



## 2022 Young Ones Student Awards Spotify Audiobooks - More Than Music

### Background

Audiobooks is a quickly growing market with about 46% (131M) people in the US over the age of 12 reporting they listened to an audiobook in 2021. Even with less people commuting in 2020 due to the pandemic, Audiobooks sales saw an increase of 17% compared to 2019. While every demographic is participating in listening to Audiobooks more than ever, our key Gen Z target audience is leading the charge in the growth. Spotify is on the way to becoming "The World's Audio Network", the destination for all types of audio, and is preparing to launch its new Audiobooks offering in a big way.

Launching Audiobooks supports Spotify's mission by expanding its audio-first offerings, similar to other expansion into other audio content outside of music, like news and podcasts. With Audiobooks, Spotify is bringing users closer to all the audio content they love made available on a single platform.

### The Problem

While a majority of Gen Z'ers choose Spotify, they continue to perceive our platform as a strictly music streaming platform.

### The Opportunity

**Gen Z loves Audiobooks:** This audience is tapped into Audiobooks, and are most likely to listen while they complete their daily tasks. Technology being a constant part of their lives makes personal devices a natural way to tap into more reading.

**Podcasts As A Gateway:** Our research found that users who listened to true crime podcasts on Spotify were more likely to dive deeper by purchasing a related audiobook. Young adults have led the growth of the podcast segment. Spotify as a platform will have both, with the launch of Audiobooks.

### The Ask

Launch Audiobooks in a big way by authentically connecting with Gen Z and showing them Spotify is more than just music.

### Who is it for?

**New + Existing Spotify users:** We need to educate new and existing Spotify users about the existence of Audiobooks and get them to consider Spotify whenever they want to dive deeper into the books they love.

### What do we need to make?

This is our big launch moment to introduce Spotify's Audiobook offering to the world.

Let's launch Audiobooks with a campaign that connects Spotify, Gen Z and Audiobooks that makes use of media in a bolder way: including social and OOH.

### Spotify's Tone of Voice

Often irreverent, and never afraid to have an opinion, Spotify speaks to consumers as a fellow fan, because we love music, podcasts and culture as much as they do. We're a youthful brand - occasionally even a little juvenile - and we're proud to be a bit weird sometimes. After all, aren't we all?

The tone for this creative should be fun and engaging, but also informative, educational and aware of the tough times many are living through. We want to emphasize the ease of using Spotify while commuting and the unique qualities afforded by YDD.

### Spotify's Past Campaigns

Whether it's using data to celebrate our users, paying tribute to artists, or creating social impact, Spotify drives earned media that helps us compete with some of the world's biggest companies- who will always have bigger budgets. Here are some examples:

<http://ourcase.study/spotifyforpets/>

<http://ourcase.study/thedecadewrapped/>

<http://ourcase.study/imwiththebanned/>

<https://www.youtube.com/watch?v=Q50E6dvvHc8>

<http://ourcase.study/pantheon/>

<http://ourcase.study/chaninicholas/>

# What is Spotify?

Spotify is a digital music, podcast, and video service that gives you access to millions of songs and other content from creators all over the world.

Basic functions such as playing music are totally free, but you can also choose to upgrade to Spotify Premium.

## Statistics

Spotify generated €7.85 billion revenue in 2020, a 16% increase year-on-year

Spotify has never published an operating profit. In 2020, it posted a €581 million loss

365 million people use Spotify once a month, 165 million are subscribers

70 million songs are available on Spotify and 2.9 million podcasts

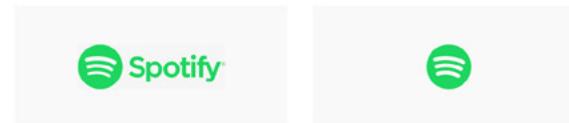
## Audience

Over half of Spotify's user base is under the age of 35. 29% of Spotify users are millennials, while 26% of them are under 24 years old. Spotify is also popular with seniors, with 19% of the user base over the age of 55+

## Brand Guidelines

### Spotify logo and icon

- The logo is the combination of a wordmark with our icon.
- Our icon is a shorter version of our logo. Only use it if you do not have enough room for the full logo.



YES

The full row (shelf) in the view should be dedicated to Spotify content.



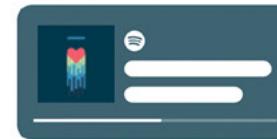
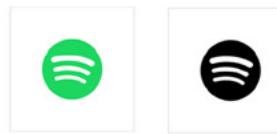
NO

Spotify content should never be seated next to content from similar services.



DON'T

- Crop artwork
- Overlay images or text on top of artwork
- Place the logo over artwork



DO

- Extract artwork color for background ([Android Palette](#)). If not possible, use Spotify color #191414.



The Spotify logo should never be smaller than 21px in digital or 6mm in print.



The Spotify icon should never be smaller than 21px in digital or 6mm in print.

We recommend you to use the default sans-serif font for the platform you are working on.

If you can't use any custom fonts in your work, try commonly available defaults in this order:

- Default sans-serif for the platform
- Helvetica Neue
- Helvetica
- Arial



NO NO



NO NO



NO NO



NO



## Pet Playlists

Music has the magical ability to relieve stress, be a source of comfort, and it can make you feel less alone in the world. Just like pets! So we thought, wouldn't it be cool if we gave the same magic to your furry loved ones?

Introducing Pet Playlists.  
Music for best friends.

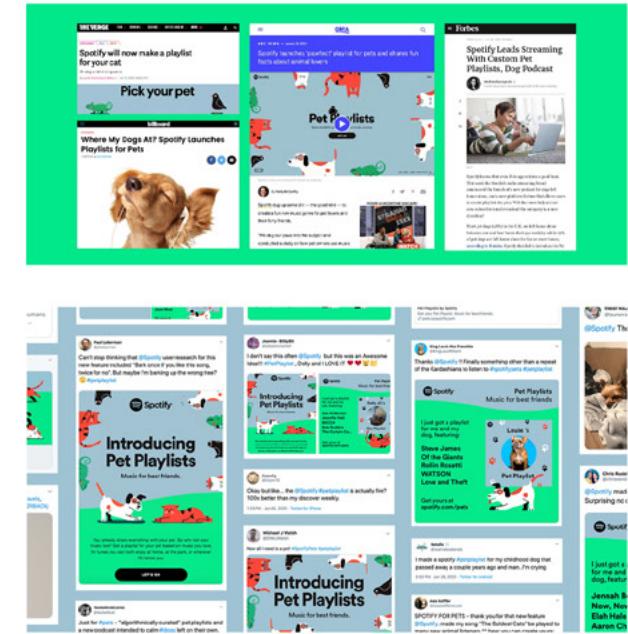
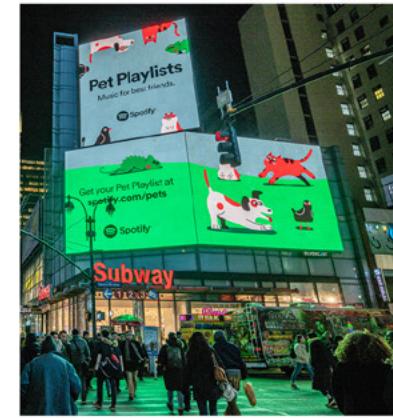
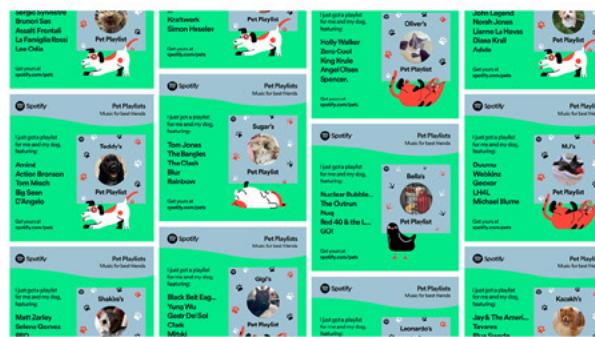
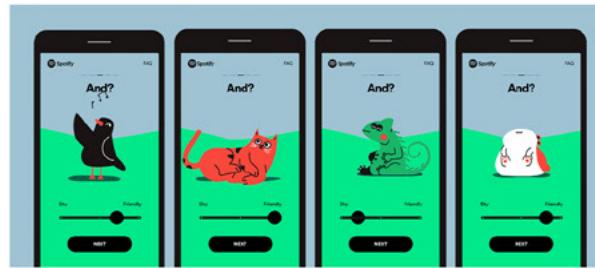
### Results

- Over 4 billion global press impressions
- Over 4,000 global press stories
- Over \$60 million in earned media
- Over a million unique site visitors, with 3-4 playlists generated per second

This campaign from spotify fits thier tone of voice, fun playful, juvinile, wacky.

It used social media as an effective way to target younger audiences.

Their website is brilliant, really simple with fun animations and a good conept. It lets you specify the playlist based on your specific pet and you'll see different animations depending on what you choose.



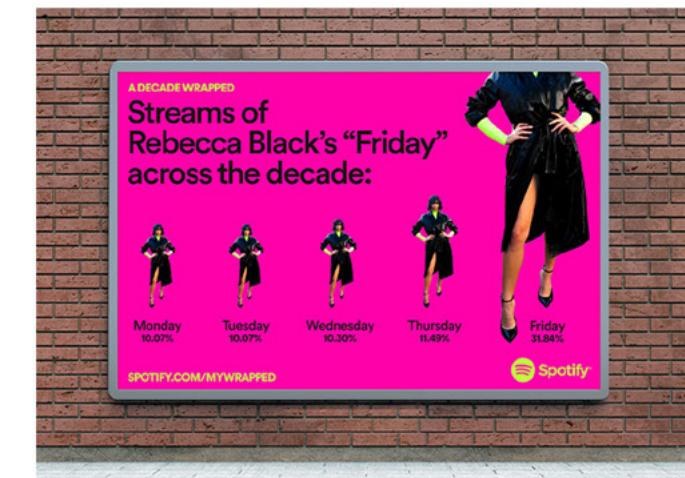
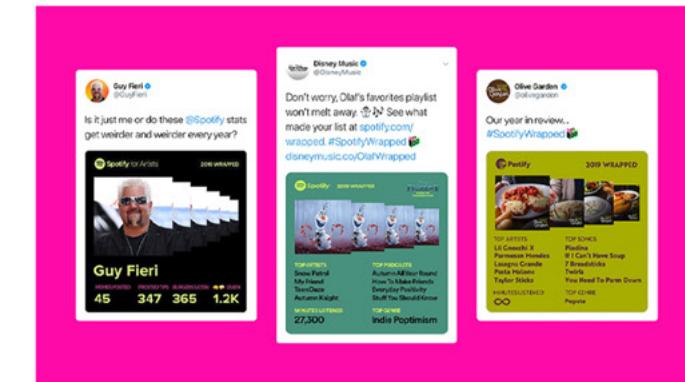
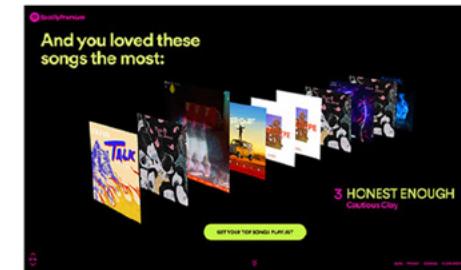
# A Decade Wrapped

Celebrating an unforgettable decade

For hundreds of millions of listeners around the world, Spotify will forever be the soundtrack of their 2010s. So as the decade drew to a close, our annual Wrapped campaign looked beyond one year in review, to ten monumental years. With Spotify data at its heart, A Decade Wrapped was a global celebration of the music and moments that moved us all.

## Results

- 60+ million visits to Wrapped digital experiences
- #1 Twitter trend for 2 days
- 5+ billion views on Tik Tok
- 2.7 billion impressions on YouTube



## Rap Caviar Pantheon

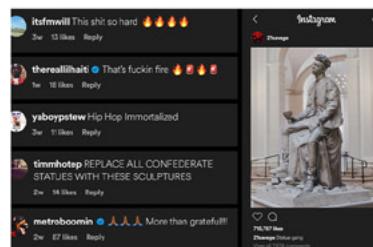
'With over 8M followers, Rap-Caviar is the most influential playlist in hip-hop.

To cement RapCaviars reputation as the platform that breaks new-artists, the playlist's first "year-end list" honoured the 3 biggest breakthrough artists of 2017.

Borrowing from antiquity to celebrate these artists and their lasting contributions to music, inviting them to stand among the icons of rap.'

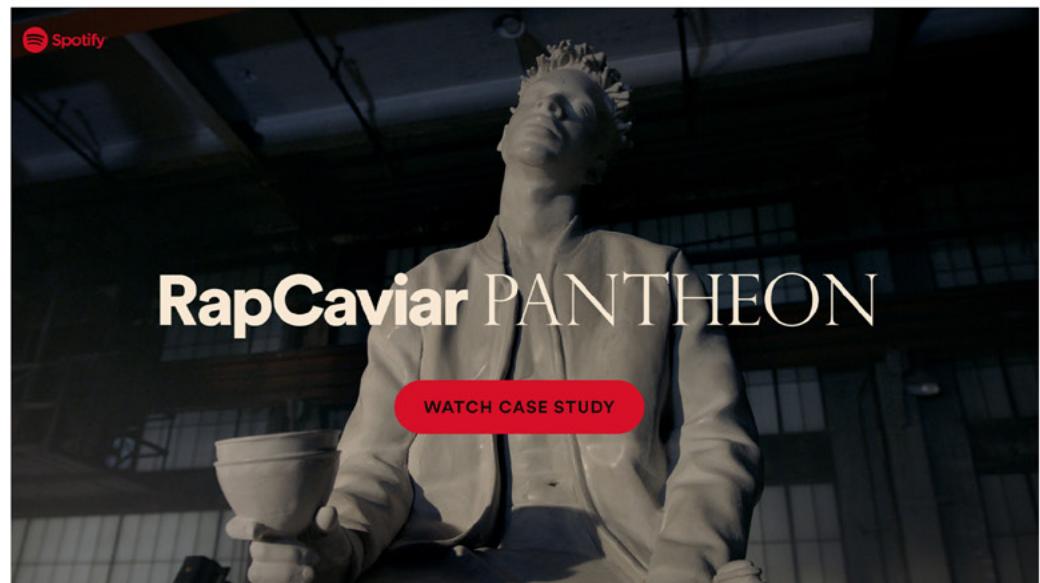
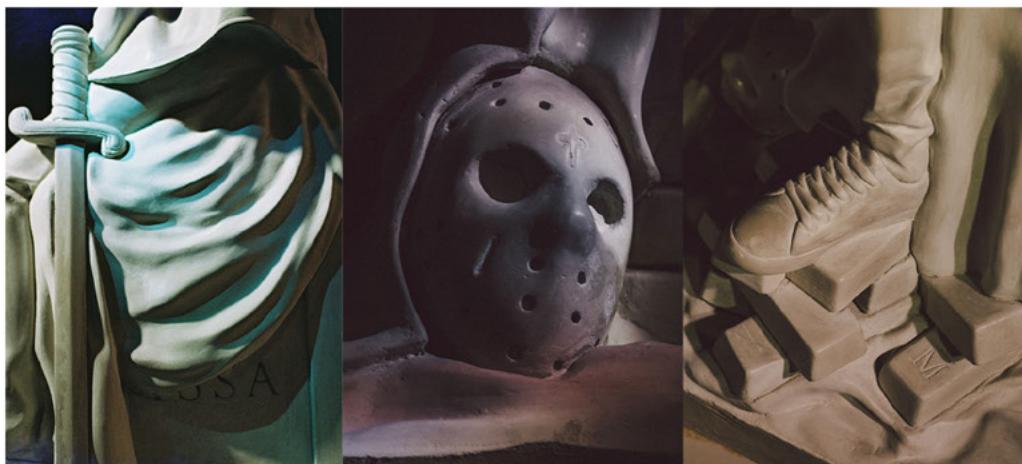
<http://ourcase.study/pantheon/>

Clearly targetting youth, being edgy, cool, creative and different.



"Lists of dominant artists are nothing new around this time of year. But this is a celebration of what we value in our culture— and what we think should last."

FADER



## Apple Music

'Apple Music is a streaming service that allows you to listen to over 90 million songs. Its great features include the ability to download your favourite tracks and play them offline, lyrics in real time, listening across all your favourite devices, new music personalised just for you, curated playlists from our editors, and many more. All this in addition to exclusive and original content.

<https://www.apple.com/uk/apple-music/>

I wanted to look at Spotify's main competition. See what they're doing differently, and how they market to a younger demographic.

They use popular young artists in a lot of their ads, and keep a clean, stylish and colourful interface .



# Listen and discover. In perfect harmony.



Jorja Smith

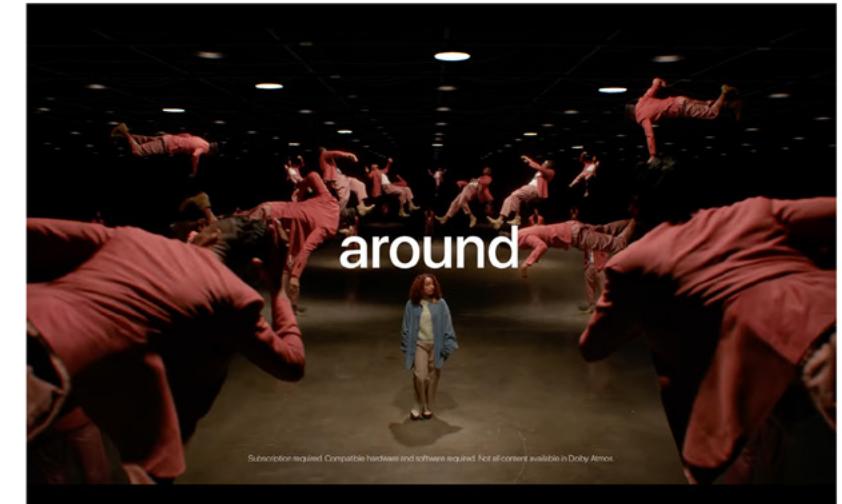


Apple Music Awards 2019

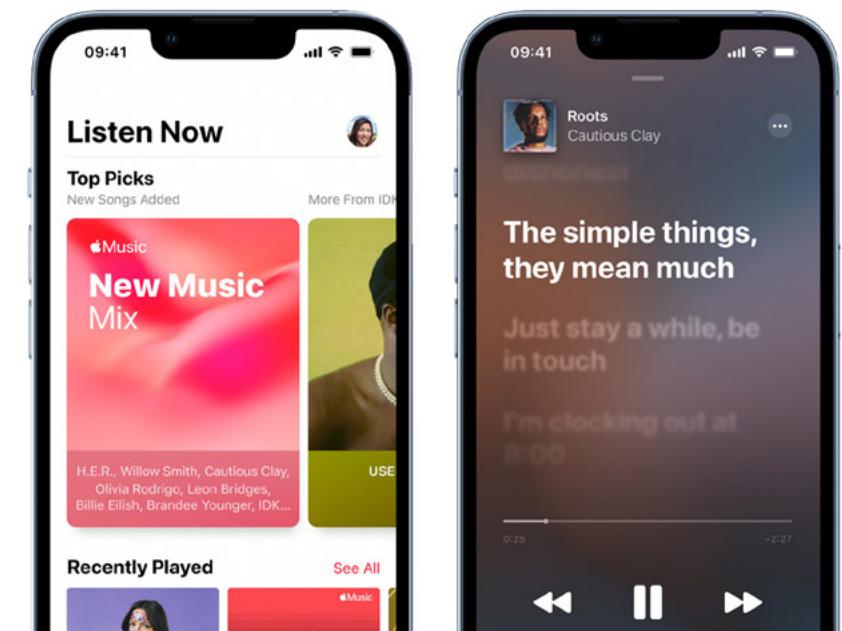
Billie Eilish  
Live at the  
Steve Jobs Theater



D-Block Europe



Subscription required. Compatible hardware and software required. Not all content available in Dolby Atmos.



## Audible

Audible is a streaming platform for audio books and podcasts.

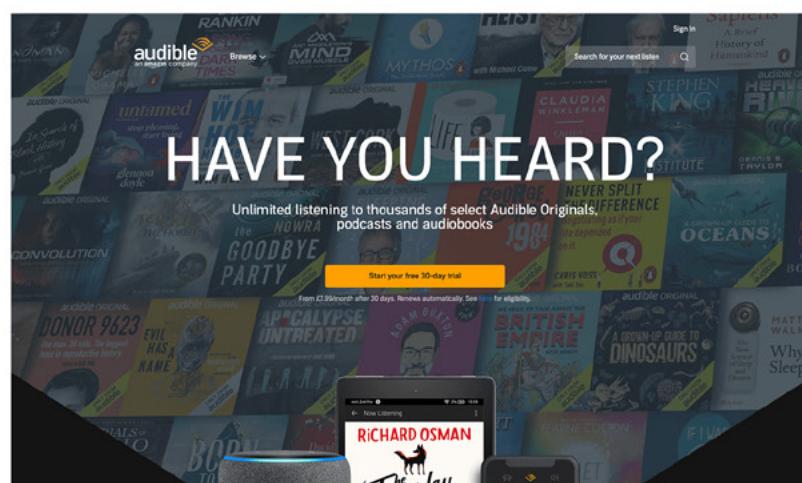
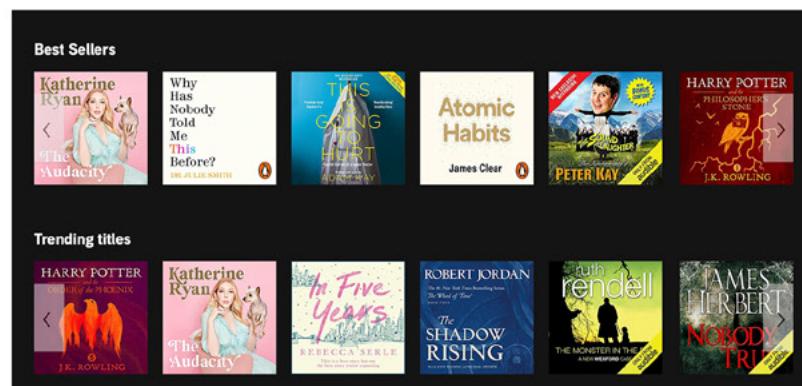
It is £7 a month + extra for each book you buy. Outdated system owned by Amazon.

Doesn't really target younger generation and isn't trendy.

They sponsor a lot of youtubers podcasts etc.

Their main audience is woman between 30 and 49 years old. This group has the most audio book listeners.

It looks boring.  
wouldn't appeal to 18-24 yr old necessarily.



Some opinions in the Youtube comments about the above video advert ^^



# Footasylum

Footasylum is a UK based retailer selling shoes, mainly trainers.

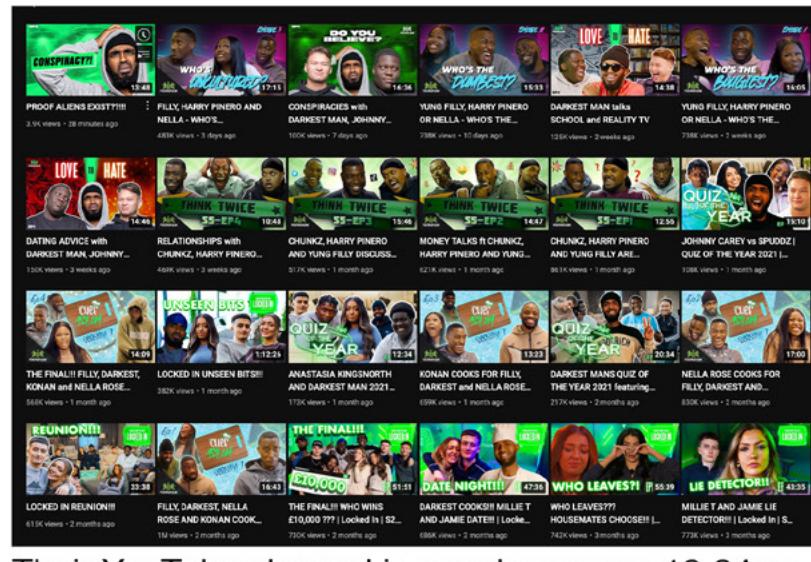
They have a younger audience than other shoe places such as Schuh.

