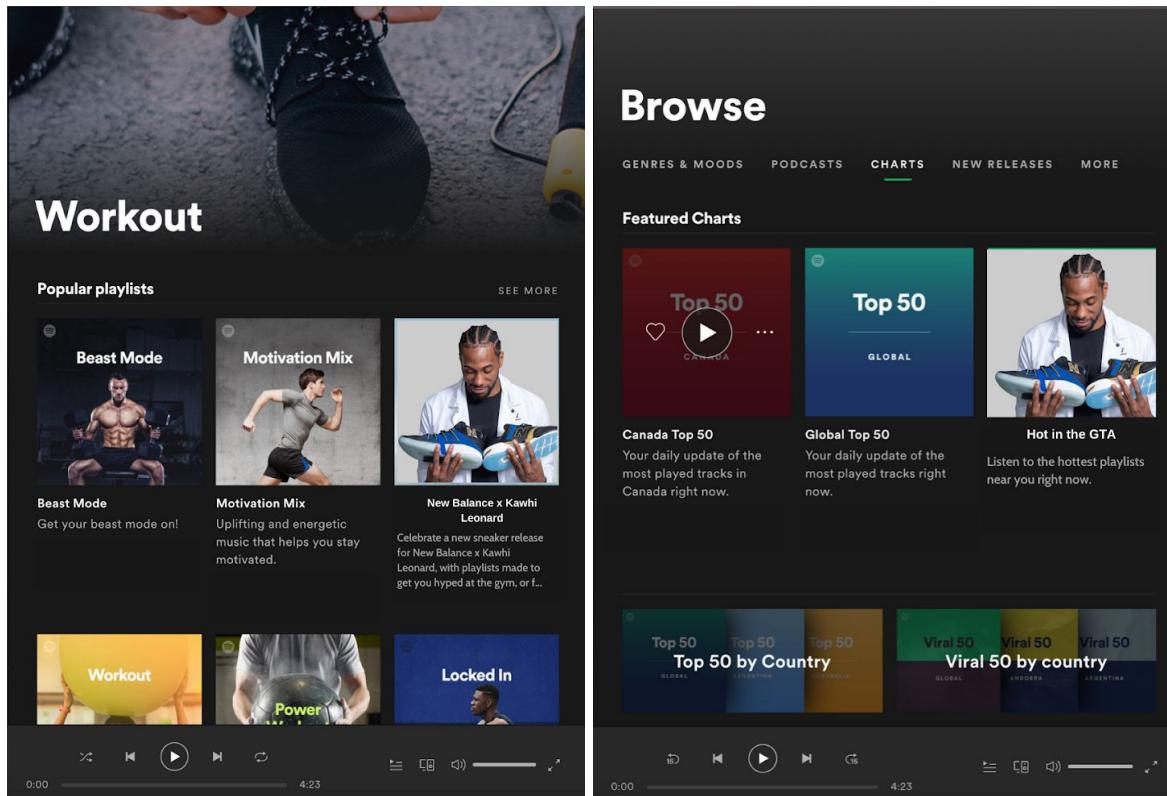
## Swipe Up Tabs



Instead of “Behind the Lyrics” and “Storyline”:

- Feature fun facts about the campaign and sneakers
- Include link to buy the products
- Will be included on the songs within the custom playlist

