

SPOTIFY DJ LAUNCH

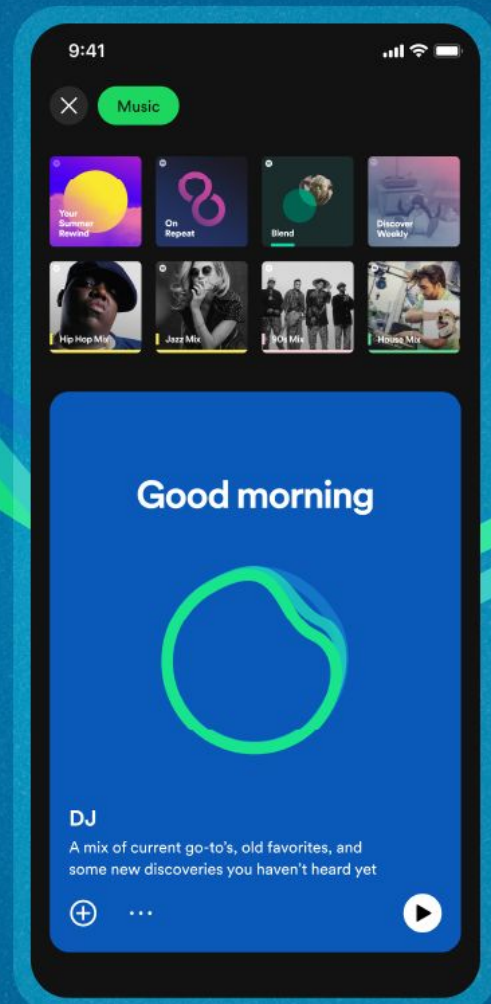
CARSON
+DOYLE



A LITTLE *BACKGROUND*

In February 2023, Spotify launched an entirely AI voice and algorithm that tailors the music you want to listen to with one tap of a button.

DJ, in Spotify's eyes, was their brand bet on cementing Spotify as a leader in AI technology.



THE ASK

- + Carefully introduce a new product & tech innovation without disrupting the Spotify brand at large.
- + Bring awareness, excitement, and education about this new product to Gen Z across social, CTV, and PR channels.

THE DELIVERY

A 360 campaign across social, PR, and CTV focusing on the power of music and the emotions it brings out of us.

Assets:

- + 60 sec. spot for Spotify News, CTV, and Social
- + 3 vertical social cut-downs
- + Static & Motion PR for product education and awareness

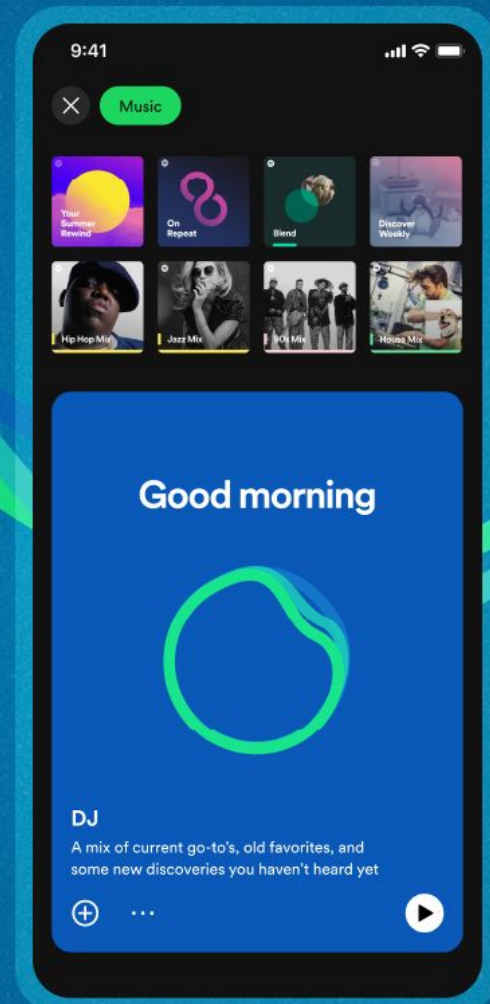


SPOTIFY | DJ Launch Video 60s CTV



[Video Link](#)

Meet your DJ



← THE BEST INVENTIONS OF 2023

A Custom Stream

Spotify DJ

ENTERTAINMENT

Despite concerns, some users embrace Spotify's AI technologies



ROLLING OUT

Spotify Expands DJ to Now Be Available in 50 Markets Around the World. Here's How To Find It

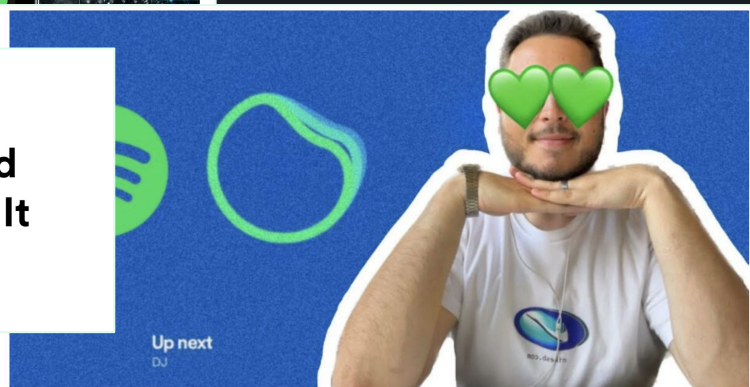
AUGUST 8, 2023

Media & Entertainment

Spotify's new 'DJ' feature is the first step into the streamer's AI-powered future

Sarah Perez @sarahpereztc / 1:12 PM PDT • March 13, 2023

Comment



It's time to be brave and live my truth: I've got a crush on the Spotify AI DJ

Our 60 sec. spot reached >1B impressions in the first 72 hours after launch across social, CTV, and PR. Spotify DJ's popularity has now lead to its' expansion to localization in over 50 countries.

SERVICES USED

- + Brand Messaging & Positioning
- + Creative Strategy
- + 360 Campaign Creation
- + CTV & Social Creative
- + Full-Service Production



LET'S LINK

Megan Derrevere

New Business

megan@carsondoyle.com

carsondoyle.com

CARSON+DOYLE