They are a great example of how to use influencer marketing as a way to target their younger audience. Using youtubers, rappers etc.

The artists they collab with, and general tone of voice suggest they target a more urban audience.

This is a similar demographic to the one I want to target. 18-34 yr olds. Urban areas? people use audiobooks and spotify when they're on the go, usually when they are doing another task, that's their selling point that regular books don't have. city life etc?

They focus on influencers a lot more than showing the shoes



Their YouTube channel is popular among 18-34yrs use influencers to target that age group.



Website



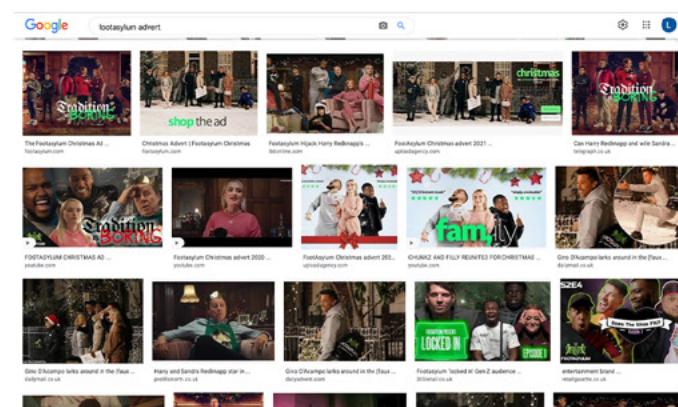
# FOOTASYLUM



Photography in chicken shops and veg markets. Targeting urban audience.



Youtubers an Love Island stars in their Youtube videos.

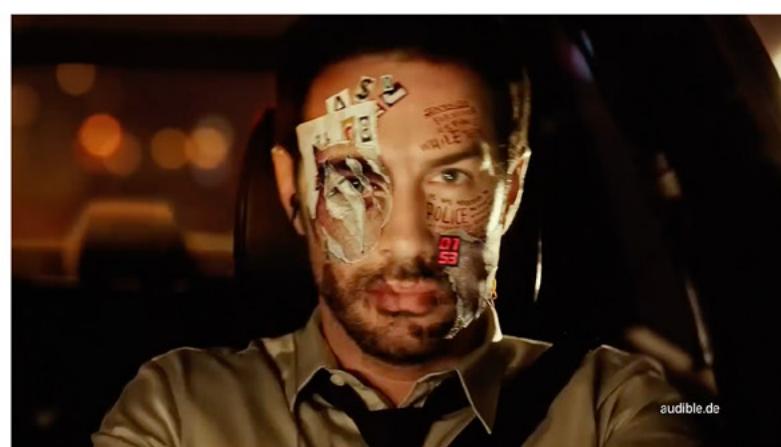
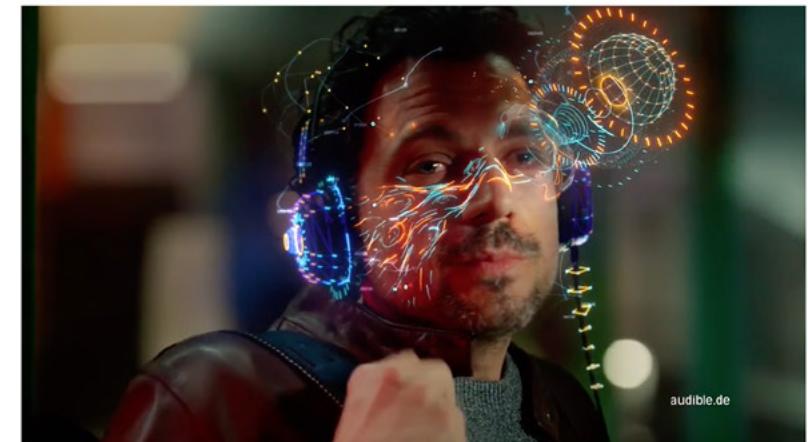


## Audible advert

Audible advert showing how audiobooks can act as an escape from everyday life.

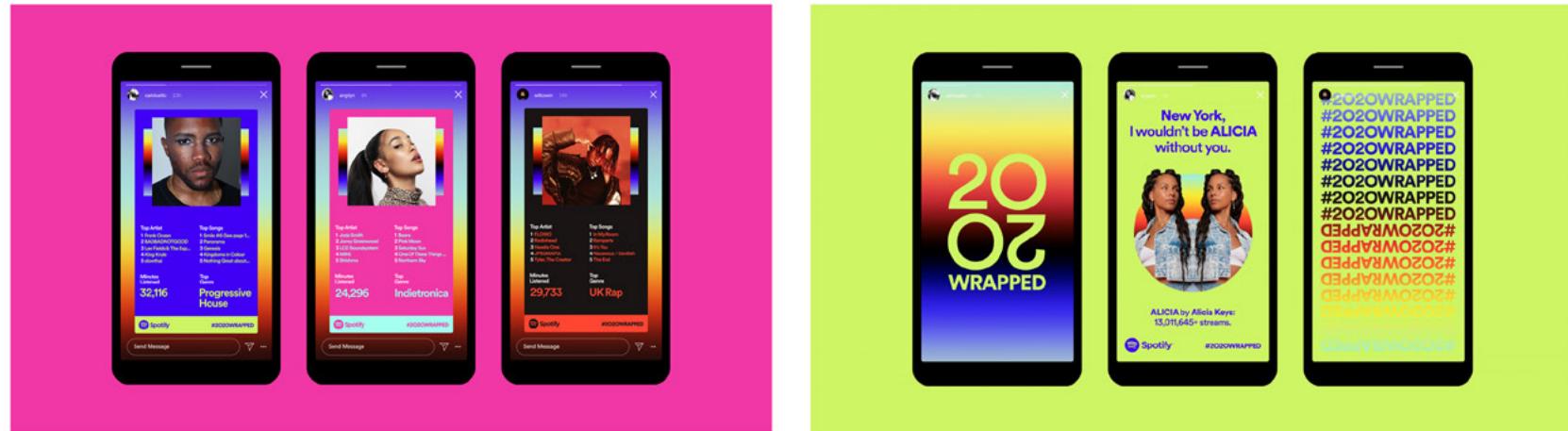
The new campaign visualises the hearing, the imagination and the individual sensation of the different target groups. The faces of Audible listeners are used as a stage for the staging, in which the formative effects of an audio story are worked in very closely by means of elaborate CGI animations. This creates very individual and at the same time real-looking portraits that are sometimes fantastic, humorous, bizarre or mystical - but always very striking and unmistakable.

<https://www.ibbon-line.com/news/audible-new-campaign-brings-the-power-of-audiobooks-to-life>



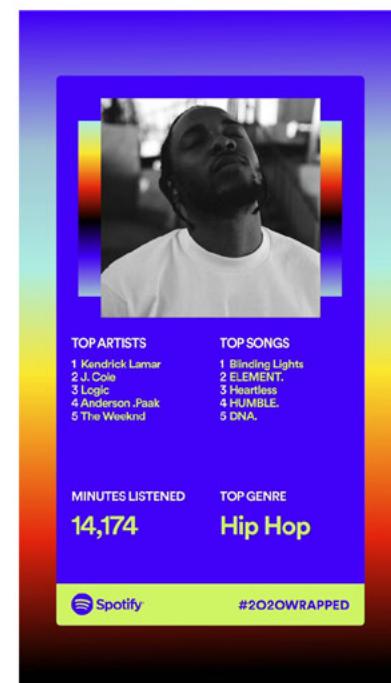
## Spotify wrapped

Spotify wrapped is a viral marketing tactic, mostly aimed at younger audiences (18-34) who use social media. Relies on them sharing and creates conversation.



Could I do a similar thing for audiobooks?

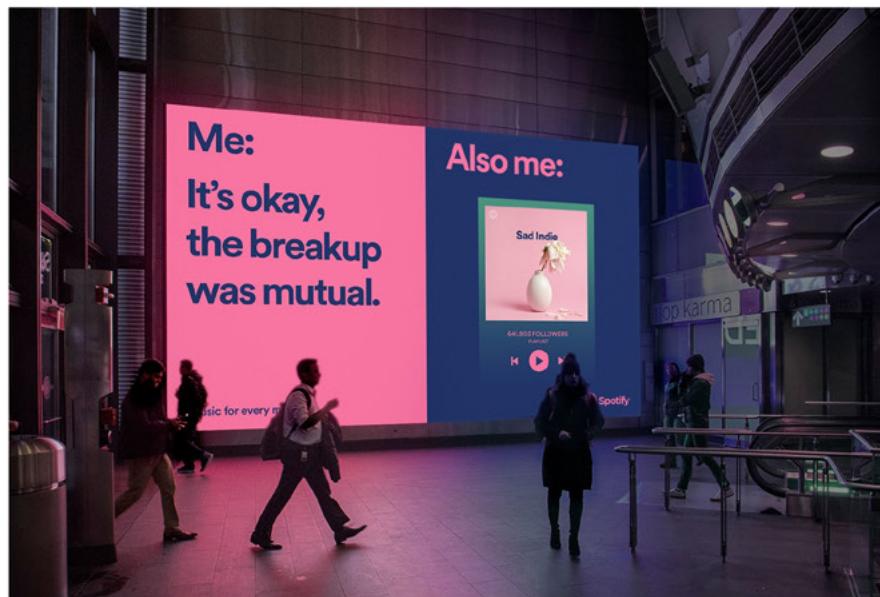
Books listened to  
Fav auther etc.



## Spotify Tone of Voice

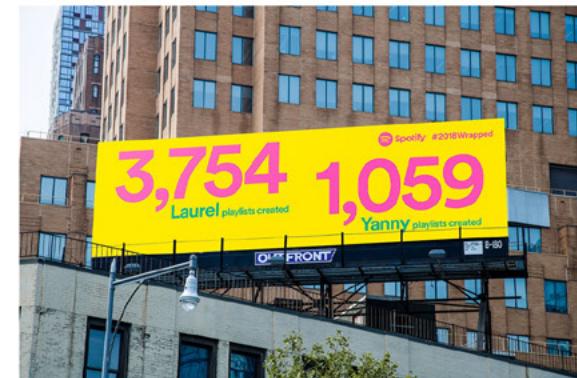
Everything spotify does is personal or trying to be relatable. They are innovative, collaborative, sincere, passionate and playful. Really aiming to connect with their younger audience in a personal way through music.

They keep up on trending topics and news.



Often **irreverent**, and never afraid to have an opinion, Spotify speaks to consumers as a fellow fan, because we love music, podcasts and culture as much as they do. We're a youthful brand - occasionally even a little juvenile - and we're proud to be a bit weird sometimes. After all, aren't we all?

The tone for this creative should be fun and engaging, but also informative, educational and aware of the tough times many are living through. We want to emphasize the ease of using Spotify while commuting and the unique qualities afforded by YDD.



# How I use spotify

Looking at why I use spotify and what I like about the platform.

### Top artists this month

Only visible to you

The grid displays ten artist profiles, each with a circular profile picture and the artist's name below it:

- Joji (Artist)
- The Beatles (Artist)
- Haley Heynderickx (Artist)
- Labrinth (Artist)
- Blood Orange (Artist)
- Ama Lou (Artist)
- Kevin Abstract (Artist)
- Barry Can't Swim (Artist)
- Rejjie Snow (Artist)
- Kendrick Lamar (Artist)

It gives me a full rundown of who i've been listening to. I can see who my favourite artists are and witness my taste changing, it's interesting and keeps me coming back.

### Jump back in

The grid displays five playlists, each with a thumbnail and the playlist name below it:

- Daily Mix 1 (People Under The Stairs, J Bird, BROCKHAMPTON...)
- Baw Baw Black Sheep (Rejjie Snow)
- Nectar (Joji)
- BALLADS 1 (Joji)
- Ama Lou (Artist)

### Based on your recent listening

Inspired by your recent activity.

The grid displays five playlists, each with a thumbnail and the playlist name below it:

- Indie Chillout (Chill. The best indie tracks for just hanging out.)
- Bedroom Pop (Dreamy jams from the best bedroom producer...)
- Alternative Hip-Hop (New, leftfield and for the real hip-hop stan! Cova...)
- Make Out Jams (Set the mood just right...)
- Low-Key (it's just chill vibes, respectfully)

Keeps data on what i've been listening to and recommends playlists based on that. Making sure i've always got something to listen to.

### Top tracks this month

Only visible to you

| # | TITLE                               | ALBUM  | TIME |
|---|-------------------------------------|--|------|
| 1 | Like You Do                         | Nectar                                       | 4:00 |
| 2 | Promises                            | Mother                                       | 4:24 |
| 3 | Forever                             | Euphoria (Original Score from the HBO Ser... | 3:22 |
| 4 | Rah That's A Mad Question           | Barry Can't Swim                             | 3:47 |
| 5 | Eight Days A Week - Remastered 2009 | Beatles For Sale (Remastered)                | 2:43 |
| 6 | New Tooth                           | Brightside                                   | 3:40 |
| 7 | Mr. Hollywood                       | Nectar                                       | 3:22 |
| 8 | The Bug Collector                   | I Need to Start a Garden                     | 3:48 |

Top tracks every month lets me see what i've been listening to. Interesting to track how i've been feeling etc. music is connected to memories and feeling, which makes these recaps fun for me.

### pov: late night drive

The grid displays five playlists, each with a thumbnail and the playlist name below it:

- dazed (dazed)
- Timeless Love Songs (The ultimate romantic playlist.)
- Nightcap (Grab a drink and let us help you see off the...)
- idk. (We hear you)
- songs to scream in t... (the mood is to scream into your dashboard/choke...)

### Picnic basket

The grid displays five playlists, each with a thumbnail and the playlist name below it:

- THIS IS The Beatles (The Beatles)
- The Picnic List (~ have a lovely time ~)
- Garden Indie (Hand-picked indie to nourish the ears.)
- Wholesome (Lovely, pop-filled, fun.)
- This Is Ed Sheeran (All his biggest hits, in one place.)

Recommends playlists based on season, trends and events, emotions etc. They always make sure there's something to fit your mood.

# How I use spotify

### Your top mixes

Hip Hop Mix (Duckwrth, Kendrick Lamar, Post Malone and...) - Kendrick Lamar Mix (Kid Cudi, Travis Scott, Childish Gambino and...) - The Beatles Mix (Don McLean, George Harrison, Elvis Presley and...) - Chill Mix (Ama Lou, Kanye West, Coldplay and more) - Moody Mix (Current Joys, AURORA, The Velvet Underground and...)

### Made For LEO

Daily Mix 1 (Post Malone, Kendrick Lamar, Kanye West and...) - Daily Mix 2 (The Beatles, John Lennon, George Harrison and...) - Daily Mix 3 (The Strokes, The Velvet Underground, Coldplay and...) - Daily Mix 4 (FKJ, Joy Crookes, Tom Misch and more) - Daily Mix 5 (Joji, Rex Orange County, Mr Twin Sister and more)

Having these on the homepage allows me to jump back in and reduces time spent looking for songs.

PLAYLIST LEO • 1,038 songs

Liked Songs

| # | TITLE  | ALBUM                         | DATE ADDED | Duration |
|---|--|-------------------------------|------------|----------|
| 1 | Eight Days A Week - Remastered 2009<br>The Beatles | Beatles For Sale (Remastered) | 3 days ago | 2:44     |
| 2 | 2hrs<br>tobi lou                                   | 2hrs                          | 4 days ago | 1:05     |
| 3 | Charmander<br>Aminé                                | Charmander                    | 4 days ago | 2:12     |
| 4 | Like You Do<br>Joji                                | Nectar                        | 5 days ago | 4:00     |

This is the playlist I listen to most. 1038 songs that i've liked, all different genres, just stuff that I want to be listening to. I'm constantly adding and taking away from it, but it's an easy way for me to listen to my favourite songs, all in one place.

### Made For LEO

Daily Mix 1 (Post Malone, Kendrick Lamar, Kanye West and...) - Daily Mix 2 (The Beatles, John Lennon, George Harrison and...) - Daily Mix 3 (The Strokes, The Velvet Underground, Coldplay and...) - Daily Mix 4 (FKJ, Joy Crookes, Tom Misch and more) - Daily Mix 5 (Joji, Rex Orange County, Mr Twin Sister and more)

A Perfect Day  
The Inbetweeners Series 1-3

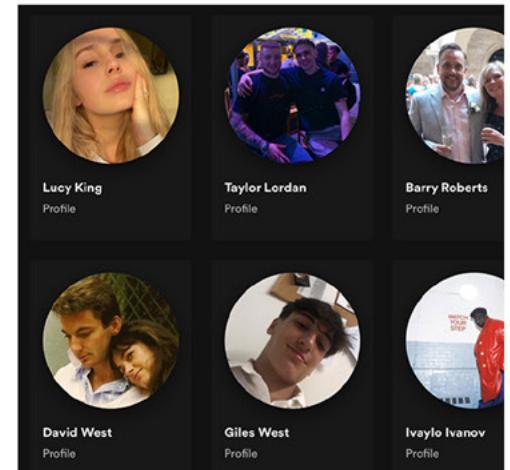
Coldplay Sleep.  
Deep House Relax  
Summer Vibes  
ihategum  
Kanye West Mix  
Kendrick Lamar Mix  
french songs that bang 🇫🇷  
Chill Afrobeats  
Sleep  
Our Generation

Sing-Along Indie Hits  
Your Top Songs 2020  
Classic Indie Hits  
The Bright Side  
Jazz Rap  
Acid Jazz  
...  
Jazz Vibes

Daily mix's are playlists made by spotify tailored towards me specifically. This is a great way to jump into listening, it also adds songs I don't know but are similar to other songs I like, this helps me find new music.

Playlists allow me to organize my music into different categories

Friends list allows me to track friends listening and I often find new music to listen to through this feature.



- Bookshelves
- Change UX
- Music - Pod - Books

### How to roll out

- Advert (vid)
- Gifs
- Social media
- Viral marketing
- In app changes
- Celeb endorsement
- ✓ Promote trendy books for youth
- ✓ Promote the benefit of reading
- Website?

## Ideas

Celeb endorsement

Personalized ads  
+ billboards etc.

Celebs reading  
books.

↳ reliable

Video ad

↳ opposites

Play with sand  
e.g. gym music

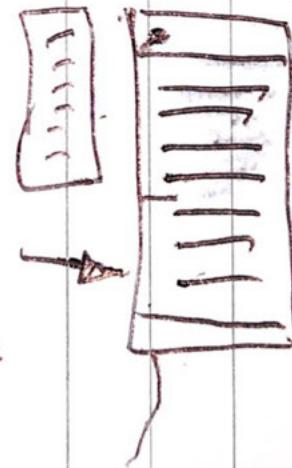
Playing + weightlifting  
zooms into headphones  
and it he's listening

In app

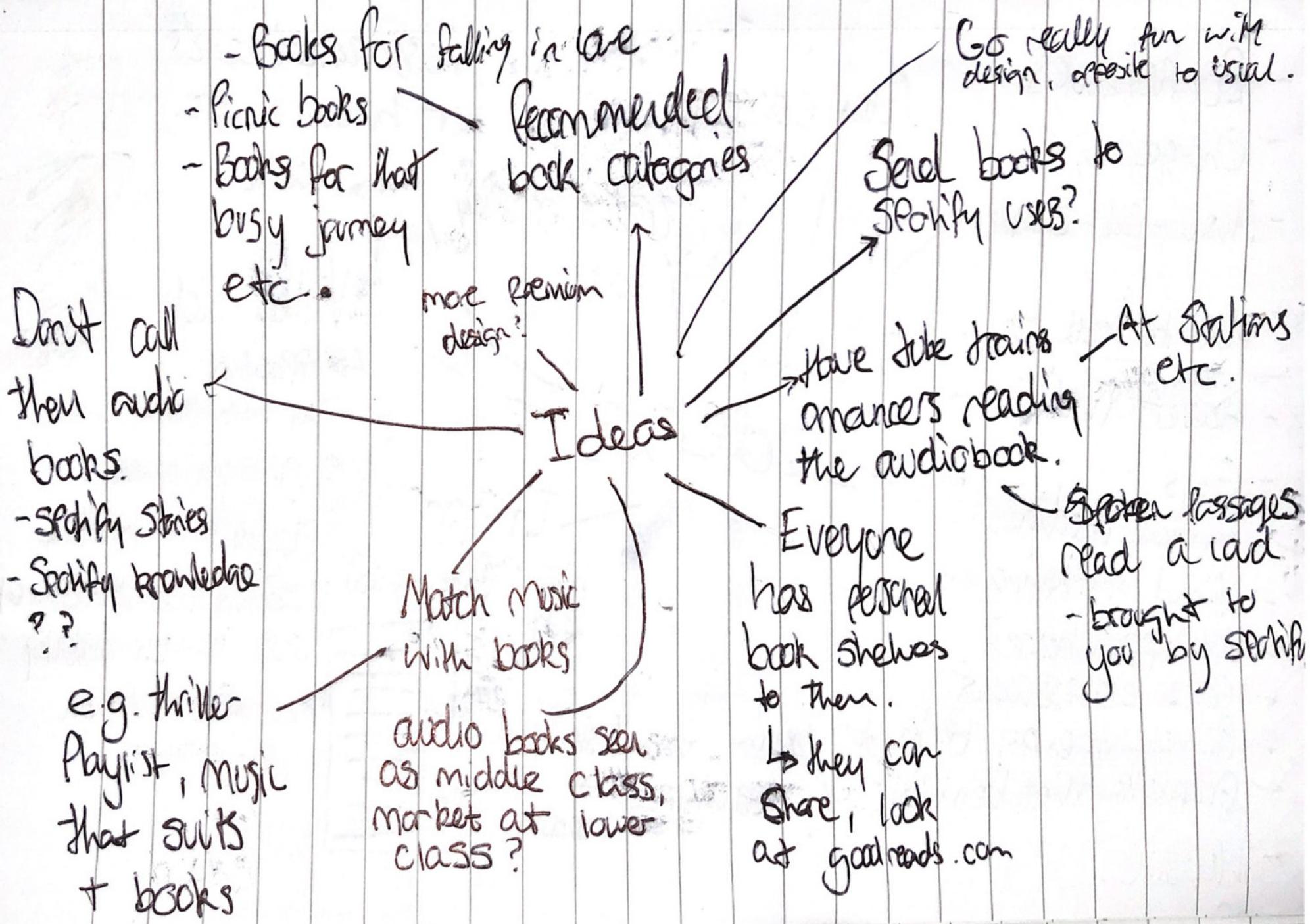
words, (like gifs)

e.g.

listening  
+  
reading



do ~~English~~ or french  
book?



# Goodreads

Goodreads is a social platform where users share what books they're reading, discuss them and review them.

It has a bookshelf type feature where you can add all the books you've read, all the books you want to read and all the books you are currently reading.

I think I could take a lot of inspiration from this format when it comes to implementing audio books on spotify.

The Symposium

by Plato, Christopher Gill (Translator, Introduction, Notes)

★★★★★ 4.07 · Rating details · 51,319 ratings · 2,122 reviews

A fascinating discussion on sex, gender, and human instincts, as relevant today as ever.

In the course of a lively drinking party, a group of Athenian intellectuals exchange views on eros, or desire. From their conversation emerges a series of subtle reflections on gender roles, sex in society and the sublimation of basic human instincts. The discussion culminates in a radi ...more

Read Rate this book ★★★★★

Preview more photos (1)

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Read Book\* · Different edition Paperback, Penguin Classics, 90 pages Published February 27th 2003 by Penguin Books (first published -380) More Details..

MY ACTIVITY

Review of ISBN 9780140449273 Rating ★★★★★ Shelves read edit Format Paperback edit Status August 10, 2021 ~ Shelved Finished Reading Add a date Review Write a review

Share RECOMMENDED READER ALSO ENJOYED See similar books...

GENRES Philosophy 3,697 users Classics 1,342 users Nonfiction 565 users Academic > School 109 users Literature > Ancient 104 users History 102 users History > Ancient History 79 users Cultural > Greece 71 users Academic > College 67 users Literature 67 users See top shelves...

