



INTERACTIVE CONTENT

Spotify's wrapped campaign



Spotify

ALL CONTENT WAS AVAILABLE BUT IT JUST WASN'T THAT FUN...

At the end of each year, Spotify assembles special playlists with the top artists, tracks, albums, etc. of the past year.

A great collection of data with a complete summary of the past musical year.

But what if we told you we can turn passive data into a fun and interactive experience really easily?

Sounds like music to your ears, doesn't it?



CAMPAIGN GOALS

We wanted to transform the passive data into an interactive and engaging content! That's why we made a fun music quiz instead of a regular overview!

And why not kill two birds with one stone and turn it into a contest by adding a prize? A great way to incentivise players and to reward loyal fans.

WE GAMIFIED EXISTING CONTENT

All the content we needed was already available.

We combined Spotify's marketing assets and top charts data with available content from the artists like songs and cover images to create a varied and challenging quiz.

STYLE & DESIGN

With a few simple assets like a game and page background we could easily customise the game to Spotify's brand style.

By changing the fonts and text colours we create a coherent game design in just a few simple steps.

VARIOUS QUESTION TYPES

To keep the quiz fresh we did not limit ourself to regular multiple choice questions.

Instead of just listing the top tracks and albums, we used actual audio snippets and album cover images with a challenging, varied quiz as result.

Because the OJOO studio supports all content formats (text, images, audio, video and even 360° video content), we were able to use the available content in creative ways.

PRIZE

To reward loyal Spotify listeners, we decided to give away 6 months of Spotify Premium among players with the best scores.

Transforming a quiz into a contest is very easy in the OJOO studio. Just add a cool prize to the prize pool and choose how you want to distribute the prize.

For this campaign, we used the slot machine: fun, exciting for the players because they get immediate feedback and 100% fair as the slot machine distributes the prizes randomly to players.

MARKETING STRATEGY

We promoted the campaign on Facebook for a very limited budget (€40) to a very specific target audience, interested in Spotify and Pop music. In 12 days, the game was played almost 1000 times.

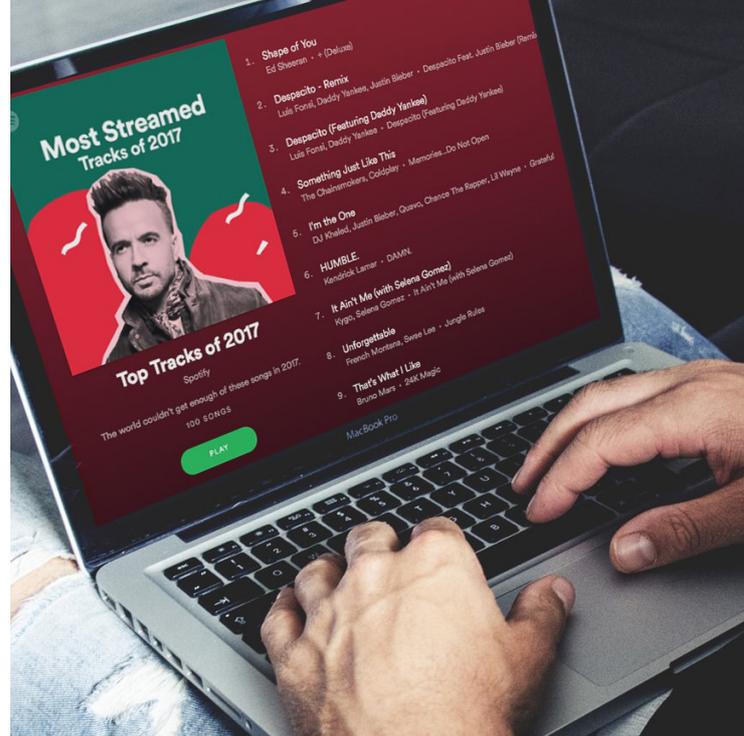
With an average of 2 more than 2 plays per player, we reached a dedicated player base that really wanted to test their knowledge and go for the prize.

CONCLUSION

With the OJOO design it was very easy to create an interactive experience with the available content and data.

The concept of a quiz with a daily chance to win in the slot machine activated players to play several times or come back each day and generated a lot of extra brand attention!

