Marketing Subject Challenge

Marketing and Data: The Case of Spotify Unwrapped

You all use Spotify, yeah?

If so, you will probably already know about their Wrapped Campaign. Firstly known as their 'Year in Music', the Wrapped idea started in 2015 and was a simple list of the biggest songs of the year and the top 100 songs based on overall user streams. The name changed to 'Wrapped' in 2016, and since then the campaign has become increasingly sophisticated – statistics became personalised so each user knew what songs they listened to the most. From 2017, additional features *were being added such* 'The Ones That Got Away'*, a playlist of tracks a user missed but would probably like, and* 'Tastebreakers', *a playlist* of artists and songs less in line with a user's typical taste that they might enjoy.

How do Spotify use this in their marketing activity? Well, there are two main channels at work here. Firstly, the app uses Wrapped information to build stronger customer relationships and retain existing users (see Figure 1). However the same underlying data has been used to great affect with a range of advertising, particularly out-of-home ads on billboards (see Figure 2). Wrapped opted for a playful tone that did not take musical tastes too seriously and encouraged people to share their own Wrapped data on social media. There is a reason Spotify still cling to Wrapped as one of their main marketing weapons in 2021….
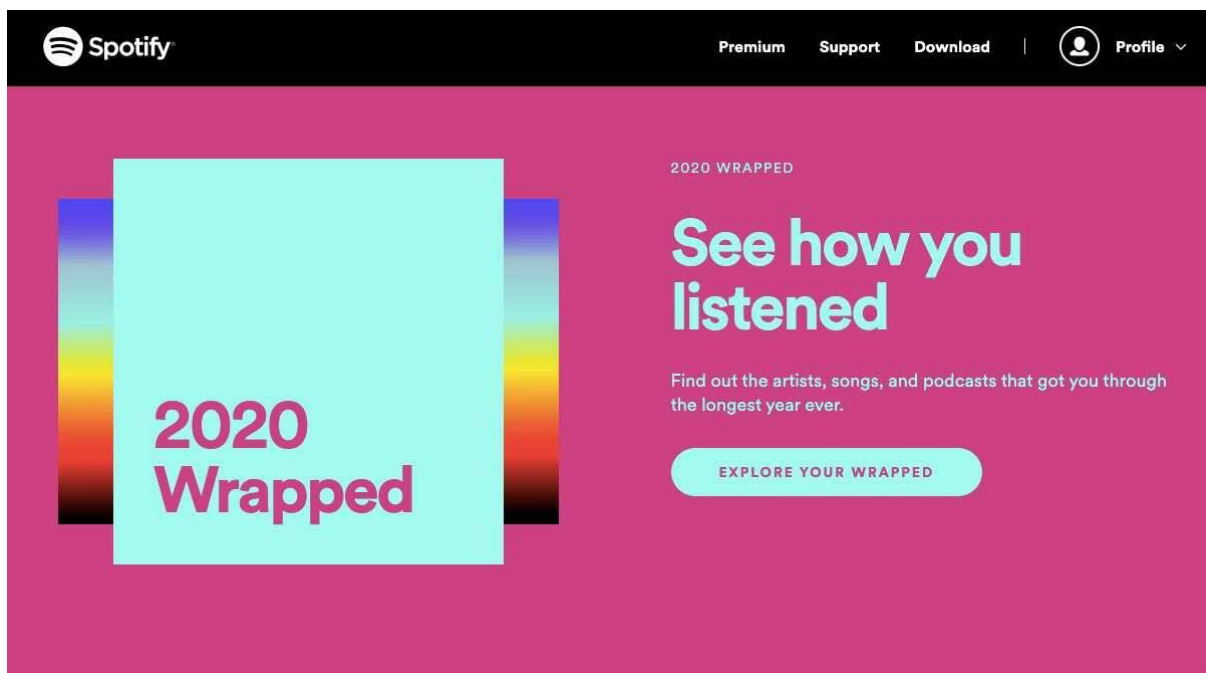

Figure 1: Spotify Wrapped on the App

Figure B: Spotify Wrapped O-O-H advertising

Of course, Spotify are not the only streaming service offering such a feature: indeed you can read about the Apple and YouTube versions [here] . But Spotify had an idea that captured the public imagination, both on a mass and personal level.

What underlines their success? Data. Like many digital services, Spotify have access to an enormous amount of personal and transactional data on their users, and Wrapped was their way of bringing it to life. Having usable customer data is one thing, using it in a manner that is both captivating and non-intrusive is the real trick.

Your Task

Prepare a poster (using something like PowerPoint, Prezi, Piktochart - whatever you wish) that covers:

- What data you think Spotify know about their users;
- How Spotify Unwrapped compares to the Apple and YouTube offerings;
- Something from your own Wrapped Year in Review (if you are feeling brave).

Use whatever visuals you wish to make it look attractive, and do not be afraid to include your personal opinions on Wrapped.

How to Submit

Once completed, send your poster by email to Dr David Hart (david.hart@northumbria.ac.uyk). In induction there will be prizes for the best entries!