ABOUT PLATO



## Leo Roberts [edit profile]

Details

Glasgow, V2

Activity

Joined in August 2021, last active this month

0 ratings (0.0 avg)  
0 reviews  
more photos (0)

Leo Roberts finished reading



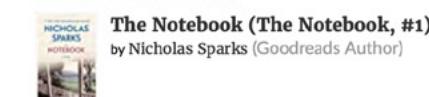
Sep 10, 2021 06:39AM · like · comment

Leo Roberts finished reading



Sep 10, 2021 06:39AM · like · comment

Leo Roberts wants to read



Aug 10, 2021 08:10PM · like · comment

Leo Roberts has read



Aug 10, 2021 08:10PM · like · comment

goodreads Home My Books Browse Community Search books

CURRENTLY READING Harry Potter and the Half-Blood Prince ... by J.K. Rowling Update progress

View all books · Add a book · General update

2022 READING CHALLENGE Challenge yourself to read more this year! I want to read 12 books in 2022 Start Challenge You can change your goal at any time

WANT TO READ NICHOLAS SPARKS NOTEBOOK THE FAULT IN OUR STARS JOHN GREEN

UPDATES Celebrate Romance Week on Goodreads! Be our Valentine with these sweet and sexy reads.

Customize

GOODREADS CHOICE AWARDS Announcing the Best Books of 2021 See the Winners 4,756,261 Votes Cast

RECOMMENDATIONS Because you read The Symposium: Letters from a Stoic by Seneca ★★★★★ 4.35 Want to Read

The power and wealth which Seneca the

- The Sailor Who Fell from Grace with the Sea Mishima, Yukio 3.88 ★★★★★ read [edit] Write a review
- THE SUBTLE ART OF NOT GIVING A F\*CK: A Counterintuitive Approach to Living a Good Life Manson, Mark \* 3.92 ★★★★★ read [edit] Write a review

# Audio book platforms

Looking at other audiobook platforms it's clear why audible is so popular.

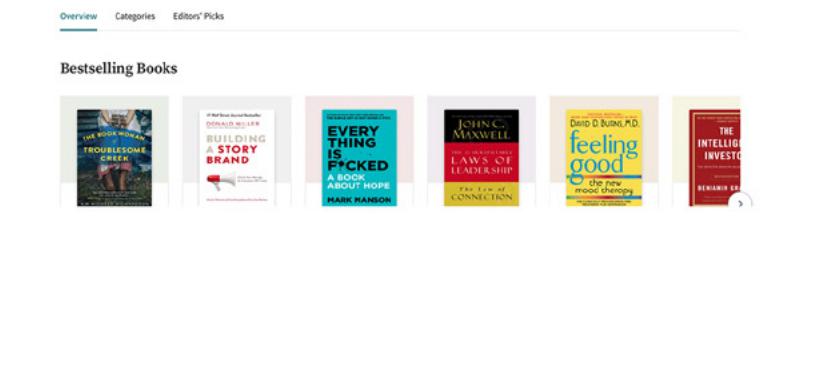
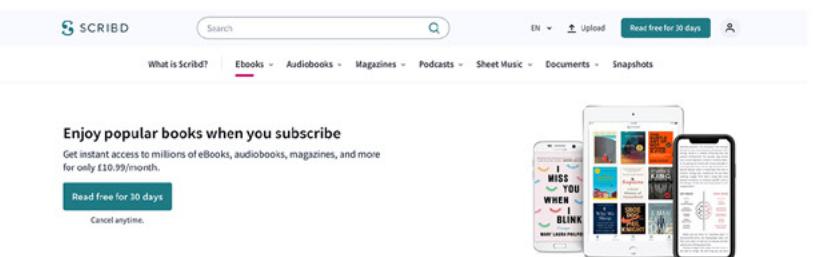
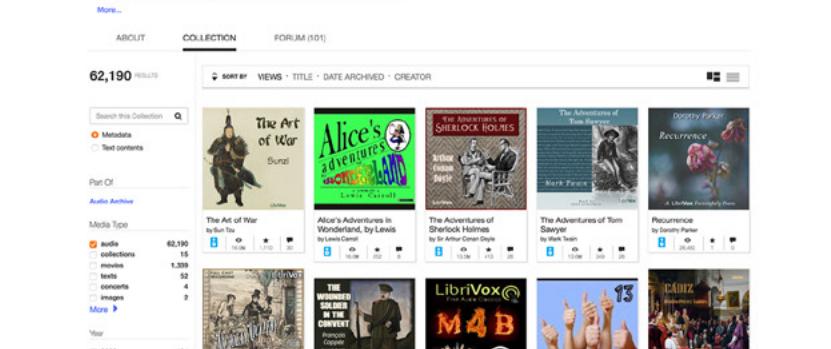
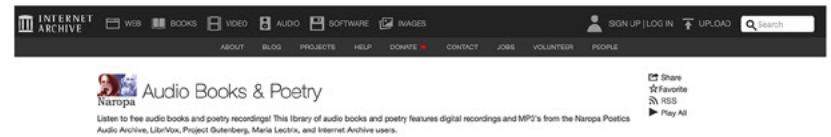
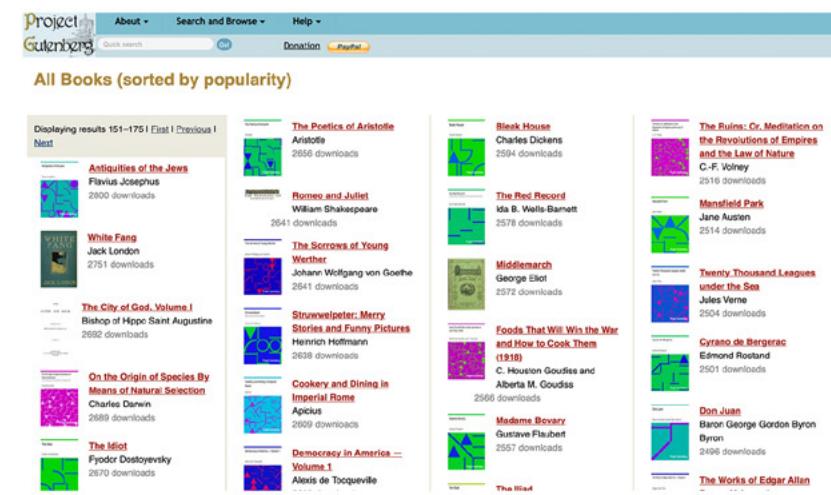
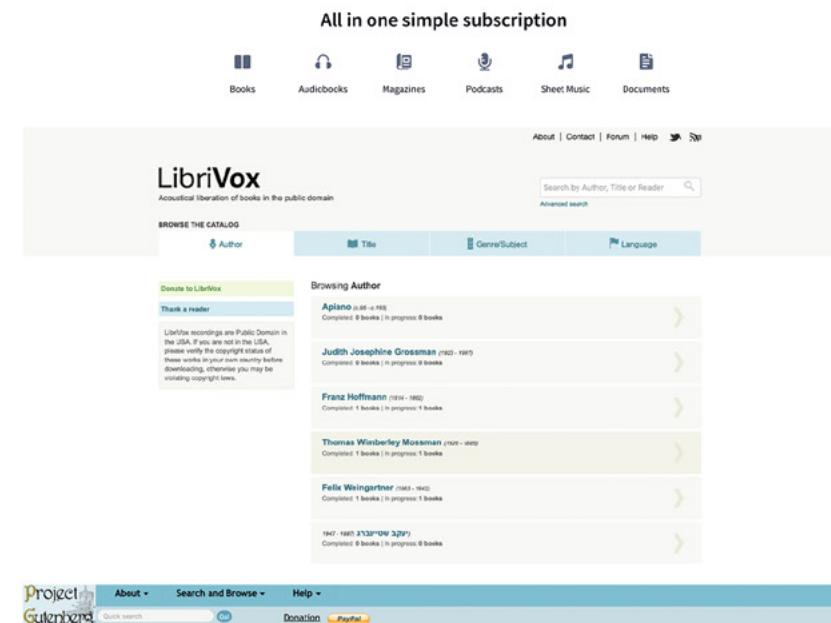
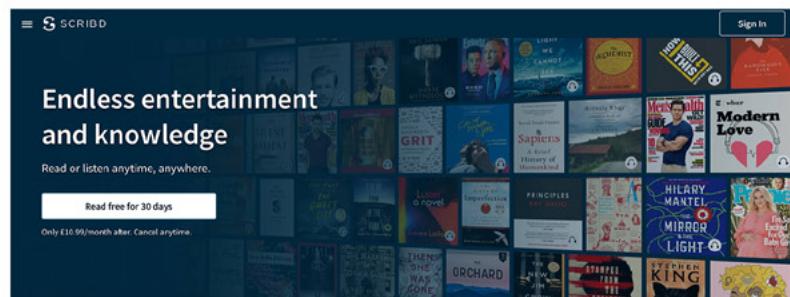
Most of the platforms I looked very old fashioned and sketchy, like they were designed in the 2000s and haven't been re-designed since.

They don't offer many audio books and the ones they do offer aren't in good quality.

One exception was a platform called SCRIBD. They had a sophisticated look(very similar to amazon) and unlike audible they offer their books for a fixed monthly rate(not paying for each book). That being said, their library of books didnt seem as extensive as audibles.

There's a gap in the market for a platform like spotify to bring audiobooks to a wider audience.

I think the key will be ease of use.



## Brands Gen Z love

Looking at the brands Gen Z love, why, and how these brands build relationships with younger audience.

Brands most popular with Gen Z include:

CROCS

INSTAGRAM

MCDONALDS

TIKTOK

AIRBNB

IKEA

COKE

DUNKIN'

STARBUCKS

YOUTUBE

NINTENDO

ADIDAS

LEGO

DISNEY

NVIDEA

MICROSOFT

UNIQLO

NIKE

SPOTIFY

PLAYSTATION

DISCORD

VANS

NETFLIX

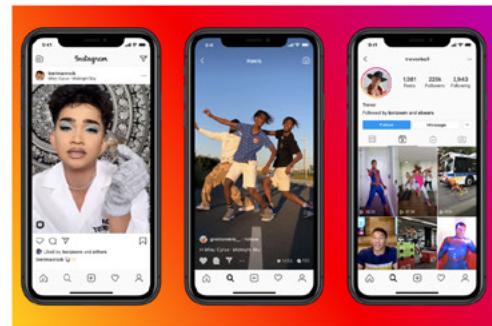
AMAZON

APPLE

GOOGLE

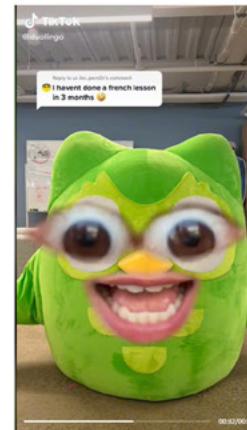
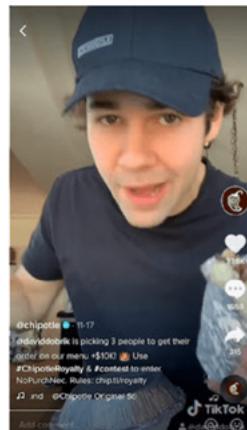
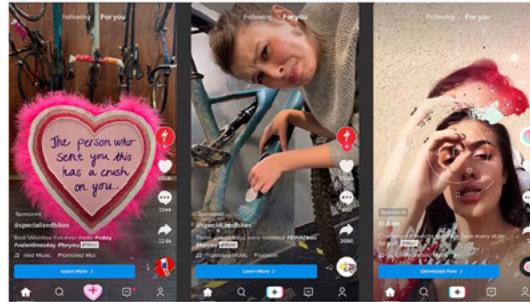
[www.businessinsider.com](http://www.businessinsider.com)

## Instagram



Instagram promotes a very aesthetic, adventurous lifestyle that appeals to gen-z. The company itself doesn't have to do much marketing, influencers promote the platform a lot, it's mainly younger audiences following influencers lives.

## TikTok



Much like Instagram, TikTok gets a lot of young viewers from celebrities and influencers promoting their platforms. They're a bright and colourful brand, often promoting themselves as an educational community for any hobby, etc. they embrace the diversity of content on their platform.

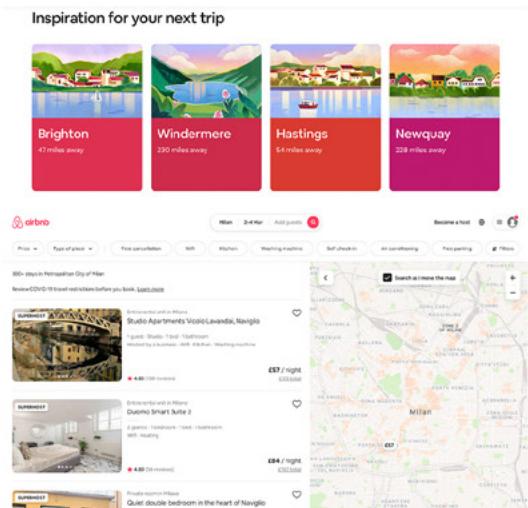
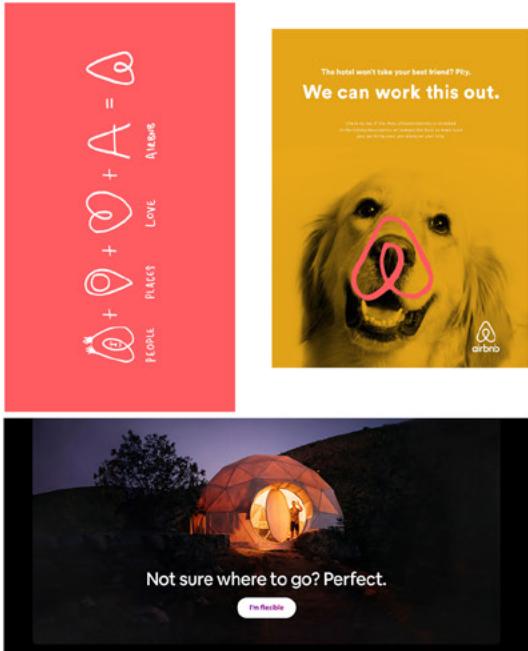
## Crocs



When Crocs started it was seen as 'ugly' and unpopular amongst younger audiences. They've since changed their appearance and are increasingly trendy among teens and young adults. They did this in a few ways such as collaborating with celebrities such as Post Malone and Bad Bunny and brands like KFC. Another technique used is limiting distribution in order to create more hype and demand for their footwear.

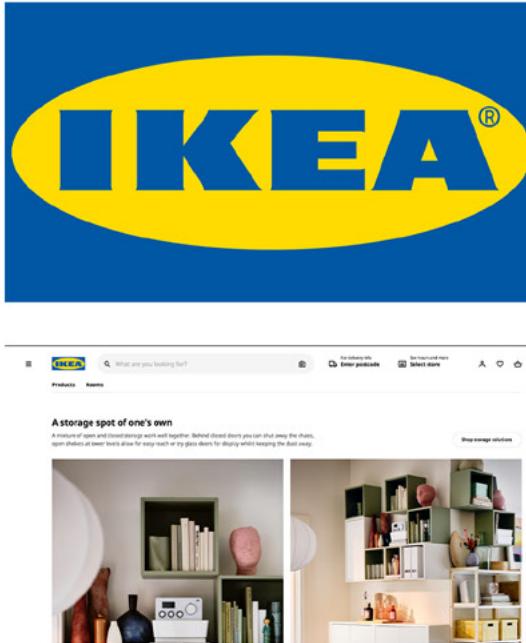
## Brands Gen Z love

### AirBnb



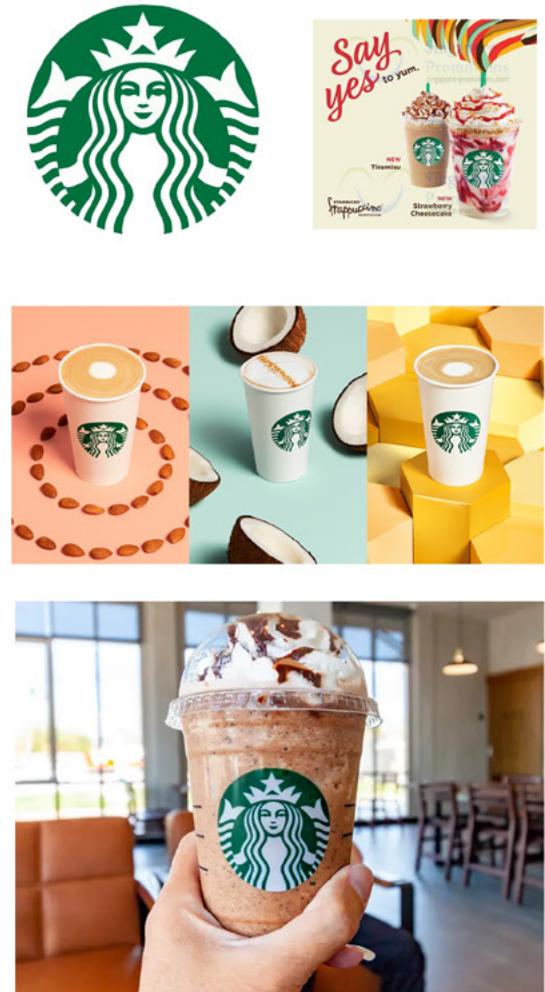
AirBnb is popular amongst Gen-z because it's easy. Booking a holiday can be daunting and stressful but airbnb's service makes it really simple, easy and quick. They have relaly modern branding and UI.

### IKEA



IKEA(similar to airbnb ) make buying and assembling furniture easy, it's marketed as cheap, simple, and looks good. Perfect for Gen-Z. Branding is minimalist, modern and playful.

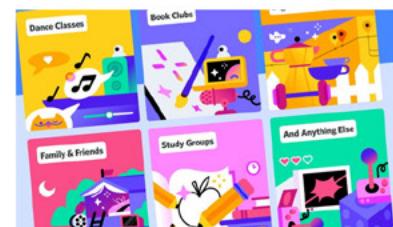
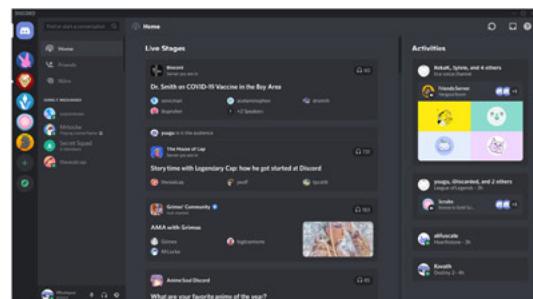
### Starbucks



Starbucks offers a lot of fancy drinks. They use social media, TV spots and ads. It's their mix of marketing media that makes their brand recognizable. They changed the way a lot of people think about coffee. They use fancy graphics, and aesthetic branding(including the drinks) to appeall to Gen-Z.

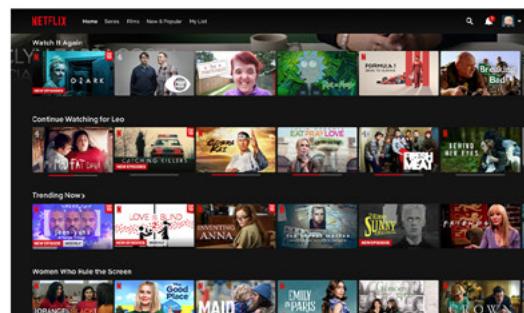
## Brands Gen Z love

### Discord



Discord targets gen-z with fun branding, illustrations, bright colours and jokes.

### Netflix



Netflix rely heavily on social media for their marketing. They have a strong presence on Instagram and Twitter, posting content that interacts with their audience. They are very light-hearted and funny.

### Apple

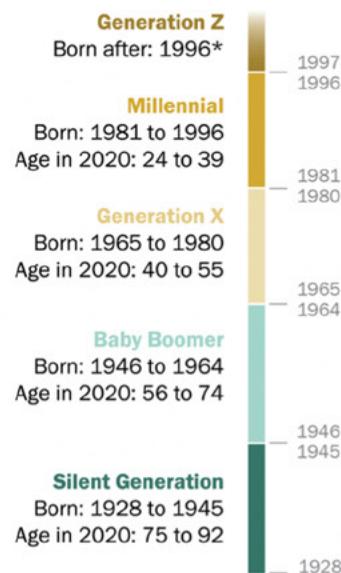


Apple target a very large audience but it is inevitable that gen-z's will like them. Social media is extremely popular with gen-z and the phone is the tool that grants access to this. Apples branding presents itself as different, creative, modern, slick.

# Understanding GenZ

Members of Gen Z are more racially and ethnically diverse than any previous generation, and they are on track to be the most well-educated generation yet. They are also digital natives who have little or no memory of the world as it existed before smartphones.

## The generations defined



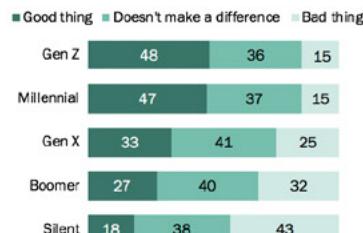
\*No chronological endpoint has been set for this group.

"On the Cusp of Adulthood and Facing an Uncertain Future: What We Know About Generation Z So Far"

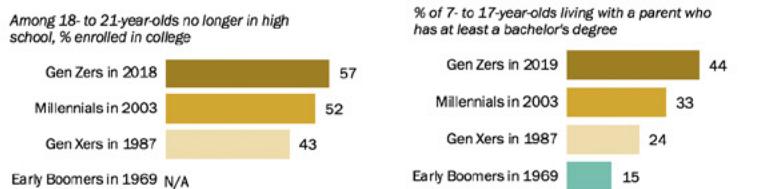
PEW RESEARCH CENTER

### About half of Gen Z, Millennials say same-sex marriage is good for society

% saying gay and lesbian couples being allowed to marry is a \_\_\_ for our society



### Gen Zers more likely to be enrolled in college and to have a college-educated parent than Millennials, Gen Xers at a comparable age



Note: Share living with a parent who has at least a bachelor's degree is limited to 7- to 17-year-olds living with at least one parent. Those without a parent in the household are excluded.

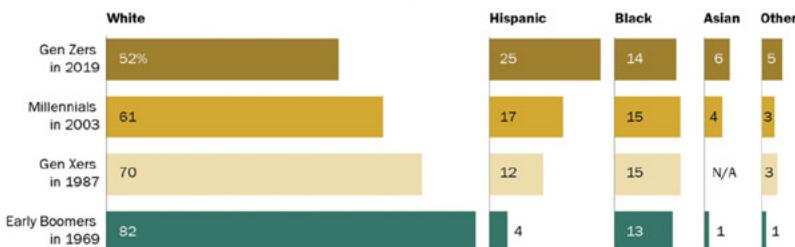
Source: Pew Research Center analysis of 1987, 2003 and 2018 Current Population Survey October supplement and 1969, 1987, 2003 and 2019 Current Population Survey Annual Social and Economic Supplement (IPUMS).

\*On the Cusp of Adulthood and Facing an Uncertain Future: What We Know About Generation Z So Far"

PEW RESEARCH CENTER

### One-in-four members of Gen Z are Hispanic

% of 7- to 22-year-olds who are ...



Note: Figures may not add to 100% due to rounding. Racial groups include only single-race non-Hispanics. Hispanics are of any race. Asians include Pacific Islanders. The CPS did not separately identify Asians until 1988. Hispanic origin was not collected until 1971. The racial and ethnic composition of Boomers in 1969 was imputed on the basis of 8- to 23-year-olds in the 1970 census.

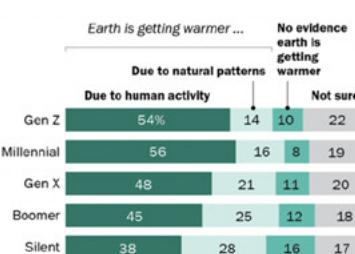
Source: Pew Research Center analysis of 1987, 2003 and 2019 Current Population Survey Annual Social and Economic Supplements and 1970 decennial census (IPUMS).

\*On the Cusp of Adulthood and Facing an Uncertain Future: What We Know About Generation Z So Far"

PEW RESEARCH CENTER

### Gen Z, Millennials, most likely to say climate change is due to human activity

% saying ...



Note: Share of respondents who didn't offer an answer not shown.  
Source: Surveys of U.S. adults ages 18 and older conducted Sept. 24-Oct. 7, 2018, and U.S. teens ages 13 to 17 conducted Sept. 17-Nov. 25, 2018.

