



Spotify Creative Brief

1. What is the task?

- Promote and launch Spotify's new identity feature: "Spotify ID" – a music fingerprint that visualizes who you are through what you listen to. This feature is designed to push Spotify beyond being just a streaming app.
- Tagline: "Because your music says more than you do."

2. What is the goal?

- Encourage users to create, personalize, and share their Spotify ID across social platforms.
- Drive daily engagement by giving users a constantly evolving visual identity they feel proud to share.

3. Why do we need to do this?

- Music is one of the strongest reflections of personality, yet there's no ongoing feature that helps users express that identity. Spotify ID creates a year-round "digital self" that users can display, compare, and connect over — increasing brand visibility, shareability and cultural relevance.

4. Who are we speaking to?

- Gen Z and young millennials (ages 15–40) who use music to define their personality, aesthetics, and moods. These listeners frequently share Spotify Wrapped, post lyrical screenshots, and identify strongly with niche genres, aesthetics and curated playlists.

5. What will make them listen?

- Spotify ID gives users a living, evolving portrait of who they are through their music taste. Turning listening data and patterns into a visual identity gives users a new way to present themselves online and connect with others who sound like them.

6. Where will this story get told?

- Through paid social on Instagram for Gen Z and Facebook for Millennials, along with billboards in major cities like Los Angeles and New York. The billboard placements target drivers already listening to music, making them the perfect moment to capture attention and introduce Spotify ID.