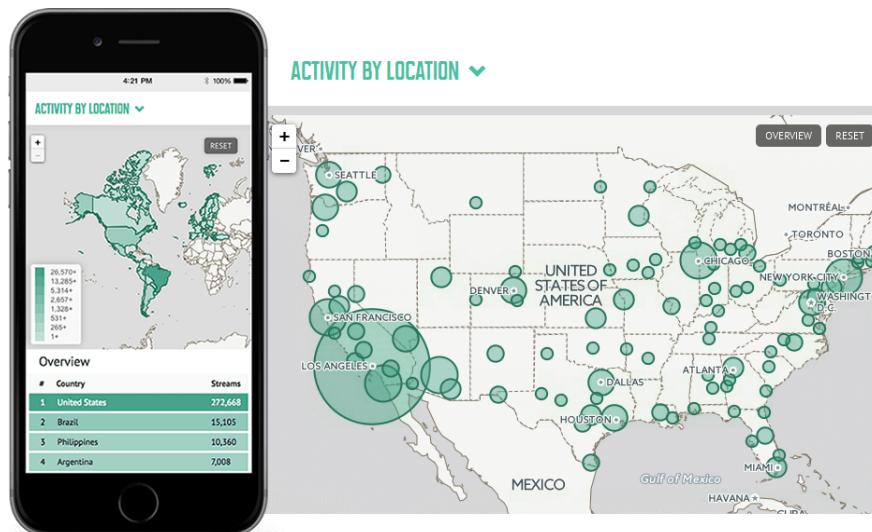
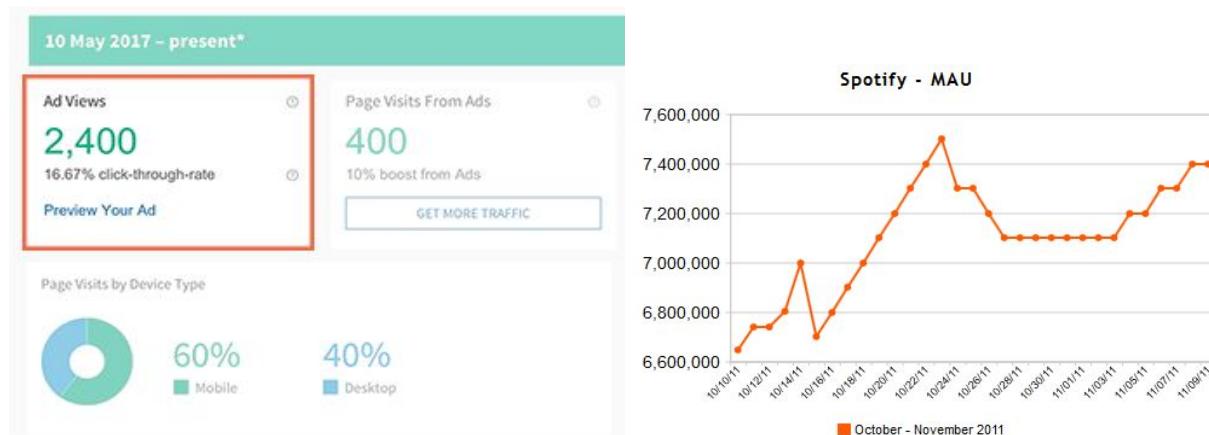
## Target Specific Audiences



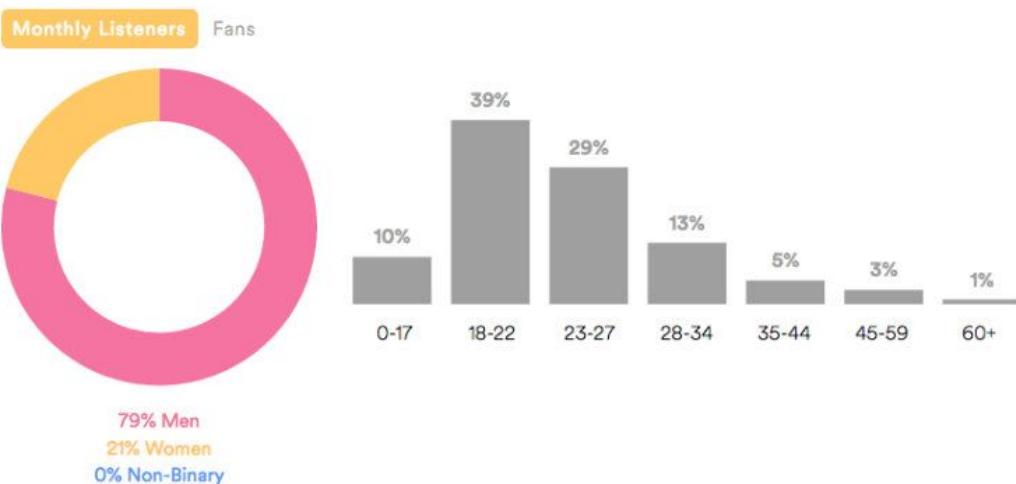
- Featured on the “Recommended Playlists” section for members who frequent Workout genre playlists
- Also recommended for people who frequent the songs within the playlists
- Featured on the Home and Search pages in our app under its own section: New Balance x Kawhi Leonard