\*On the Cusp of Adulthood and Facing an Uncertain Future: What We Know About Generation Z So Far"

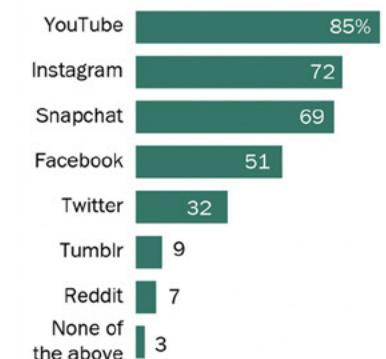
PEW RESEARCH CENTER

### Many teens say they are online almost constantly; YouTube is their top social media platform

% of 13- to 17-year-olds saying they use the internet, either on a computer or cellphone ...



% of 13- to 17-year-olds who say they use ...



Note: "Less often" category includes teens who say they use the internet "about once a day," "several times a week," and "less often." Figures in the second chart add to more than 100% because multiple responses were allowed.

Source: Survey conducted March 7-April 10, 2018.

\*On the Cusp of Adulthood and Facing an Uncertain Future: What We Know About Generation Z So Far"

PEW RESEARCH CENTER

<https://www.pewresearch.org/social-trends/2020/05/14/on-the-cusp-of-adulthood-and-facing-an-uncertain-future-what-we-know-about-gen-z-so-far-2/>

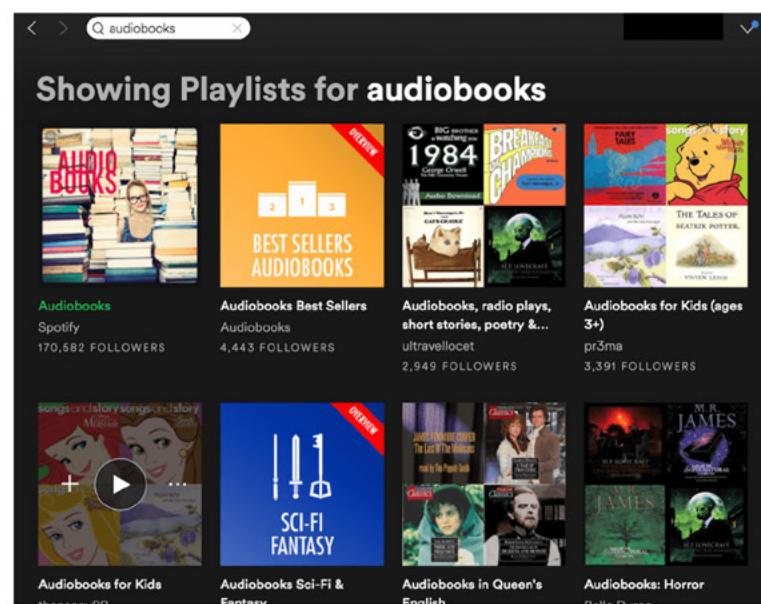
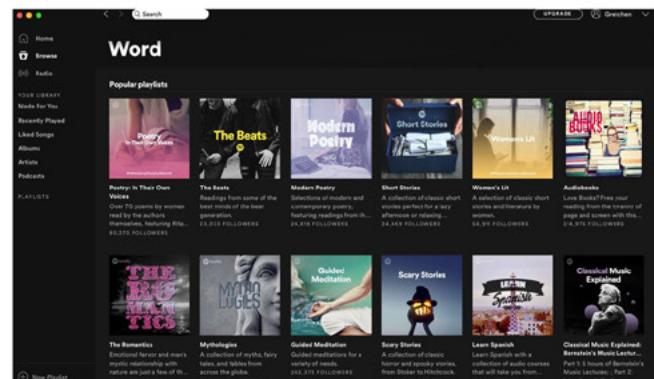
# Audiobooks on Spotify

Spotify's audiobook library is currently challenging to browse or access without searching for specific titles.

You can find a few audiobooks but they don't seem to be uploaded officially. They are always in parts which is hard to keep track of.

## What to Know

- Search Spotify's audiobook library: Open Spotify, select **Browse** (in the mobile app, tap **Search**), and select the **Word** category.
- Find more audiobooks: In the home page search box, enter **audiobooks** and browse the list of artists, albums, and playlists.
- Find podcasts: Select **Browse** (or tap **Search**) and select **Podcasts**. Browse podcast episodes, categories, or playlists.



| Rank | Playlist                         | Listeners | Length  |
|------|----------------------------------|-----------|---------|
| 1    | Slaughterhouse 5, Pt. 1          | 73,871    | 8:32    |
| 2    | Cat's Cradle                     | 51,656    | 1:07:33 |
| 3    | Slaughterhouse 5, Pt. 2 and 3    | 37,549    | 10:34   |
| 4    | Slaughterhouse 5, Pt. 4          | 39,605    | 6:13    |
| 5    | Slaughterhouse 5, Pt. 5, 6 and 7 | 38,474    | 6:54    |

| Rank | Playlist                      | Listeners | Length |
|------|-------------------------------|-----------|--------|
| 1    | Kapitel 107 - Wachen! Wachen! | 52,002    | 3:43   |
| 2    | Kapitel 1 - Wachen! Wachen!   | 2,828     | 3:00   |
| 3    | Kapitel 2 - Wachen! Wachen!   | 2,278     | 3:00   |
| 4    | Kapitel 3 - Wachen! Wachen!   | 2,171     | 3:00   |
| 5    | Kapitel 4 - Wachen! Wachen!   | 1,903     | 3:00   |

# Audio books community on Reddit

On reddit there is a community of 182k people, talking about audio books.

Reddit allows users to post questions, discussions etc about a specific topic. People can then comment below and have conversations with each other.

It's interesting to scroll through and see opinions from people who are fans of audio books.

it could help me get opinions on what people want from audio books, how they want to access them, etc.

The screenshot shows the homepage of the r/audiobooks subreddit. At the top, there's a banner with the title "AudioBooks" and a small Reddit logo. Below the banner, a sub-header reads "audiobooks: a community of audiobibliophiles sharing and looking for their next great listen". A "Join" button is visible. The main content area has tabs for "Posts" and "Wiki". On the left, a sidebar shows "FINNED BY MODERATORS" with a post from "u/AutoModerator" and another from "u/Audiobookr". The main feed displays several posts:

- A post by "u/twoshillings" with 284 upvotes: "Thumbs up to all the narrators. A book is performance of magnitude, time equivalent of eight movies, sixty times the word count of a major actor in a film. Multiple characters, different ages, genders delivered without any special effects. Just the voice." It has 30 comments and a link to a study from Pew Research.
- A post by "u/aussiekings" with 280 upvotes: "One-in-five Americans now listen to audiobooks" with a link to a study from Pew Research. It has 36 comments.
- A post by "u/fatflyhalf" with 283 upvotes: "One of my favorite narrators, William Dufris, has lost his battle with cancer today. Rest in peace Good Sir!" It includes a link to news and a personal note about the narrator's work.

The screenshot shows a specific post in the r/audiobooks subreddit. The post was made by "u/LannyBudd" 2 years ago and has 88 comments. The title is "Stop putting music in your audiobooks." The post discusses the frustration of hearing generic music during audiobook narration. Below the post, several users respond:

- "him1087" (2 years ago): "The music is made worse by the fact that I never listen to audiobooks at 1x speed."
- "Keegantr" (2 years ago): "3x music is just so jarring."
- "fatflyhalf" (2 years ago): "Hats off to you if you can hang at 3x. I am a 1.75x guy myself. Starts breaking down at 2x for me..."
- "Keegantr" (2 years ago): "It took me years to get to that speed, but I have about 100 books that I haven't listened to, so I need to catch-up. It actually sounds pretty normal to be now."
- "mikewoodsays" (3 years ago): "Audible to soon start offering "captions" on audiobooks, so you can read along while listening." This post includes a link to an article from USA Today.

Show how audiobooks will fit into the current UI.

Social Media

Influencer marketing

Make video adverts

Final outcome

Website like rewined?

Visualize OOH ads (speakers)

Posters advertising

+ where will they go

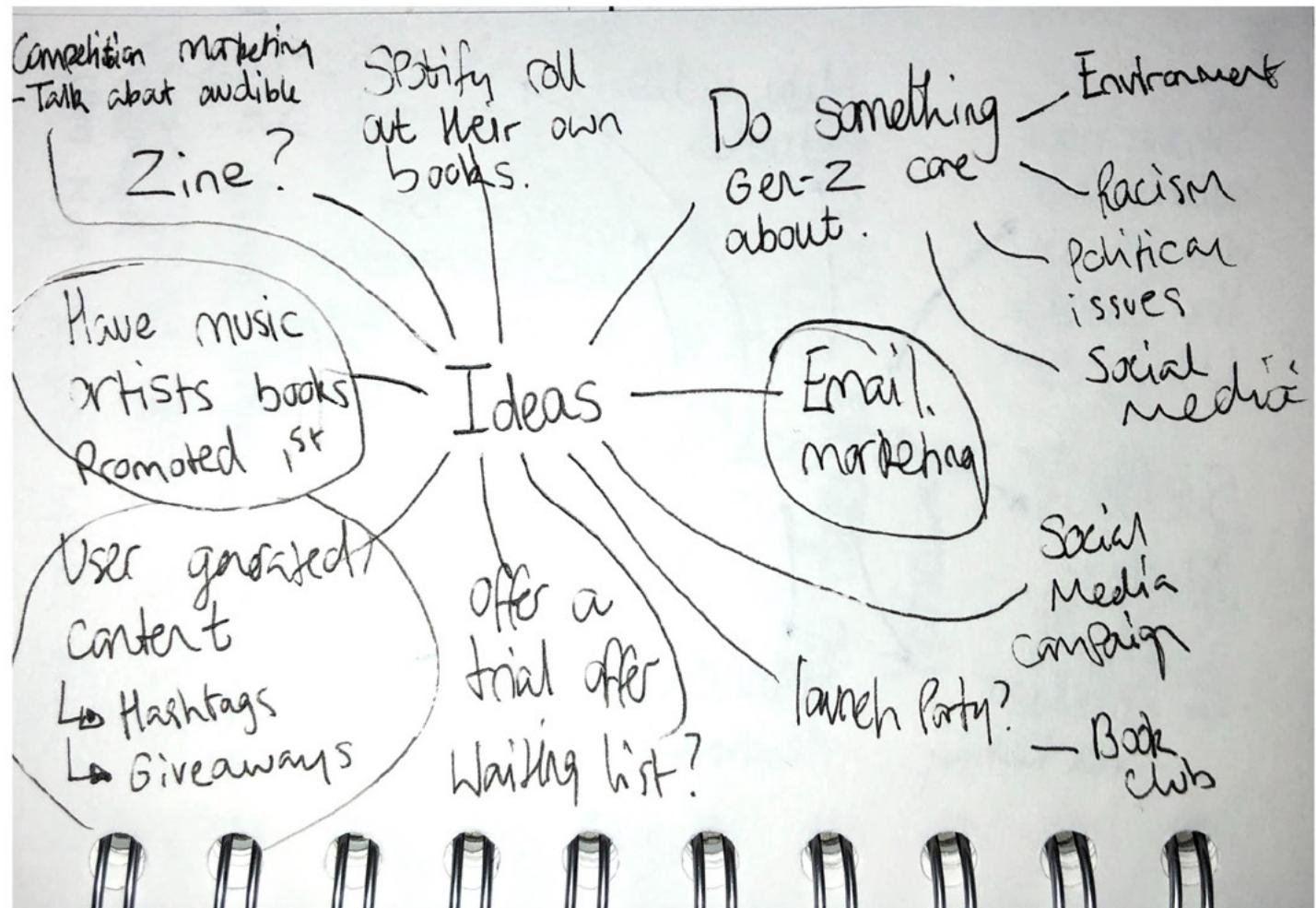
Words come up on the screen.

- How will chapters interact with each other

# Ideas/ what sort of campaign do I want to do

Here are 14 types of marketing campaigns:

1. Brand awareness campaign
2. Rebranding campaign
3. Search engine marketing campaign
4. Social media marketing campaign
5. User-Generated Content (UGC)
6. Email marketing campaign
7. Public relations campaign
8. Product launch campaign
9. Referral marketing campaign
10. SEO Campaign
11. Partner marketing campaign
12. Conversational marketing campaign
13. Influencer marketing campaign
14. Video marketing campaign



# How to create your project launch marketing plan

## Step 1: Define your target audience

Find your target audience using demographics, interests, job title, and locations and then go beyond this to find their pain points. Be clear about who your audience is, their problems, and why they should care about your product.

## Step 2: Establish your unique value proposition (UVP)

What do you do that competitors don't? In the case of Robinhood, it was offering \$0 commission trading in a market where \$10 is standard. Establish what makes you different and build your message around it. Your UVP is what will spark interest in consumers and influencers and drive conversions.

## Step 3: Find the influencers

Who are the key figures in your niche? A well-defined target audience will make it easy to find them. Look for the bloggers, social media celebrities, and reporters that can help your product gain traction. Target them with good, valuable content and offers that benefit them as much as you.

- Research the market
- Find the channels where your audience hangs out
- Play to your strengths
- Create a successful product launch marketing plan based on your goals

## Step 4: Plan your content marketing

The success of your product launch comes down to how well you market your product. This means providing valuable content on the channels where your audience hangs out. It's important to test and tweak different types of content and measure results. Depending on your audience, videos might be more beneficial than blog posts and social media might be more effective than media coverage.

## Product Launches



Listen to your audience and create experiences around their needs.

Tomee Tipee created baby wipes with useless advice given to mums. They were literally wiping the baby bums with the advice.

Funny and relates to audience.

The Harry's website features a prominent trial offer. It shows a product bundle including a razor handle and cartridges, with a price of \$10.99. Below the product image, there are two sections: 'Your trial ships today.' and 'Your first refill ships Feb 3.' Both sections include a bulleted list of included items and shipping details. At the bottom, there are three buttons: 'HANDLE COLOR' (with three color options), 'REVIEW ORDER', and 'How the trial works'. Under 'How the trial works', there are three icons: 'Try for 2 weeks' (razor icon), 'Build your plan' (calendar icon), and 'Cancel anytime' (cancel icon). The overall design is clean and modern.

they offer custom-made razor blades at affordable prices — cheaper than more well-known alternatives.

Convincing with a trial offer featured prominently on its website and in social media ads which then drive traffic to a landing page.

Could I offer a spotify free trial?



Unsplash use influencers to contribute and raise awareness for book.

I want to make heavy use of influencers in the launch of spotify audio books.



Nütral Vodka Soda ran fun video ads, telling people to 'break up with beer and wine' to try their drink.

I would like to use humour, could spotify launch audio books via video ads?

Under Armor portray atypical female athletes, capturing exactly what's different about them.

Featuring action from the likes of ballerina Ms Copeland, stuntwoman Jessie Graff, and Zoe Zhang, included poetry, no music.

Infuse your brand a purpose and ethos from the launch onwards

Trust in brands  
Want to share data

Love influencers

Make content interactive

Nothing to worry  
Use new tech

Be inclusive

Still enjoy analogue  
books, vinyls etc.

Being sociable  
online

Gen-Z

Millennials

Not Facebook  
or WhatsApp

Humanize brand

Gaming (incorporate audio books?)  
VR / AR

Use phones everyday  
Voice search  
Use laptops, PS4's etc.

Netflix, YouTube  
and Amazon

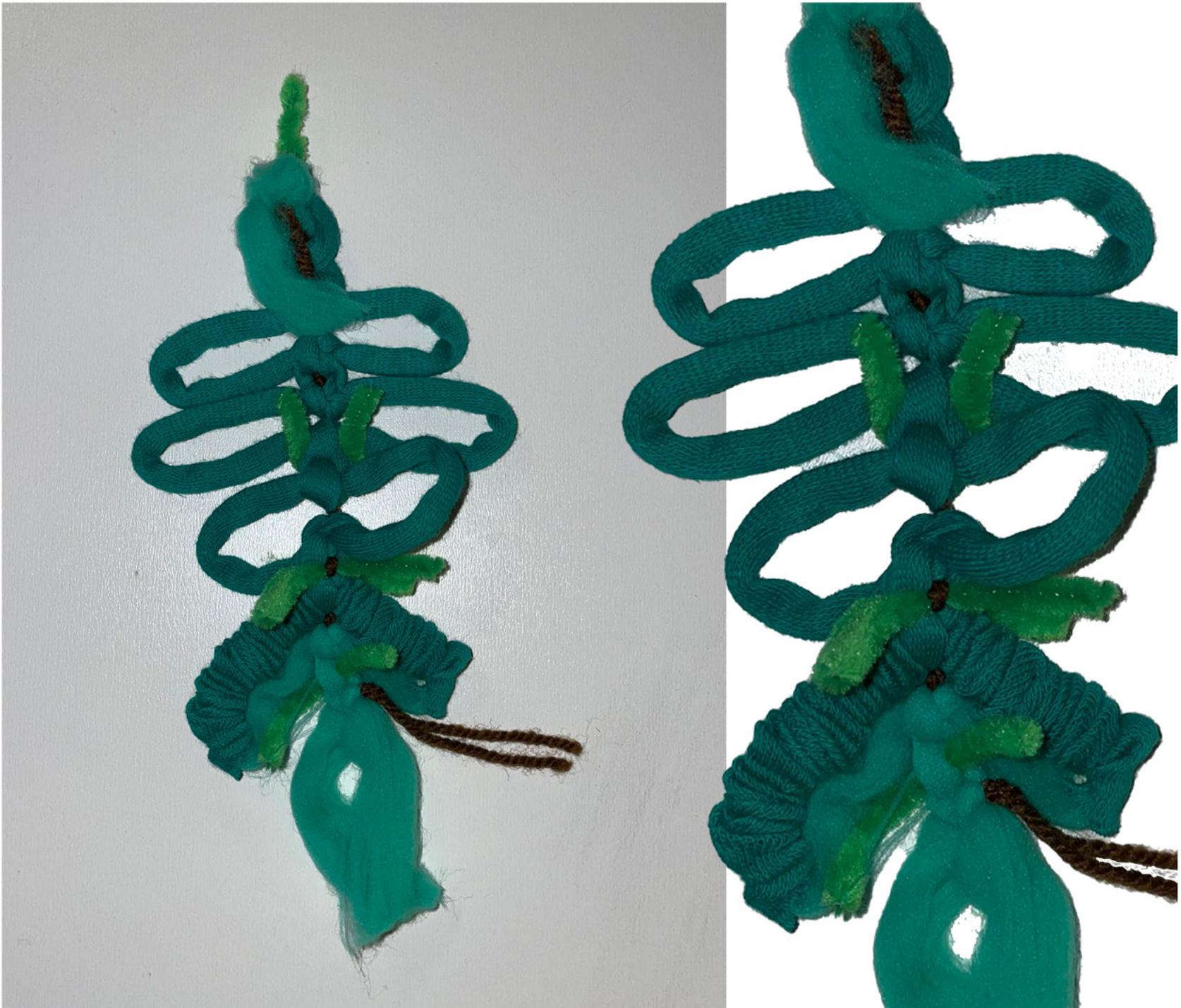
YouTube, Snapchat, Google  
Instagram  
Focus on social

## Macramé

Experimenting with macramé knots( picot technique ) to create shapes, and texture. Interesting to see what effects I could make with the different materials.

Used colours similar to the ones Spotify use, I could scan these, and use these in my branding.

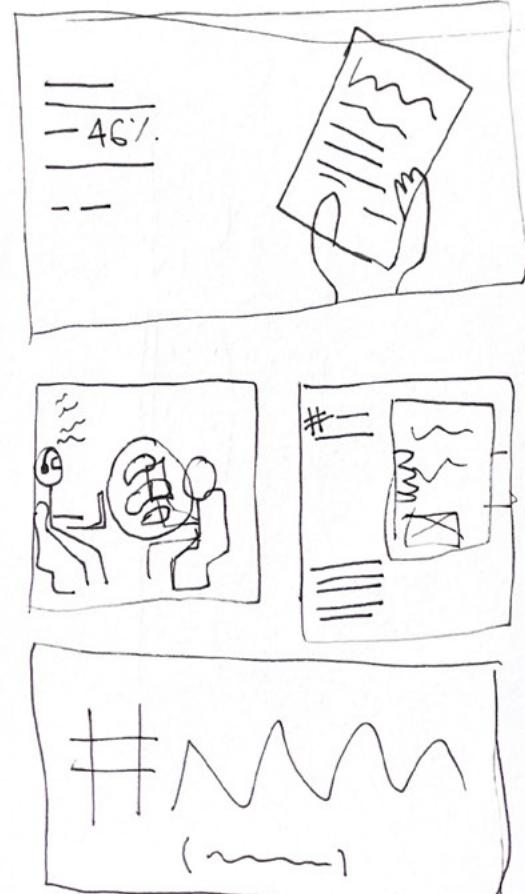
I would be interested in doing more of this and seeing what else can be achieved with the technique.



Notebook pages/  
social media  
sketches

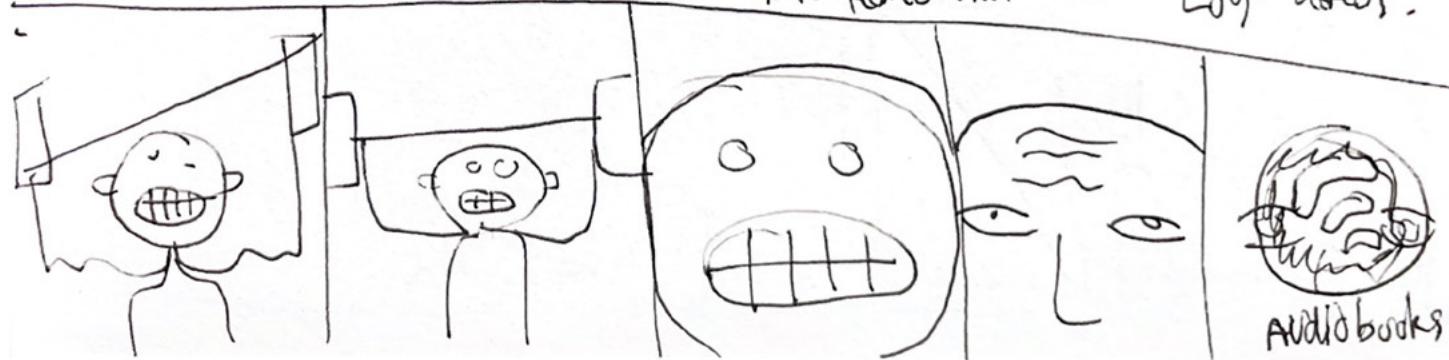
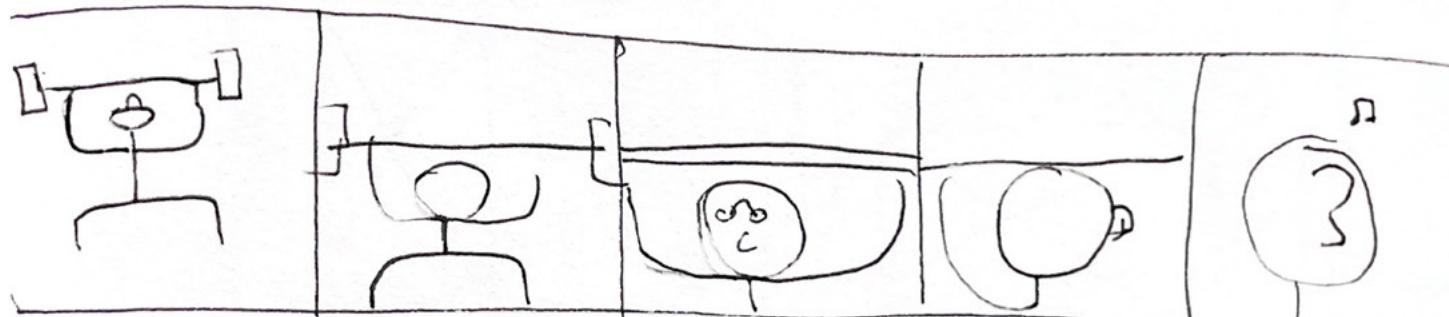


Posters, Social Media etc.

