

***sigh* It's been preeetty quiet out there these days.**

Thanks to stay at home orders, driving rates have dropped by over 50%.

So how does Spotify reclaim its role in the car?

With these guys.

Delivery drivers have been driving up to 200% more this year.

But they've got a *lot* to keep track of.

So how can Spotify make delivery driving a little less sucky?

Simple. We give them *Music That Delivers*.

By partnering with Doordash, Grubhub, and Amazon, we allow delivery drivers to access their orders, directions, and music, all within the Your Daily Drive playlist.

First we integrate maps into the playlist hub; allowing drivers to get their directions without leaving Spotify.

To spice things up, we use lyrics from their favorite artists to give directions.

And we use the 'Hey Spotify' voice command feature to decrease distracted driving;

Letting drivers check the status of their orders, without leaving Your Daily Drive.

Using gas station TV's, drivers can jam out to Your Daily Drive at the pump.

And we use billboards and restaurant window signs to highlight the playlist's features,

While we spread the word on social media.

By giving drivers *Music That Delivers*, we allow them to access their orders, directions, and music within Your Daily Drive;

Increasing Spotify's role in the car, while making the delivery driving experience a whole lot easier.

Because honestly, delivery driving *sucks* without Your Daily Drive.