## Benchmarks/Measurements for Success

- **Click-through Rates**
  - (track website click-through rates and mobile app advertisement click through rates and compare click-through rates to impressions)
- **Analyze Streaming Data**
  - (monitor demographics and number of people interacting with our custom playlists)
- **Site Engagement**
  - (track traffic reports from our site to demonstrate engagement levels)



## Who They Are



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## RETURN OF INVESTMENT



**11 MILLION CANADIAN USERS**

- Plan to reach 2 million of those users (based on your target market)
- With a 2% sales rate: these are the people who purchase products featured from the entire campaign line
- $\frac{1}{4}$  of the 2% estimated to buy OMN1s shoes = \$1.8 million (based on \$186/pair)

## ABOUT SPOTIFY

### Our Story

At Spotify, we work hard for the brands we partner with. To help elevate your brand, we use:

1. **1st party data solutions (Deep understanding of real, registered people)**
2. **Custom solutions (Unique brand experiences using Spotify's open API)**
3. **Ad experiences (Quality formats delivered in unforgettable moments)**

We are currently the world's largest streaming platform for music. Our services are offered on different devices such as mobile, laptops/computers, PlayStation 4, tablets, in-car, and smart TVs. We target users based on their music taste and streaming habits such as genre preference and daily activities. Due to this feature users are able to create their own personal playlists. In addition, we offer audio and video display ads. Depending on the subscription, ads are played for non-premium members while those who pay, listen to music uninterrupted. However, for non-premium members, they will be able to have 30 minutes to ad-free listening after watching your brand's message.

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## Our Team

**Danielle Ang | Copywriter**

I determine the terms and conditions of the partnership agreement between New Balance and Spotify. I will be ensuring that both parties fully agree with their deal and follow up with their end of the contract legally.

**Vivianna Choi | Ideation Lead and Strategist**

I define the parameters of the project and create milestones for the team to follow. I make sure the team stays on track as well as keep us organized. Finally, I analyze strategies from my teammates and help establish which ones would work best with our project.

**Melissa Namey | Creative Lead**

I lead the collaborative idea generation to proactively bring new ideas and explore growth opportunities. I set strategies and give creative direction to ensure that the work is in line with the brand and identity. Finally, I decide on what innovative campaigns will generate the most interest and increase sales.

**Adriianne Rinon | Account and Business Development**

I focus on Spotify's development by creating long-term value for our customers and clients. I make sure our company is on track with operations, yet finding new ways to improve our value as a brand. At Spotify, I strive to offer our users and partners an amazing experience and service.

## TERMS & CONDITIONS

1. **Payment Terms:** The contract between Spotify and New Balance will soon be determined prior to the launch of the sneaker which includes four months of featured content showcasing Kawhi Leonard's sneaker launch. All sales will be measured by click per cost and both parties will earn equal shares.
2. **Timeline for Service Delivery and Queries:** Spotify will have a New Balance banner on the home page that will link to the New Balance website promoting Kawhi Leonard's sneaker launch for four months. New Balance's video advertisement will be featured on all platforms. Spotify will promote custom playlists and will feature video ads. New Balance will hold the majority of decisions for content selection that will be promoted in Spotify's platform unless it violates our code of conduct.
3. **Terms for Agreement:** New Balance will gain media awareness for its Kawhi Leonard's shoe launch through Spotify over the next four months, however, Spotify does not guarantee any sales for New Balance. If New Balance decides not to pursue Spotify for future campaigns due to failure to meet their expectations, New Balance will require to buy out their contract, the exact amount will be discussed and determined at a later date. Spotify will be fully available and dedicated to New Balance's success.