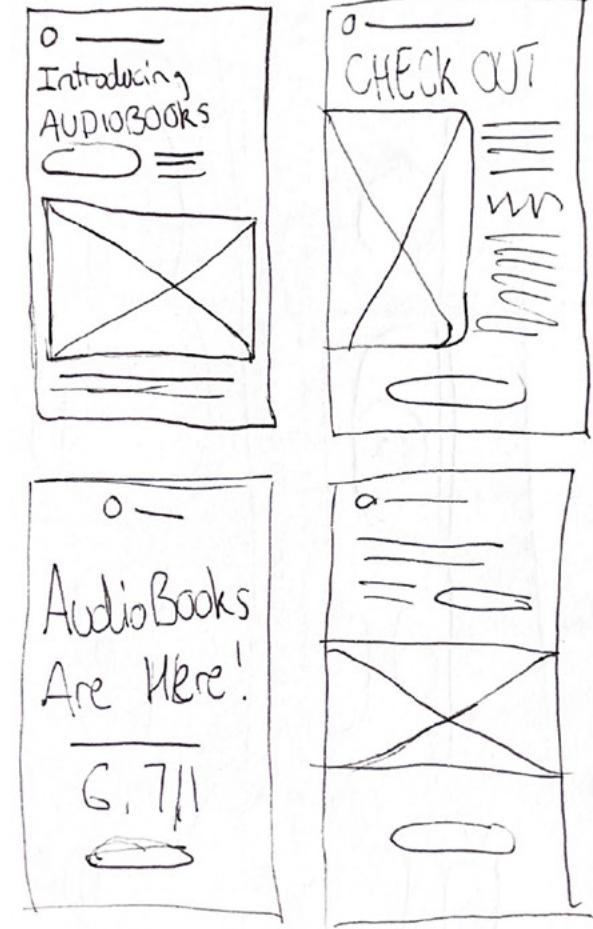


Notebook TV ad/  
Email Marketing  
sketches

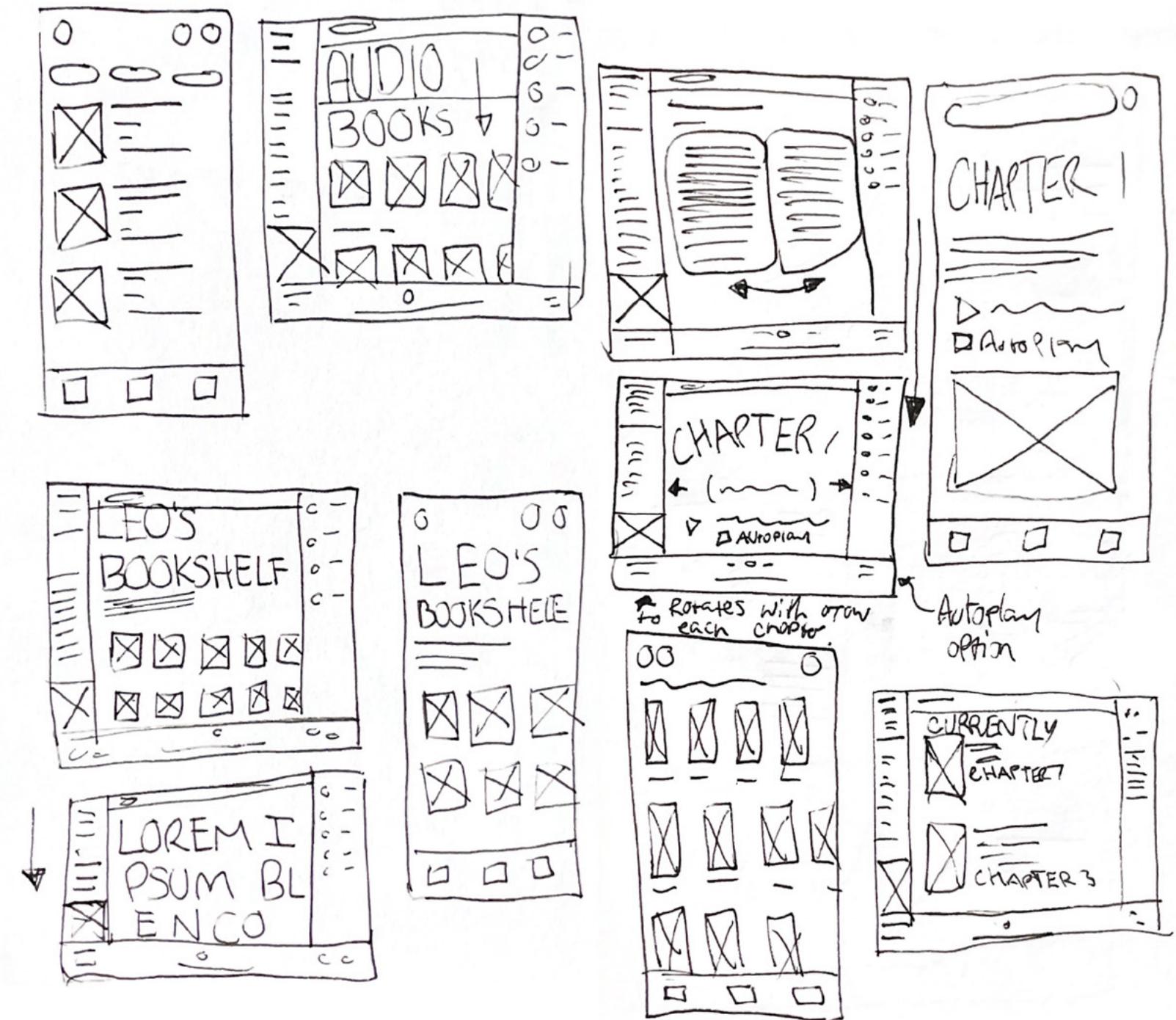
Video Ad



Email Marketing



Notebook, editing  
the UI of Spotify  
app/website.



# Target Audience Persona

Outgoing   Social  
Modern   Fashion

Age: 27  
Work: Digital Marketing  
Relationships: Taken  
Location: Brighton



"I often have a long commute to London and want to fill that time with something meaningful than the music I listen to currently on Spotify"

## Motivations

Fear

Power

Social

## Personality

Introvert

Extrovert

Analytical

Creative

Loyal

Fickle

Passive

Active

## Goals

- Move to London
- Go travelling
- Propose

## Frustrations

- He works in London 3 days a week has a very long commute.
- Thinks he could be earning more
- Bored with current situation

## Preferred Channels

Social Media

Mobile

Email

Traditional Ads

## Bio

Martin is a digital marketing executive working half remotely in Brighton, 3 days a week he has to travel to London. He plans to move to London with his girlfriend soon. On his commutes, he listens to music on Spotify, he feels he could be using this time more wisely but doesn't know what.

## Brands



# Target Audience

## Persona

Smart      Motivated

Intrigued      Organised

Age: 27

Work: Math student

Relationships: Taken

Location: Nottingham



"I spend a lot of my time studying while listening to books on audible, I'm not currently working so can't afford to buy many books."

### Motivations

Fear

Power

Social

### Personality

Introvert

Extrovert

Analytical

Creative

Loyal

Fickle

Passive

Active

### Goals

- Get a 1st
- Listen to more audiobooks
- Find a job

### Frustrations

- She has no money
- Needs a better platform for audio-books
- She is too far away from her family

### Preferred Channels

Social Media

Mobile

Email

Traditional Ads

### Bio

Freya is a 3rd year maths student at Nottingham University. She spends a lot of time studying, enjoys reading and tennis in her free time. Recently she has been trying to combine these with audible but because she's getting through so many books, she can't afford to keep buying more. She's looking for cheaper alternatives.

### Brands



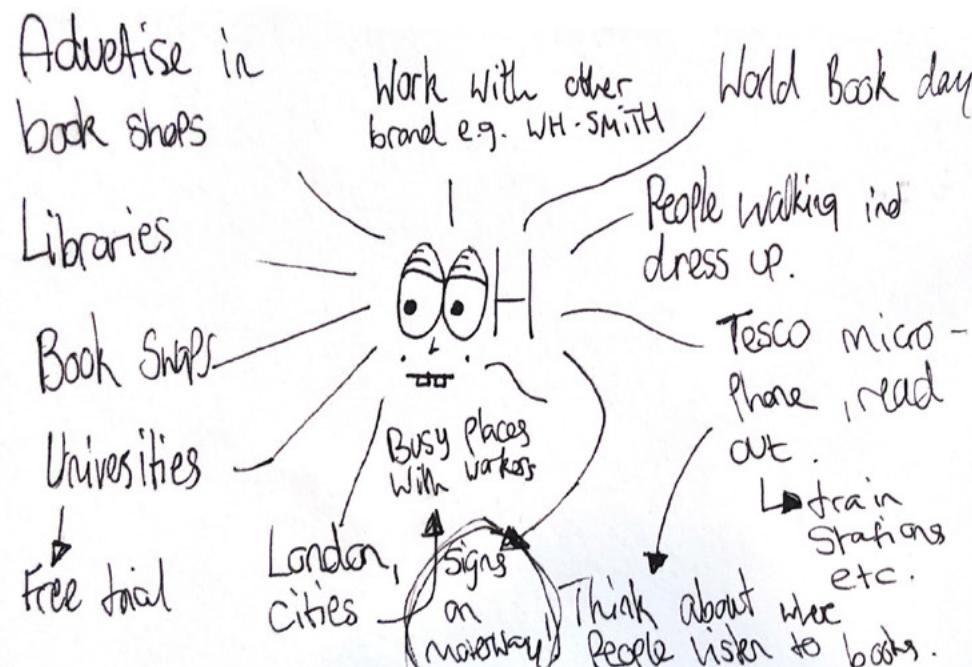
LACOSTE

# Out of House Marketing (OOH)

Out-of-home (OOH) advertising, also called outdoor advertising, outdoor media, and out-of-home media, is advertising experienced outside of the home. This includes billboards, wallscapes, and posters seen while "on the go".

([https://en.wikipedia.org/wiki/Out-of-home\\_advertising](https://en.wikipedia.org/wiki/Out-of-home_advertising))

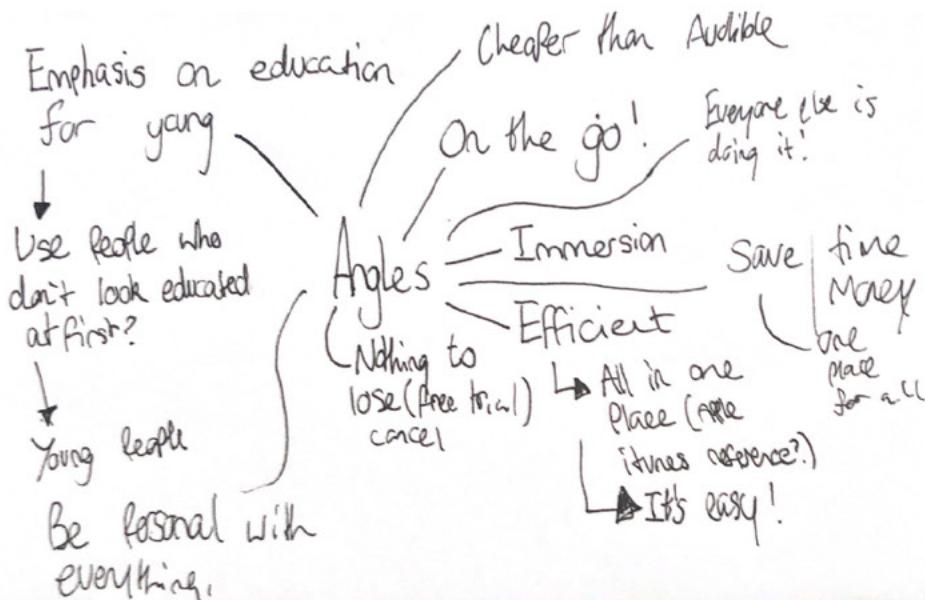
The brief states I could think about this so I think it would be good to incorporate it in some way.



## Angles + Final Ideas?

Want to develop an angle to use with all my marketing material, so they are all coherent with each other.

Final ideas I want to work on for now. These may change or develop as I progress through the project.



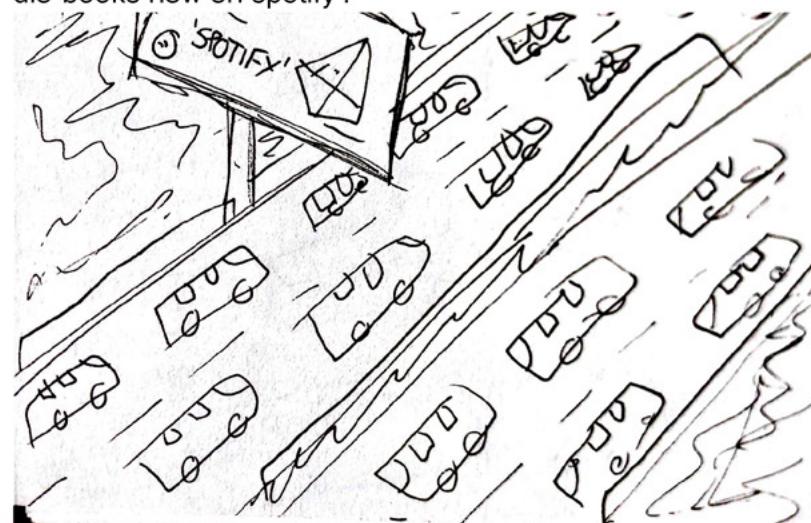
## OOH Sketches

Visualizations of how and where I could advertise.

+ rough design ideas and slogans.



Underground lines/ train stations. Everyone is listening to their headphones. This area would directly target audio-book listeners. I think having posters + audio coming out speakers? Reading a passage of a book and then mentioning 'audio-books now on spotify'.



Having billboards in high traffic areas will directly target audio-book listeners. People often listen to them in the car. Could also have them on buses, same effect.

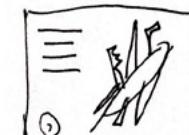
Coffee shops, could partner with one. Targets students and workers. People who spend a long time at their desk doing work, listening to music/audiobooks.

'Everything in one place'

'All in one'



'One tool does it all'

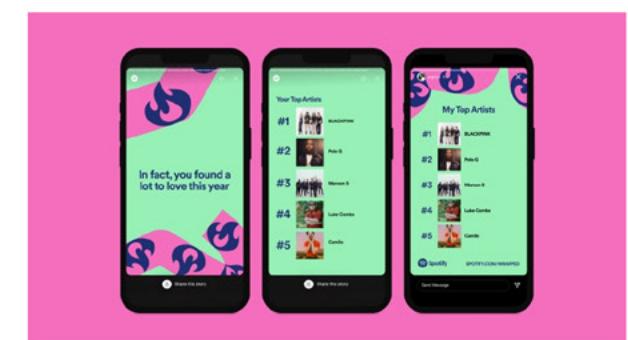
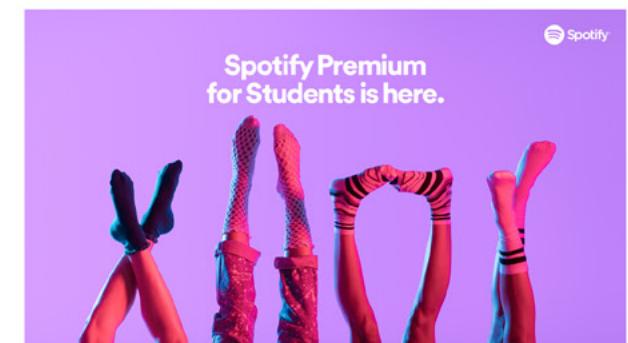
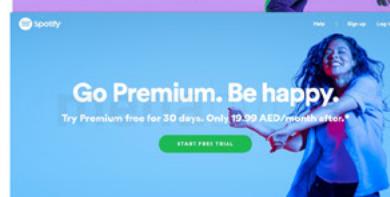
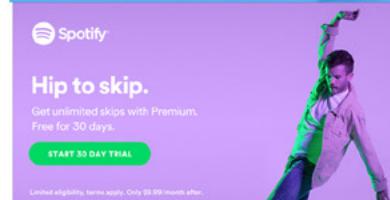
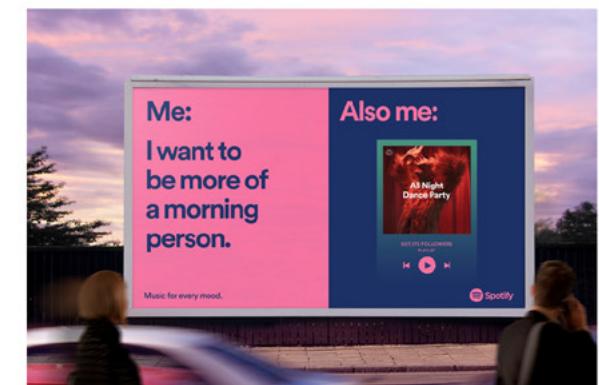
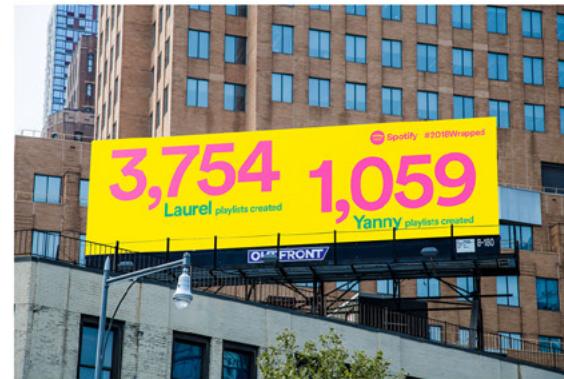
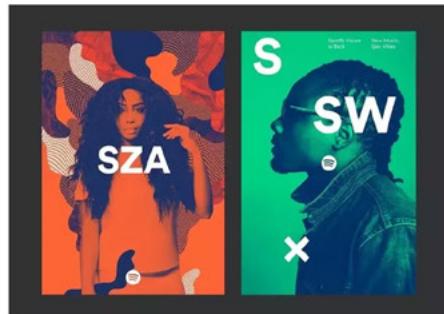


'To the 78 people who listened to — Podcast Spark! You Might Like —'

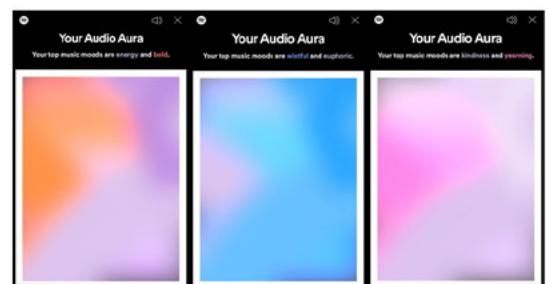
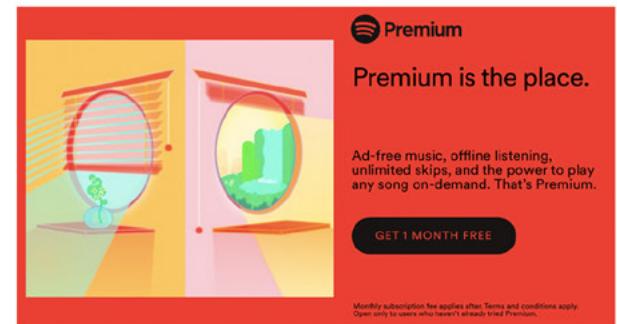
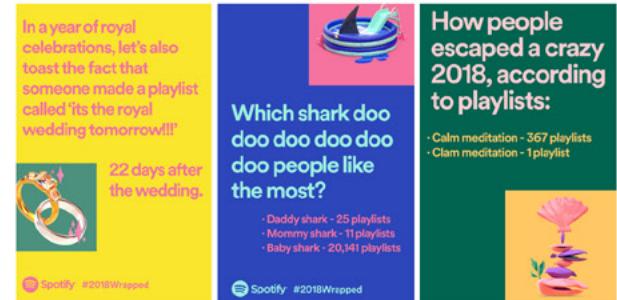


## Spotify colours + Ads

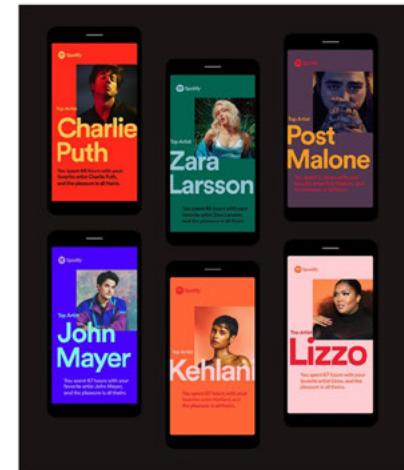
Want to see what colours Spotify use for their ads. This way I can keep my work consistent with theirs.



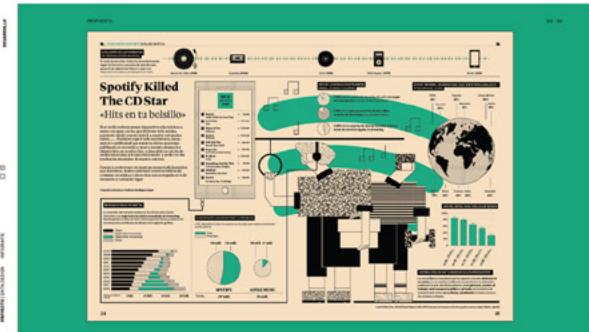
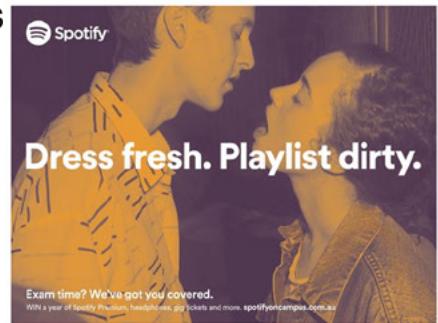
# Spotify colours + Ads



# Spotify colours + Ads



# Spotify colours + Ads

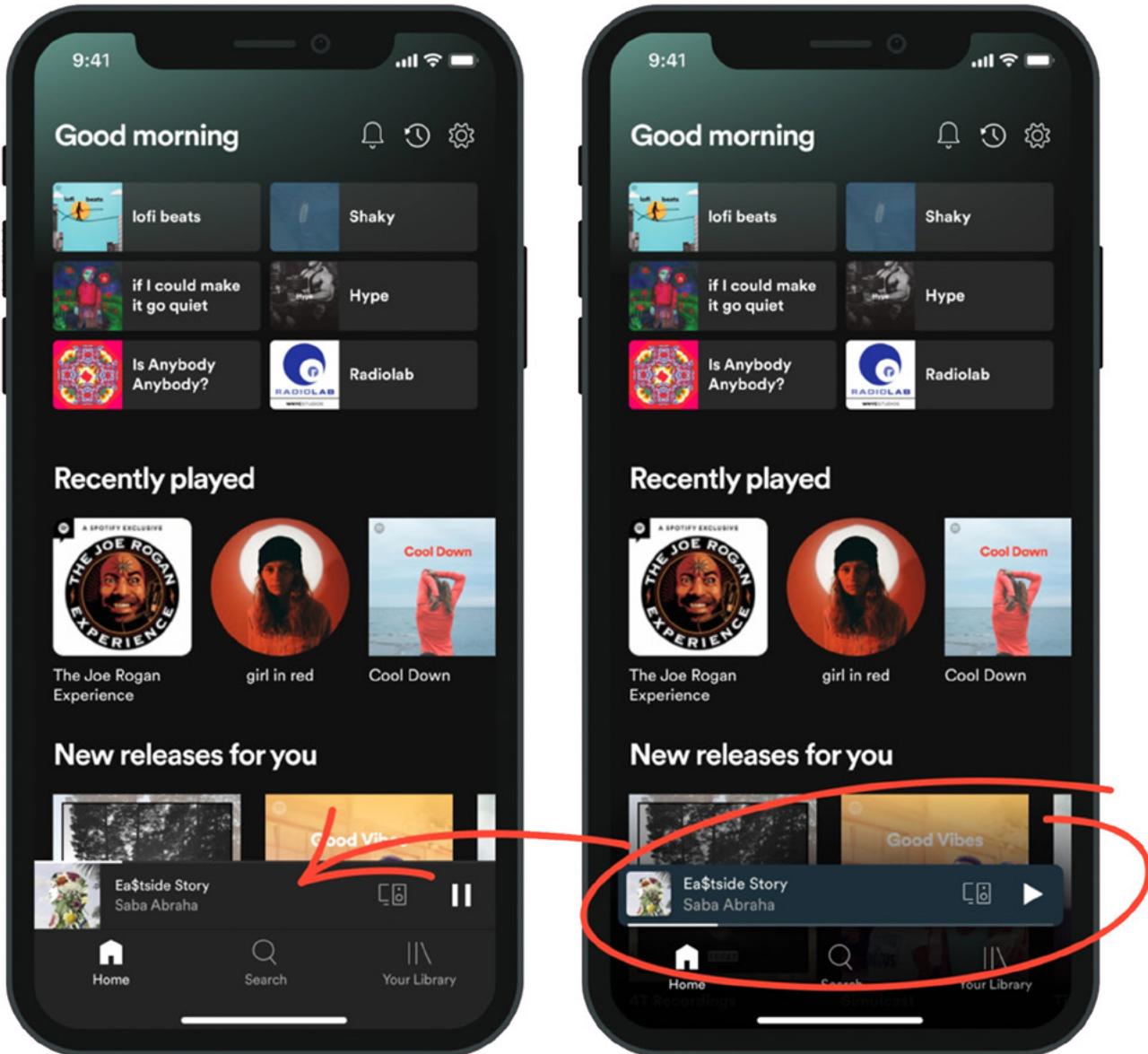


# Spotify App UI Changes

Spotify's redesigned bar.