- ✓ **WE CAN GAMIFY EXISTING CONTENT VERY EFFICIENTLY**
- ✓ **GAMIFICATION INCREASES BRAND TIME**
- ✓ **PLAYERS SPENT A LOT OF TIME TO BE CREATIVE**



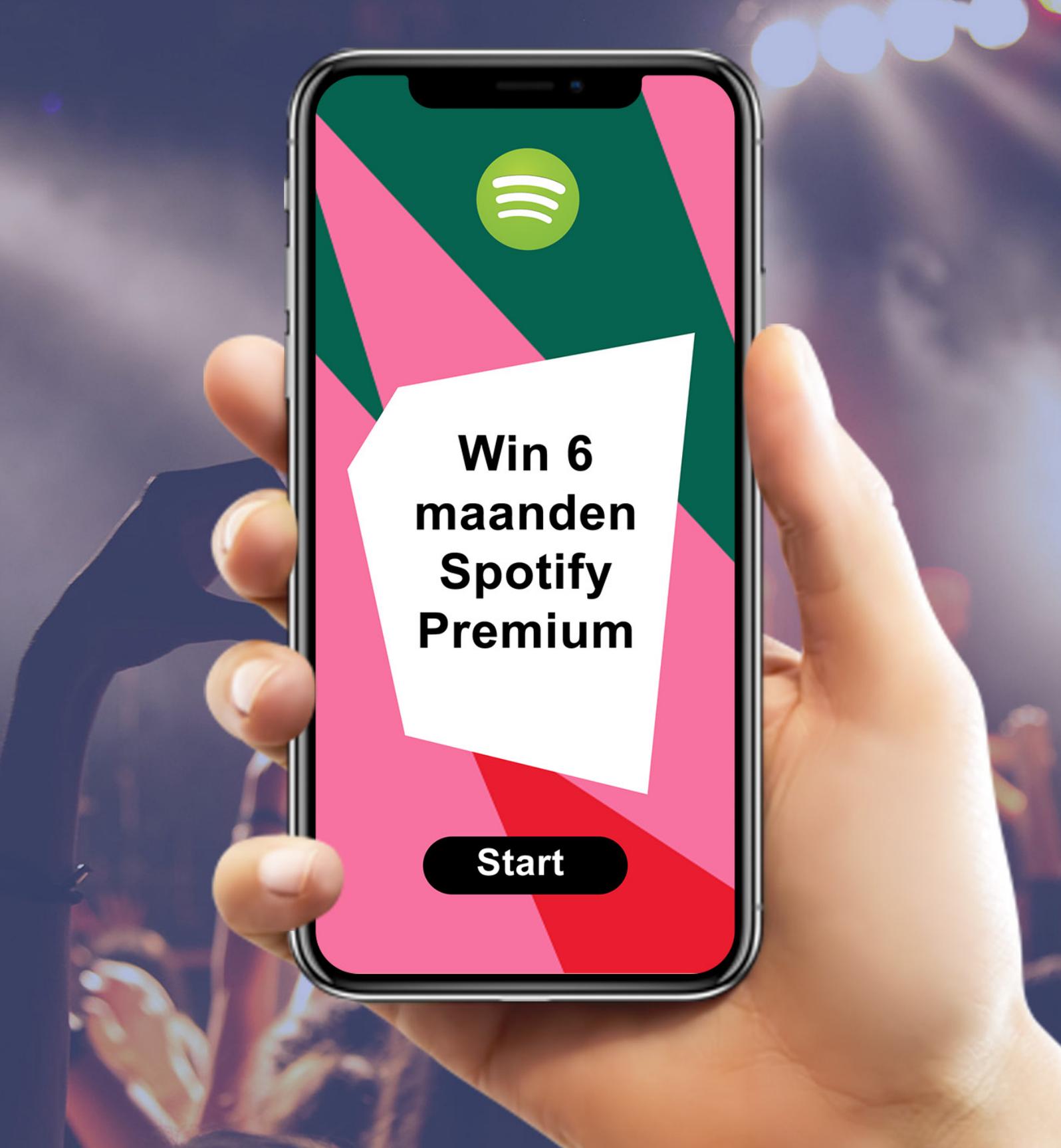
CAMPAIGN RESULTS

12 CAMPAIGN DAYS

956 TOTAL PLAYS

466 UNIQUE PLAYERS

267 TOTAL MINUTES PLAY



**Win 6
maanden
Spotify
Premium**

Start

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