They made the subtle change to the tab bar by making it transparent and floating. This gives more opportunity for listeners to scroll, explore and discover content they can enjoy. It's interesting to see how a subtle change can completely open up the interface and make the user feel more free.

Below is another example of a subtle change from them. They started using black instead of white text. This meant text could stand out against the classic bright Spotify green as opposed to the darkened green they had been using for UI.



START SESSION

Start session

# Inspo

Want it to look bright fun and wacky, that would be coherent with Spotify's current ads.

I also like the idea of using a more simplistic design style, looking at swiss design etc. maybe the adverts could look a bit like a page of a book? I could play on that.

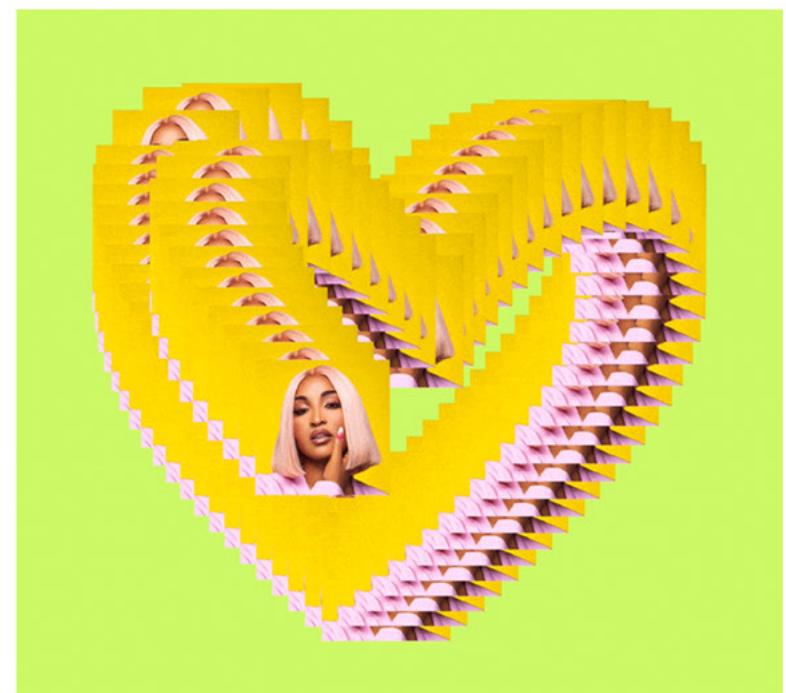
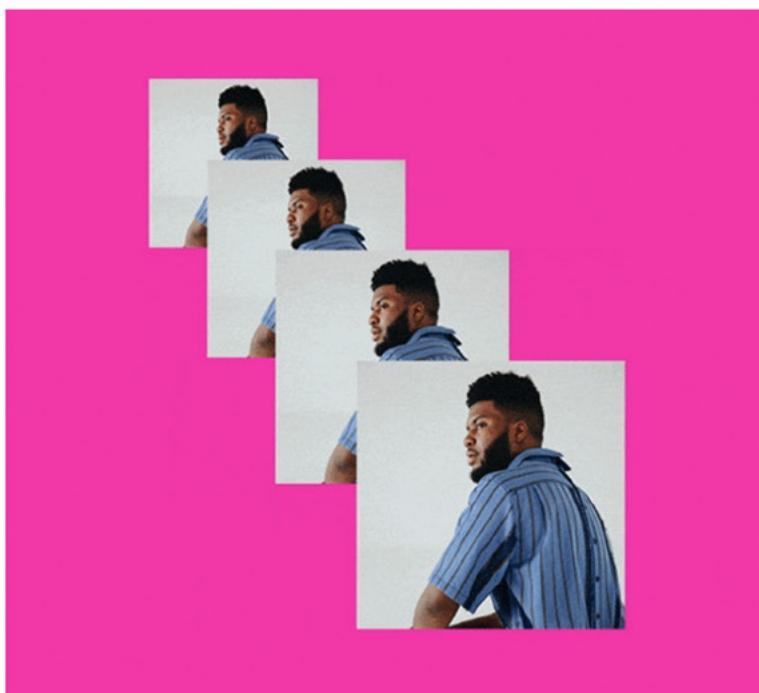
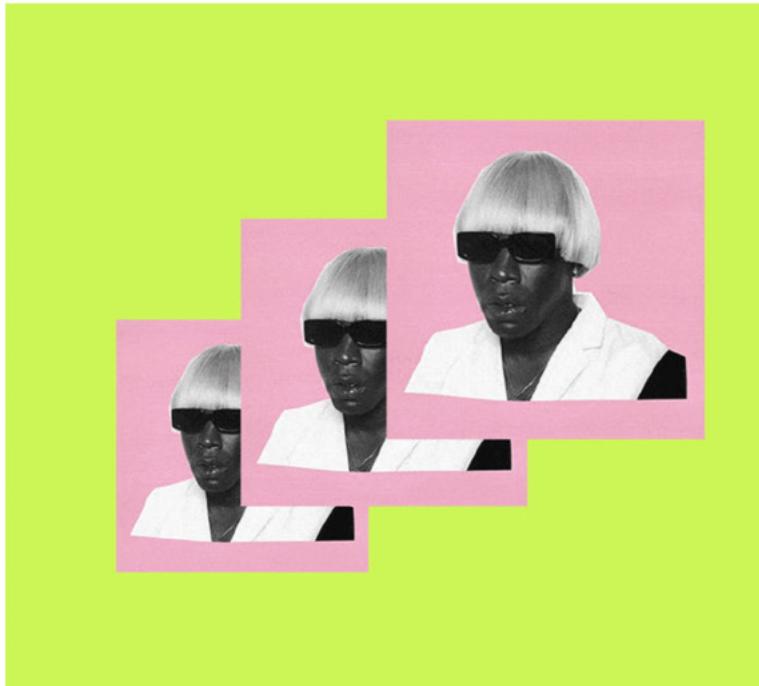


# Hello Grivel



# Spotify GIFS

Could i make use of GIFS  
like this to use n social media  
and digital billboards?



# Spotify's Email Marketing

I want to make use of email marketing to target already existing Spotify customers.

 Spotify Premium

## Enjoy your favorite music.

**GET 3 MONTHS FREE**

Monthly subscription fee applies after. Terms and conditions apply. Open only to users who haven't already tried Premium.



Whatever your taste in music, Premium has you covered. Play all your favorite tracks ad-free without interruptions, free for 3 months. Quick, before it goes.

**GET 3 MONTHS FREE**

Monthly subscription fee applies after. Terms and conditions apply. Open only to users who haven't already tried Premium. Offer ends June 30, 2020.



Get Spotify for: [iPhone](#) | [iPad](#) | [Android](#) | [Other](#)

 Spotify Premium

## 3 months free. Time's running out.

**GET 3 MONTHS FREE**

Monthly subscription fee applies after. Terms and conditions apply. Open only to users who haven't already tried Premium.



This is it – your last chance to get 3 whole months of Premium for free. Pick any track and play ad-free, download and listen offline, and get unlimited skips on any device. Tick tock.

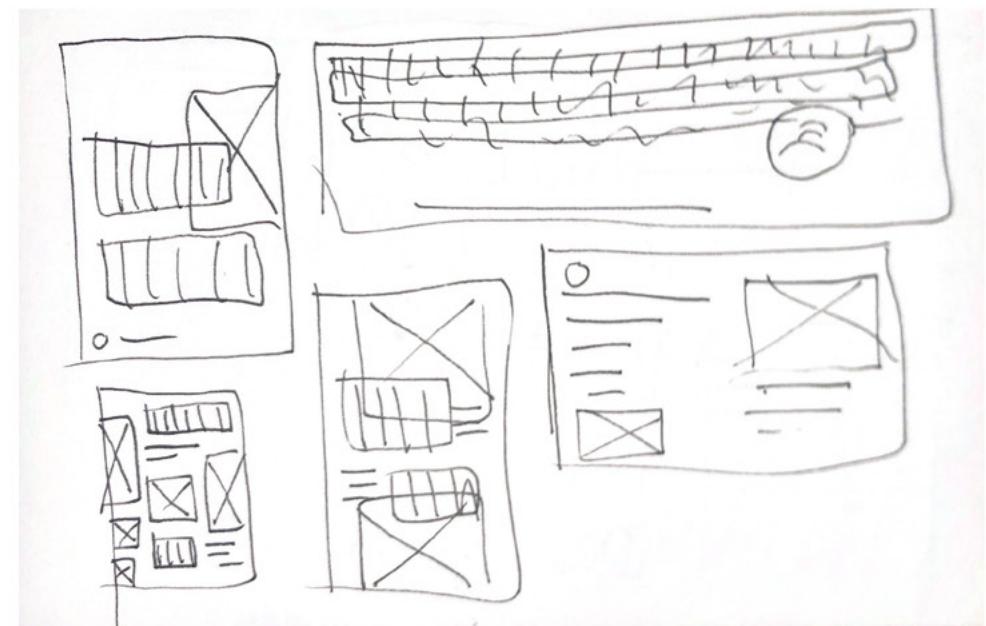
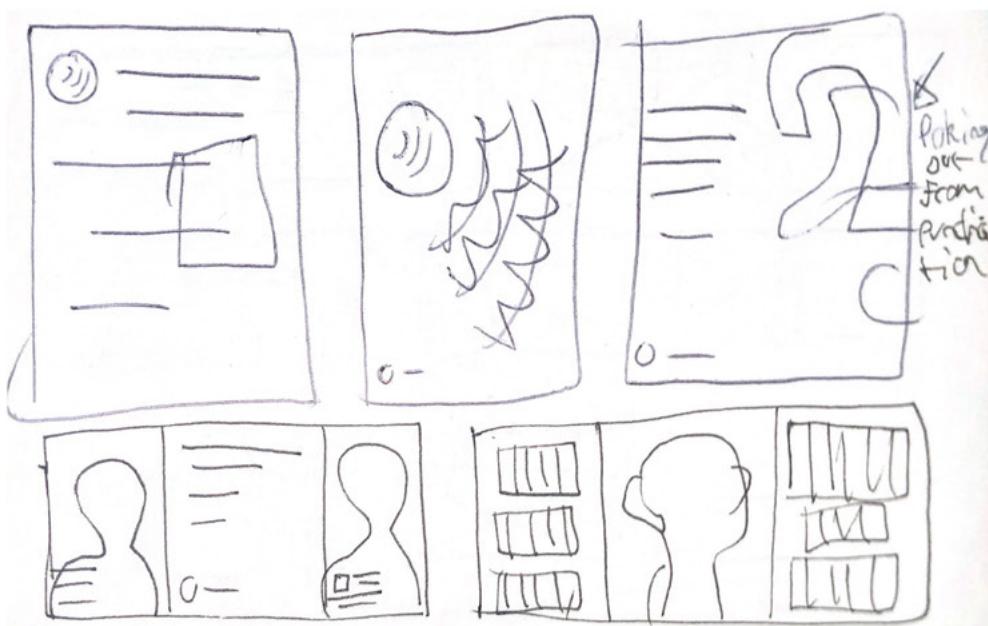
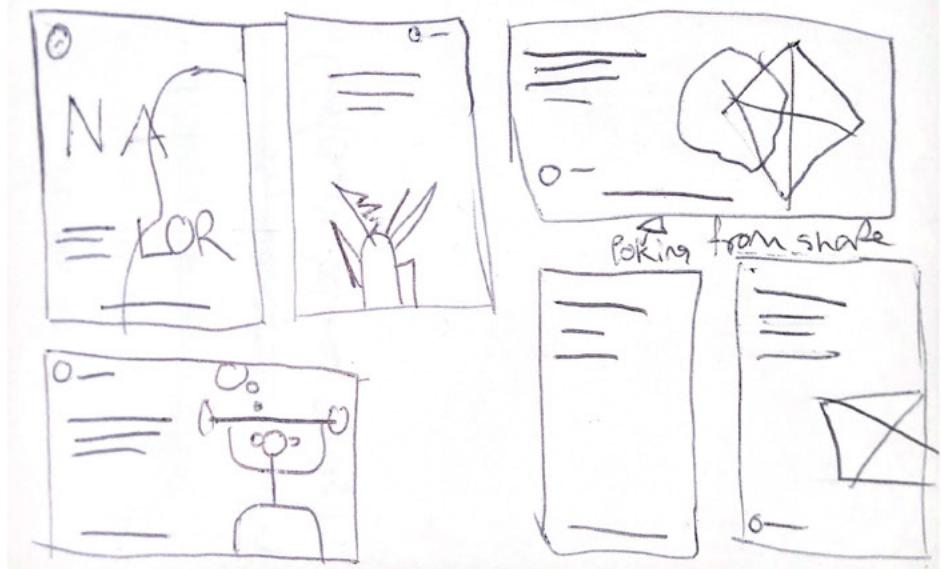
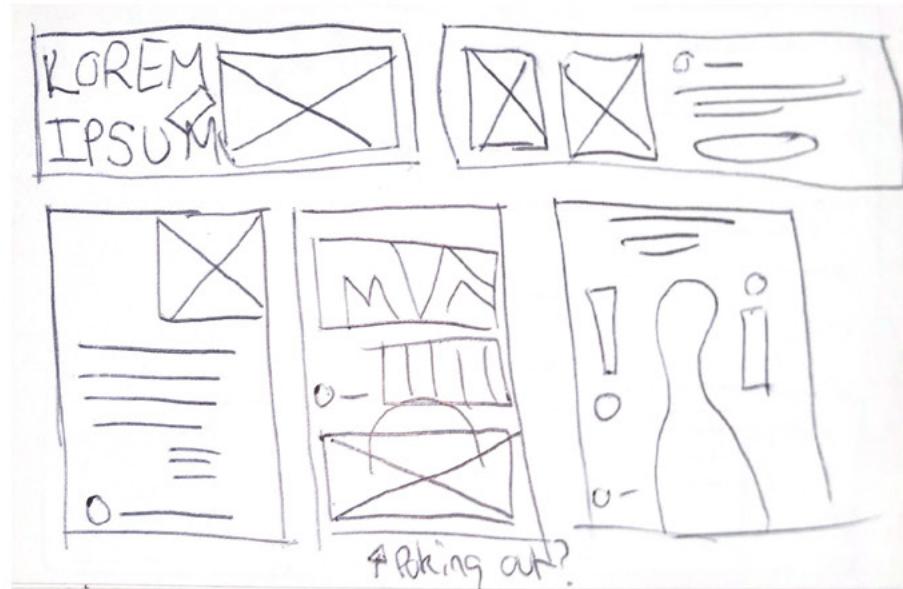
**GET 3 MONTHS FREE**

Monthly subscription fee applies after. Terms and conditions apply. Open only to users who haven't already tried Premium. Offer ends June 30, 2020.

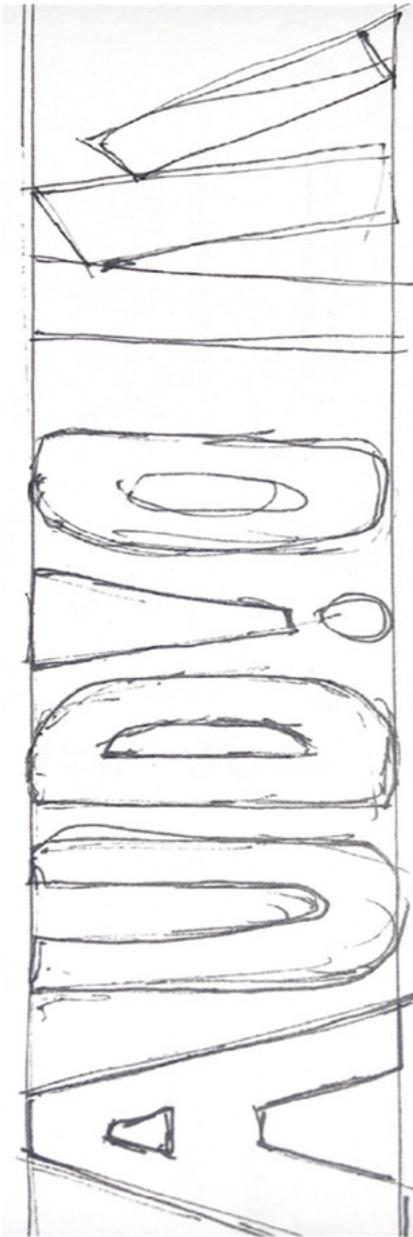


Get Spotify for: [iPhone](#) | [iPad](#) | [Android](#) | [Other](#)

## Sketches



## Sketches

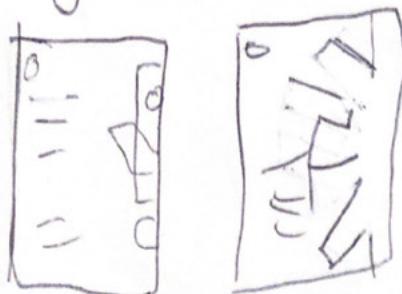


It's been 51 years,  
but you're finally ready for  
us.

[Fiske's reading machine (1920)]

- Fiske knew how important  
audiobooks were, do you?

- Use punctuation as  
negative space.



# AUD!O M

# AUD!O M

## AUD!O BOOKS

- Use book characters }  
+ genre } Imagery

- Zine with author info  
views.

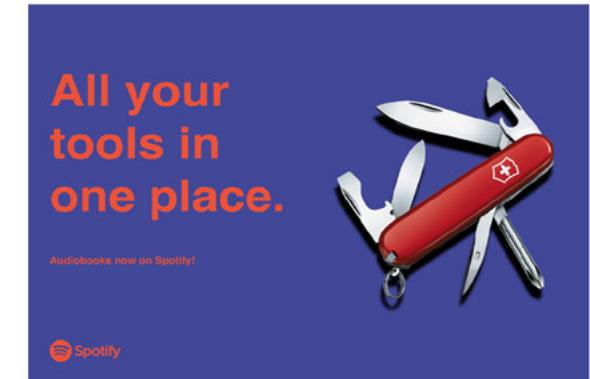
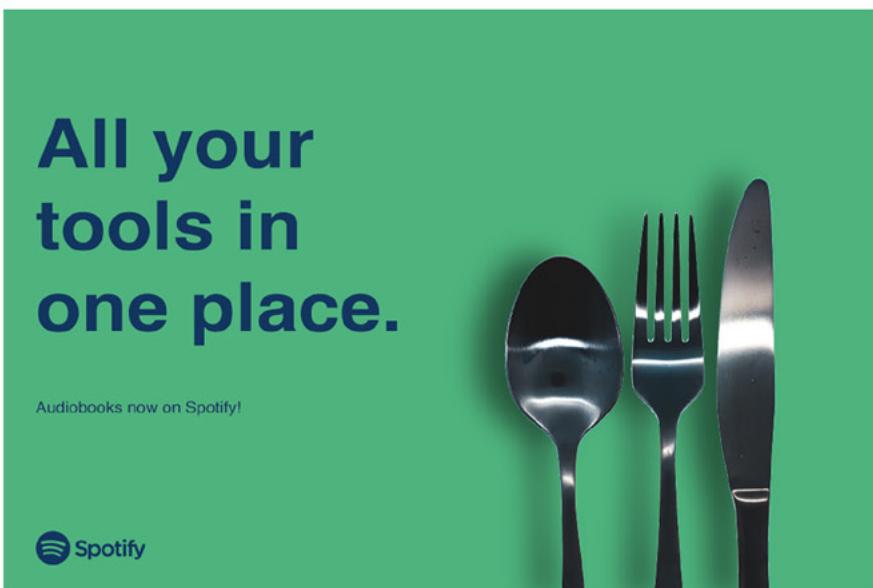
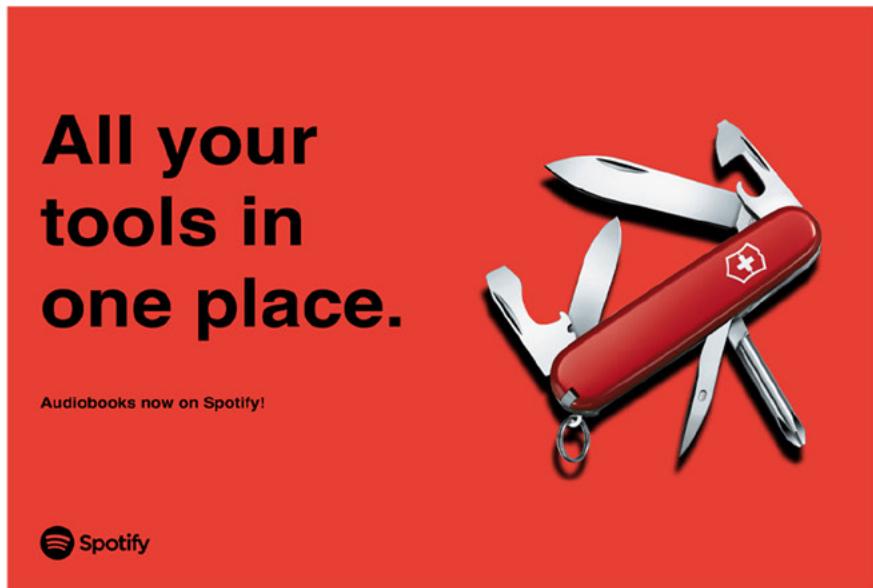
- Graffiti: Sherlock Holmes  
+ Shopify logo in Ally

- Book style ads → Swiss  
design



## Initial Digital Designs

Initial ideas. Highlighting the fact Spotify is the place with podcasts, Audio books and music.



**All your tools  
in one place.**



**AudioBooks\***

Now on Spotify



**Never read  
Fitzgerald?  
You Gatsby  
kidding me!**



Audiobooks now on spotify!



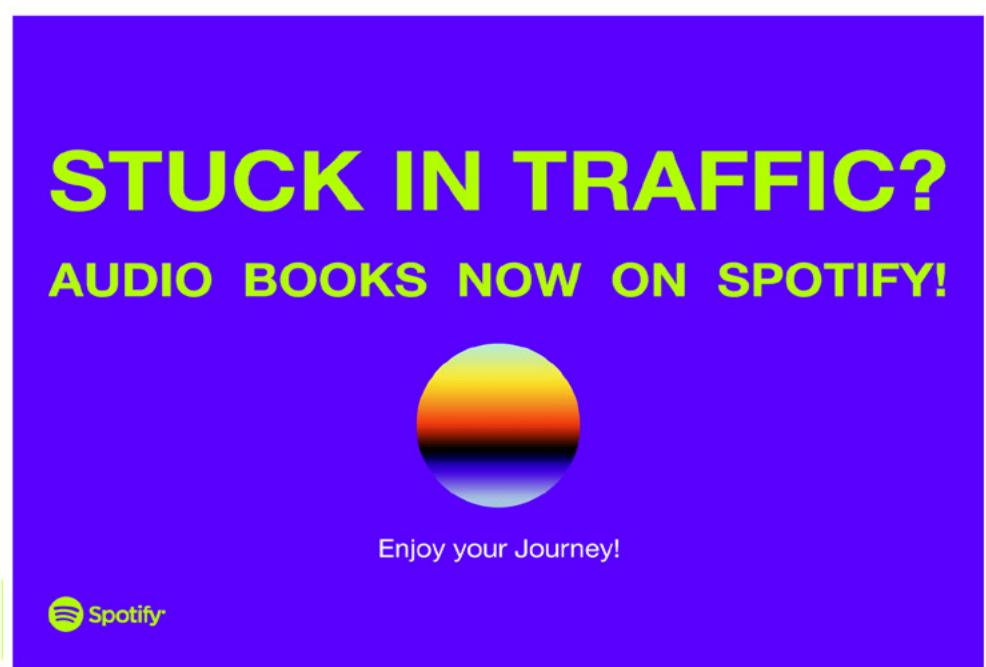
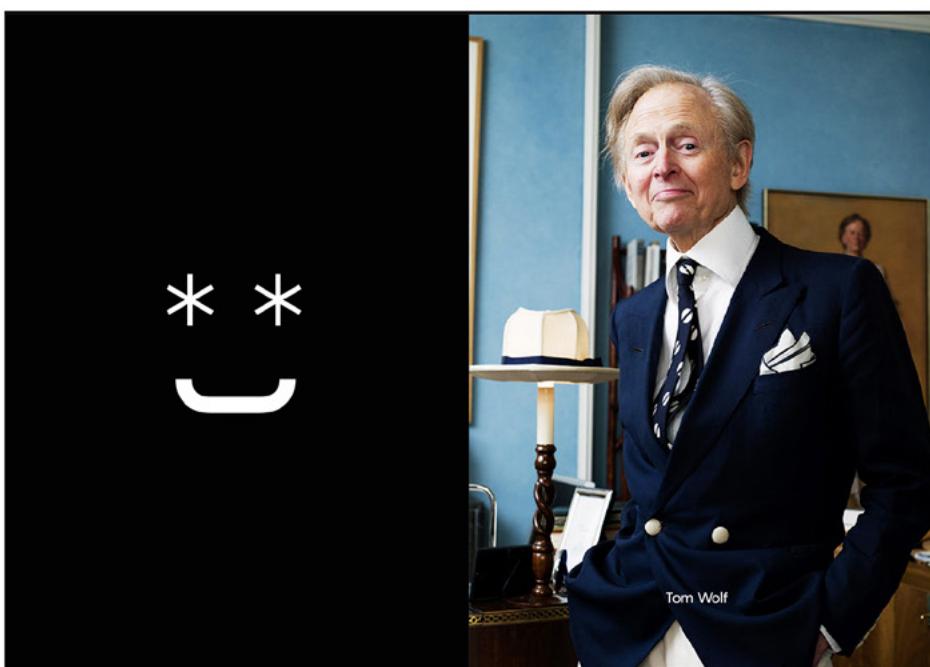
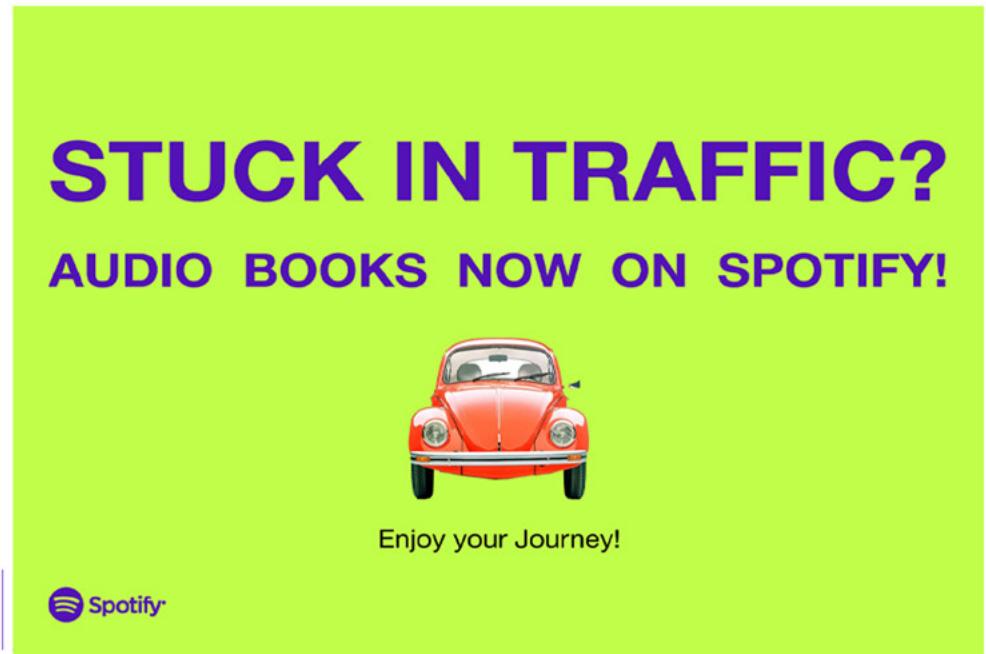
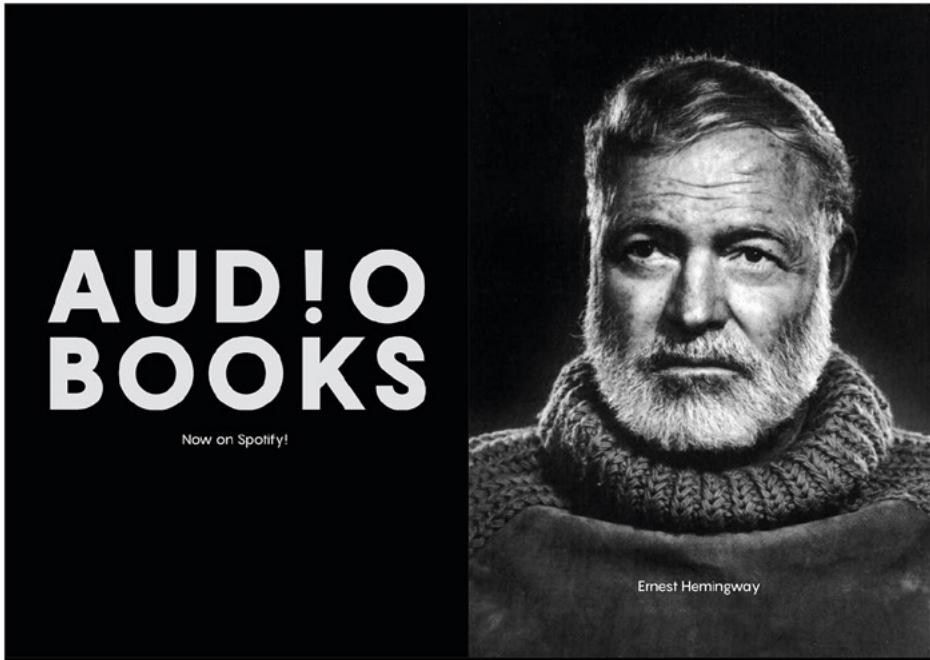
**Never read  
Fitzgerald?  
You Gatsby  
kidding me!**



Audiobooks now on spotify!



## Initial Digital Designs

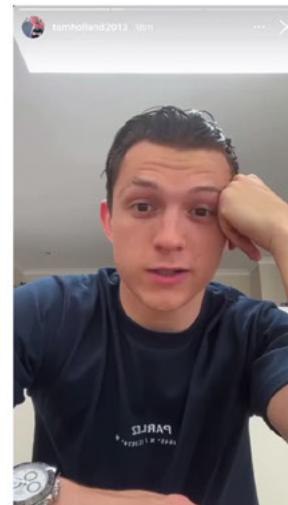


# Influencer marketing

One of the best ways to target a younger audience is via influencer marketing.

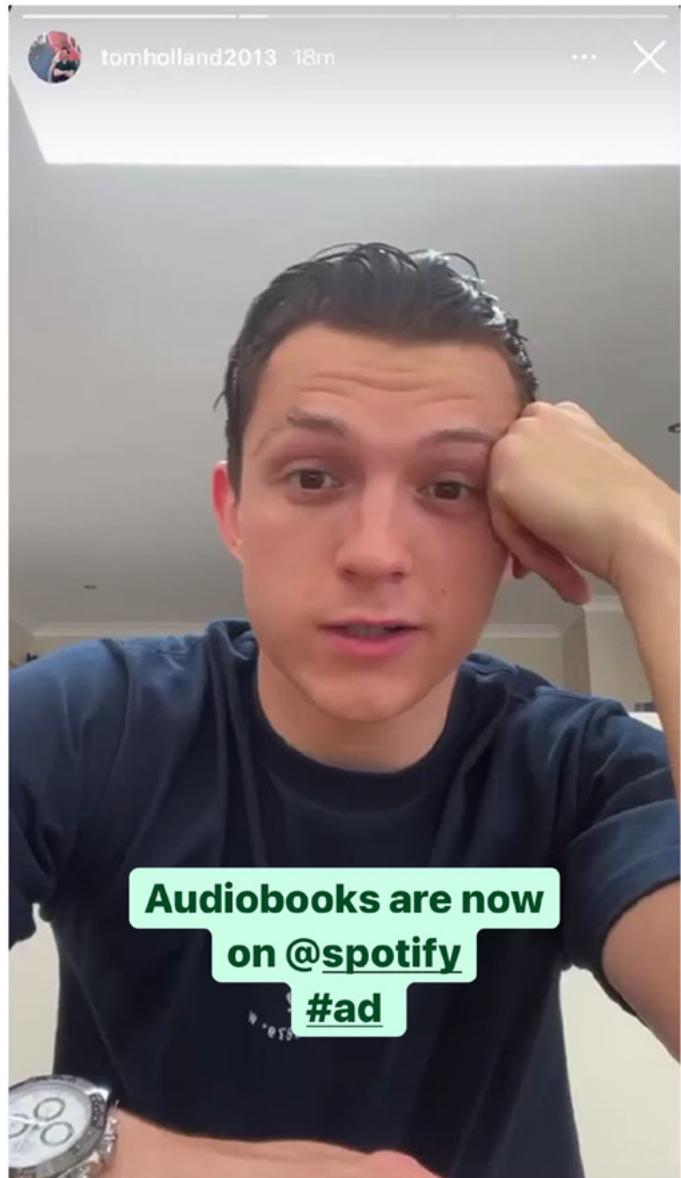
I've compiled some pictures of influencers i could use:

- Lando Norris (F1 Driver)
- Tom Holland (Actor)
- Anthony Joshua (Boxer)
- Chunkz (Youtuber)
- Wroteshaw ( Youtuber)
- Amber (Love Island)
- Amelia (Youtube)
- Louis Theroux (Film-maker)



Been working out listening to Audiobooks on Spotify #AD

## Influencer marketing



Tom Holland



Lando Norris



Chunkz

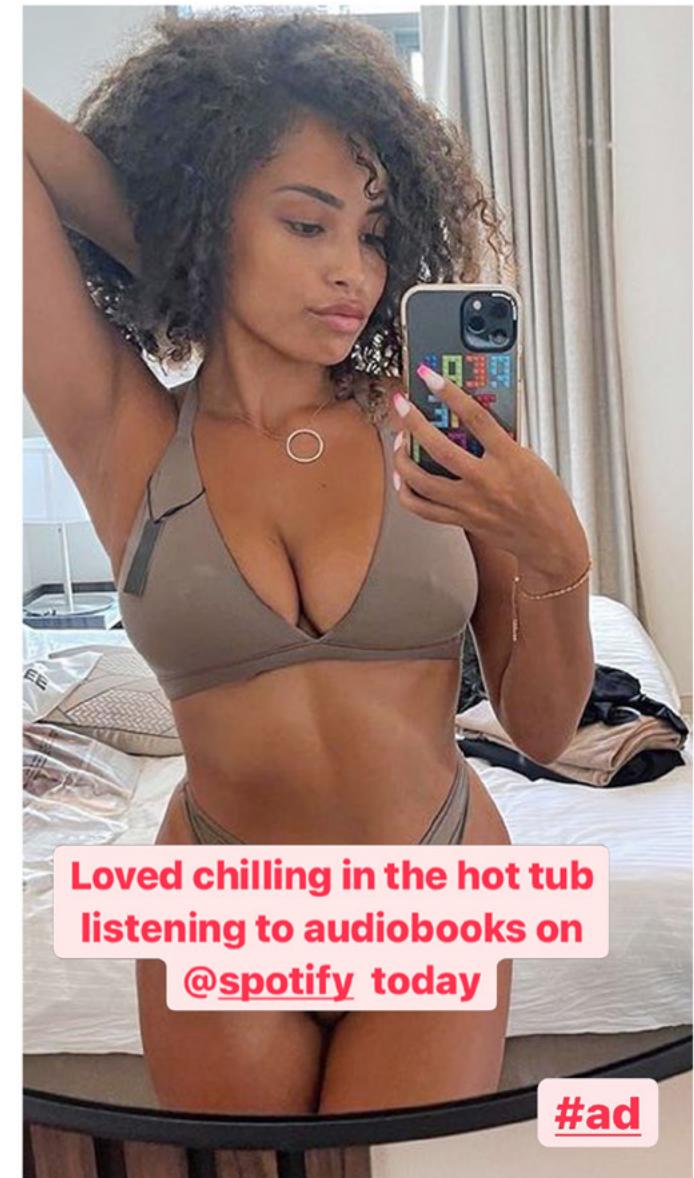
## Influencer marketing



Wroteshaw



Amelia Dimoldenberg



Amber Rose

#ad

## Influencer marketing



Louis Theroux

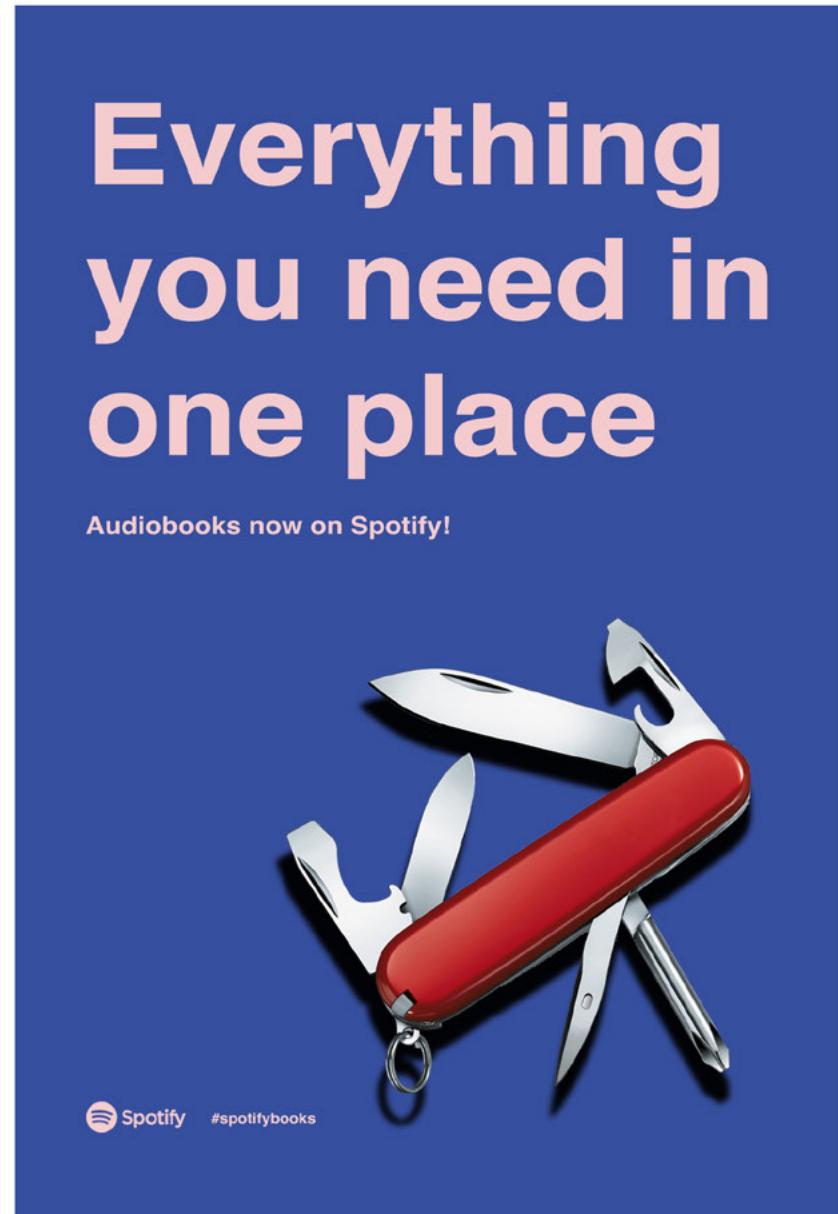
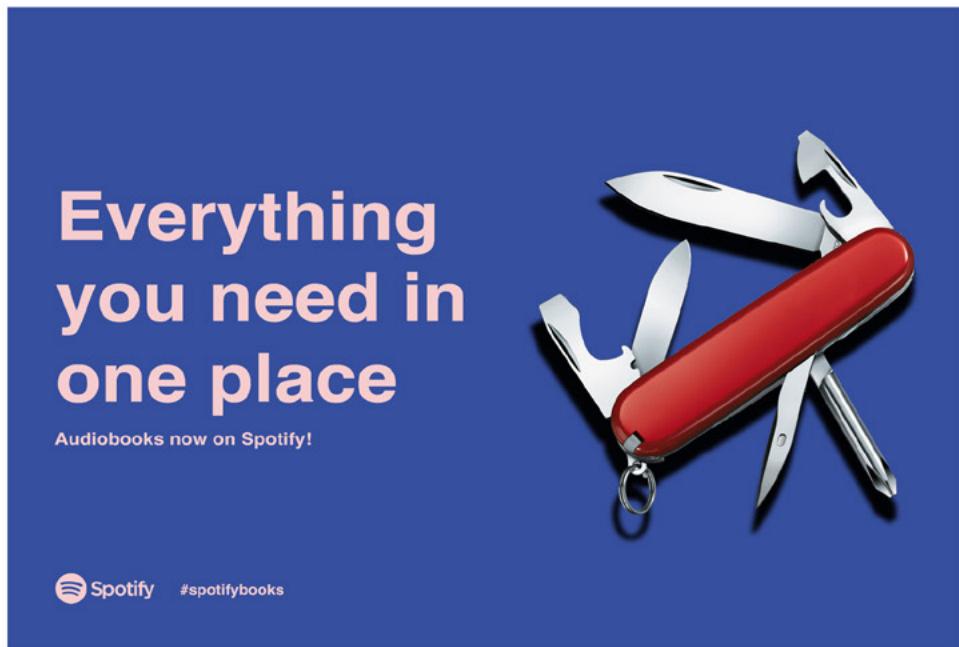
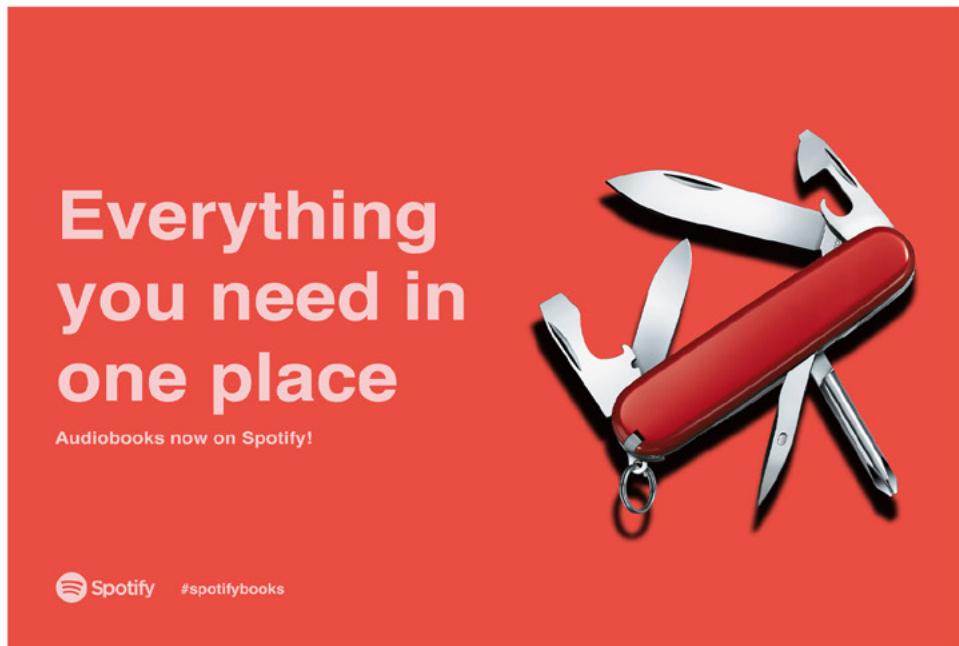


Anthony Joshua



Stephen Tries

Poster/Billboard



Poster/Billboard

**No need to  
fight for  
arm rests**

Audiobooks now on Spotify!



Spotify #spotifybooks

**Reading  
without the  
extra noise**

Audiobooks now on Spotify!



Spotify #spotifybooks

**No need to  
fight for  
arm rests**

Audiobooks now on Spotify!



Spotify #spotifybooks

**Reading  
without the  
extra noise**

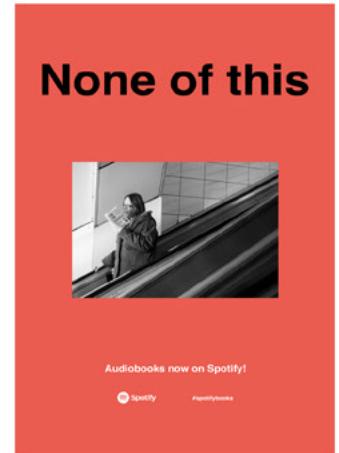
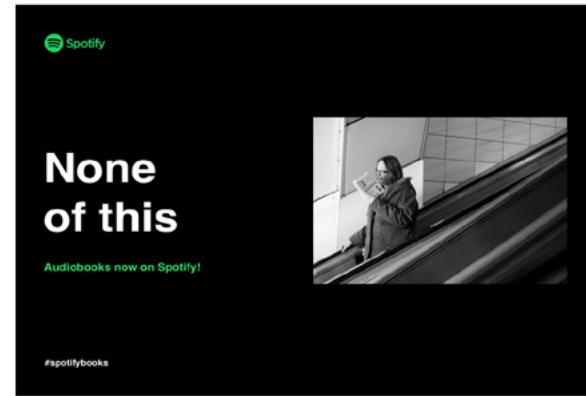
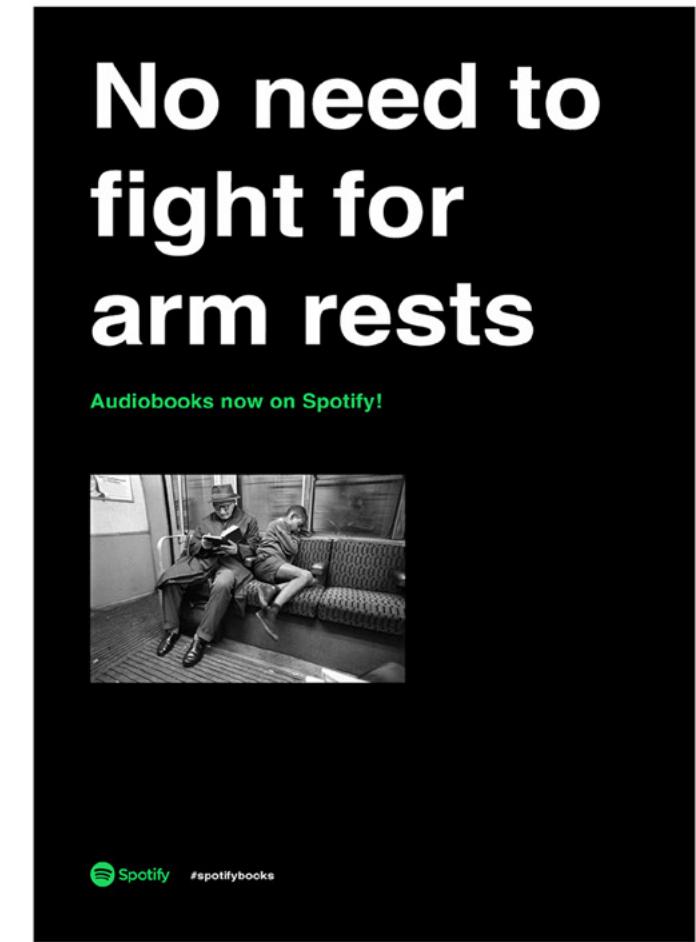
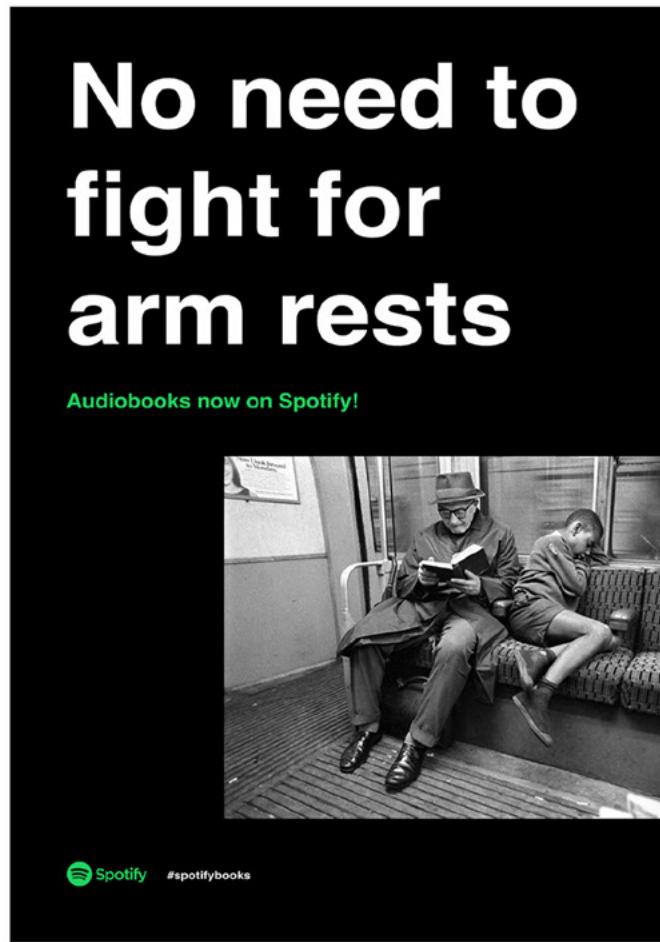
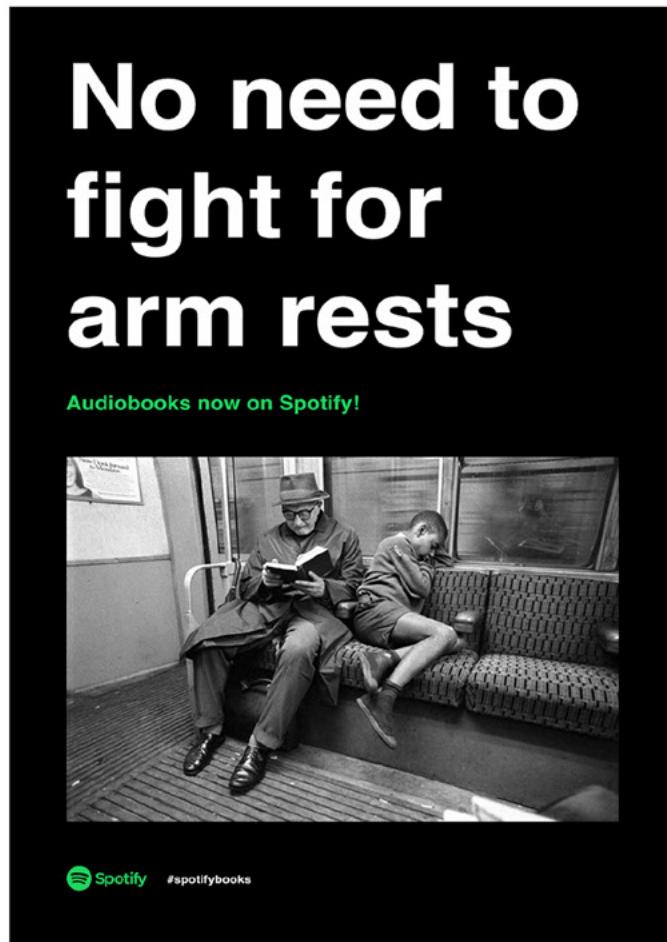
Audiobooks now on Spotify!



#spotifybooks

## Poster/Billboard

Looking at using more black and white?  
Classy, simpler, more of an announcement, simple message, simple stylish way.



# AUDIOBOOKS

No more  
need to  
fight for  
arm rests

Audiobooks now on Spotify!



Spotify #spotifybooks

# AUDIOBOOKS

No more  
need to  
fight for  
arm rests

Audiobooks now on Spotify!



Spotify #spotifybooks



# Audio Books

No need to  
fight for  
arm rests.

Audiobooks now on Spotify!



Spotify #spotifybooks

Experimenting with  
Layout

# Audio Books



No need  
for this.

*Audiobooks now on Spotify!*

Spotify #spotifybooks

# Audio Books



No need to  
fight for  
arm rests.

*Audiobooks now on Spotify!*

Spotify #spotifybooks

# Audio Books



No need to  
fight for  
arm rests.

*Audiobooks now on Spotify!*

Spotify #spotifybooks

# Audio Books



No need to  
fight for  
arm rests.

*Audiobooks now on Spotify!*

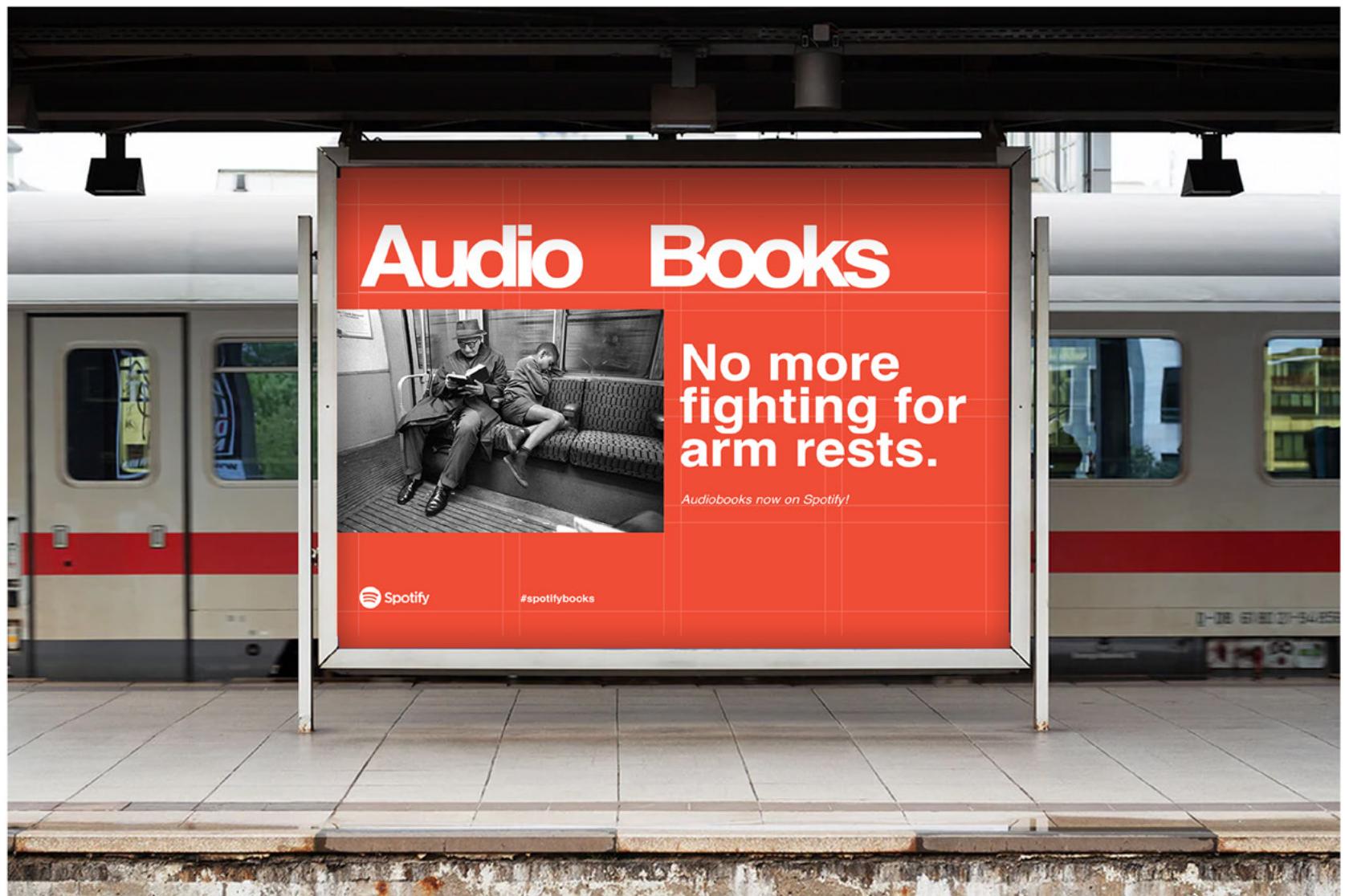
Spotify #spotifybooks

Black version

Increasing gap between title and underline.

## Mockup train station

Mockup at train station,  
people who commute are a  
big audience for audiobooks  
and a lot of millenials will see  
it here.



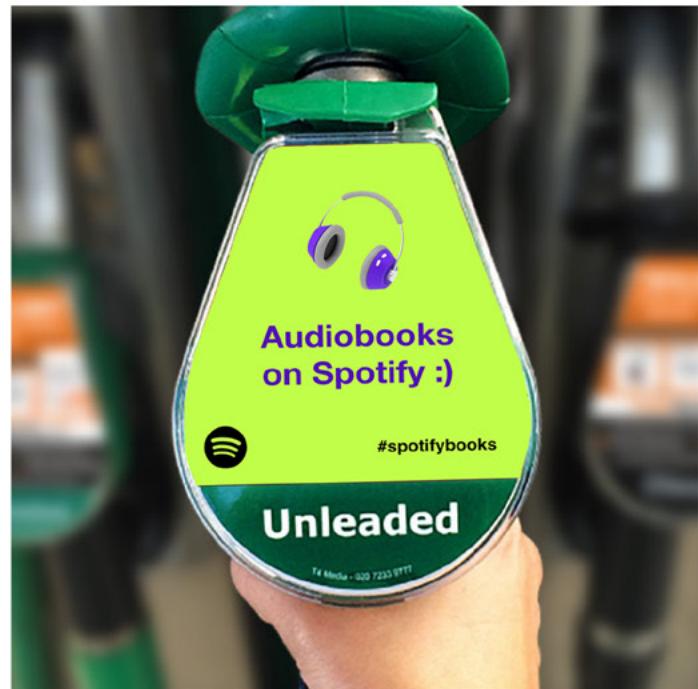
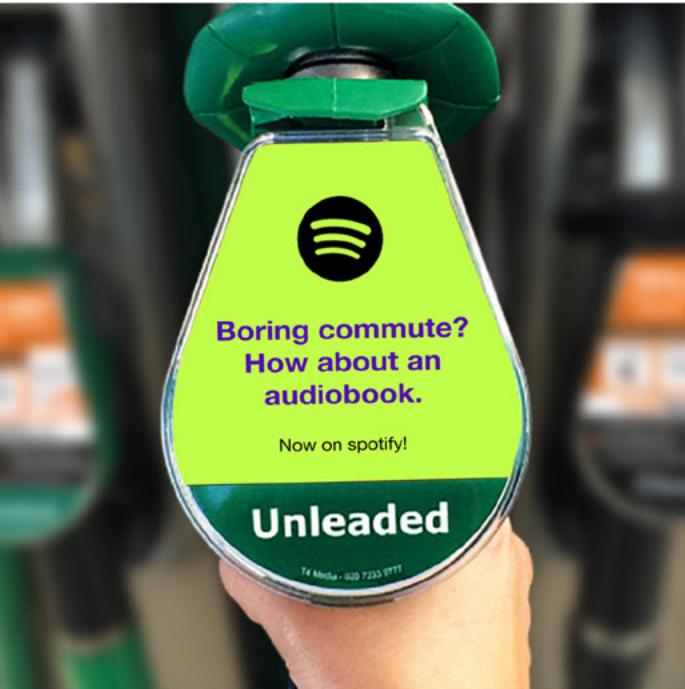
Mockup train station



## Petrol pump ads

I think a good way to communicate with an audience interested in audiobooks would be to advertise on pumps.

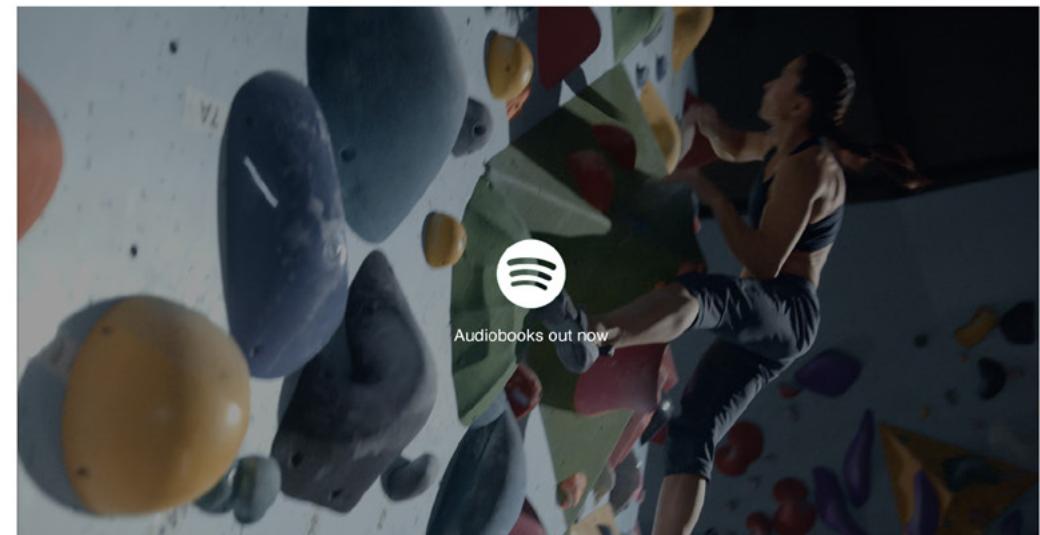
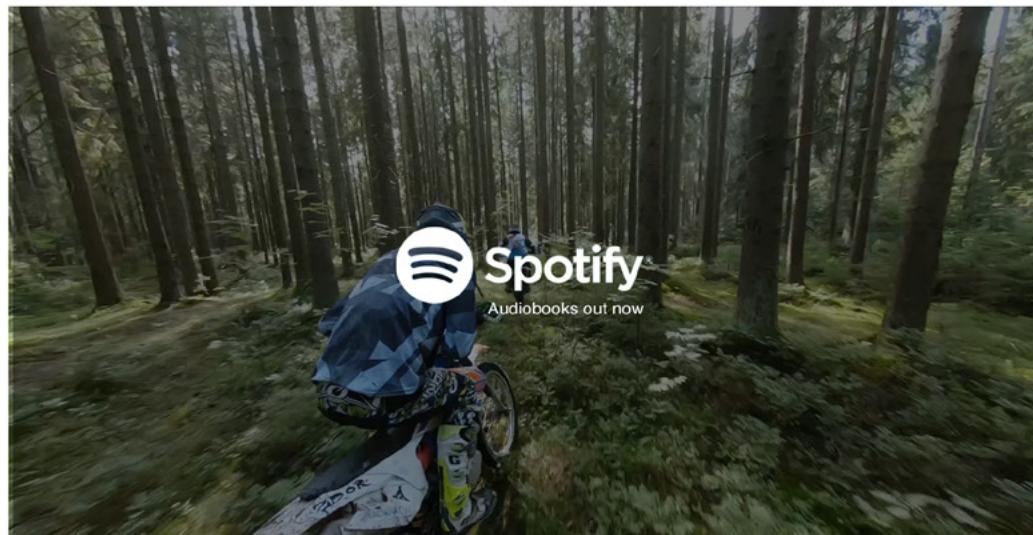
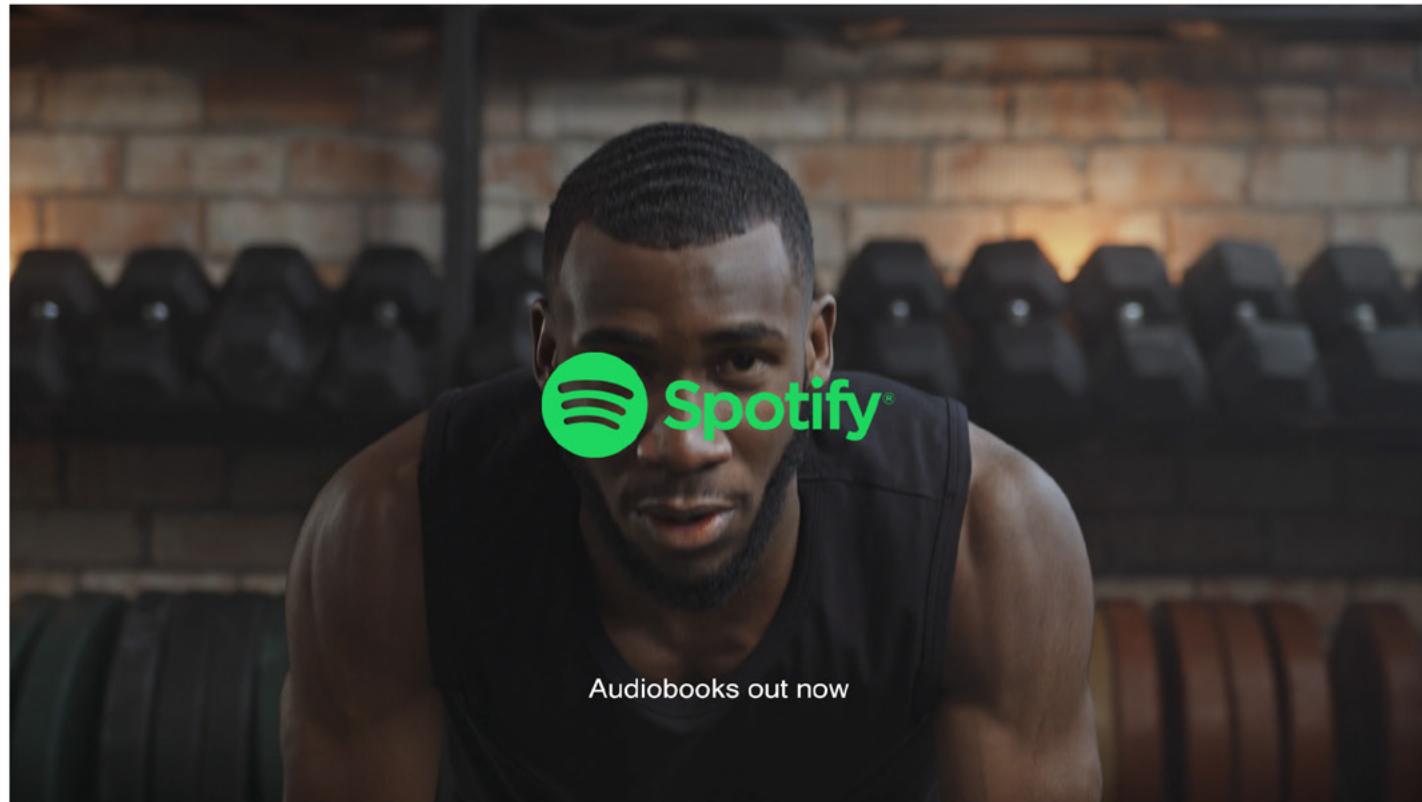
A lot of people listen on their commutes to work etc. and this would be an easy way to get their attention, could even look at electric vehicle alternatives.



## TV ad idea

I want to advertise on TV, the video ad could also be used for social media.

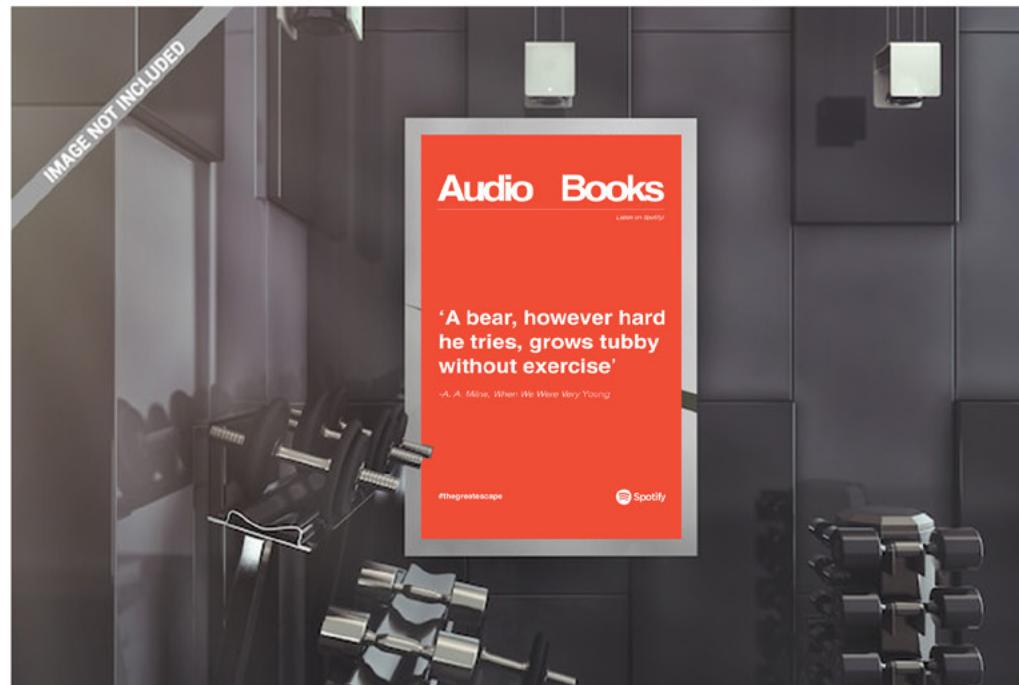
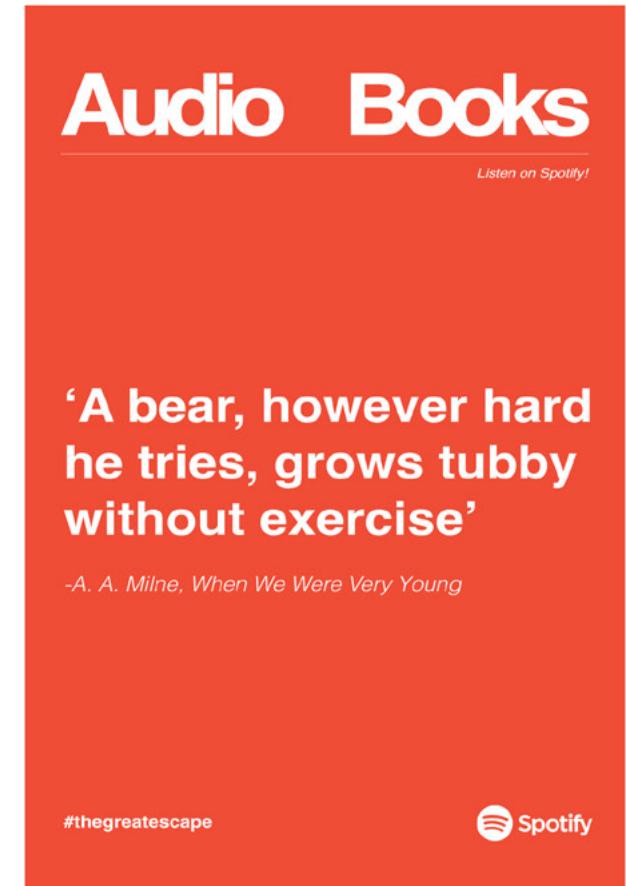
The idea I have is to show extreme sports and situations where people would traditionally listen to music, with an audio book reading overlaid. This creates a juxtaposition and demonstrates how audio books can be used, with a touch of comedy.



## Quote posters

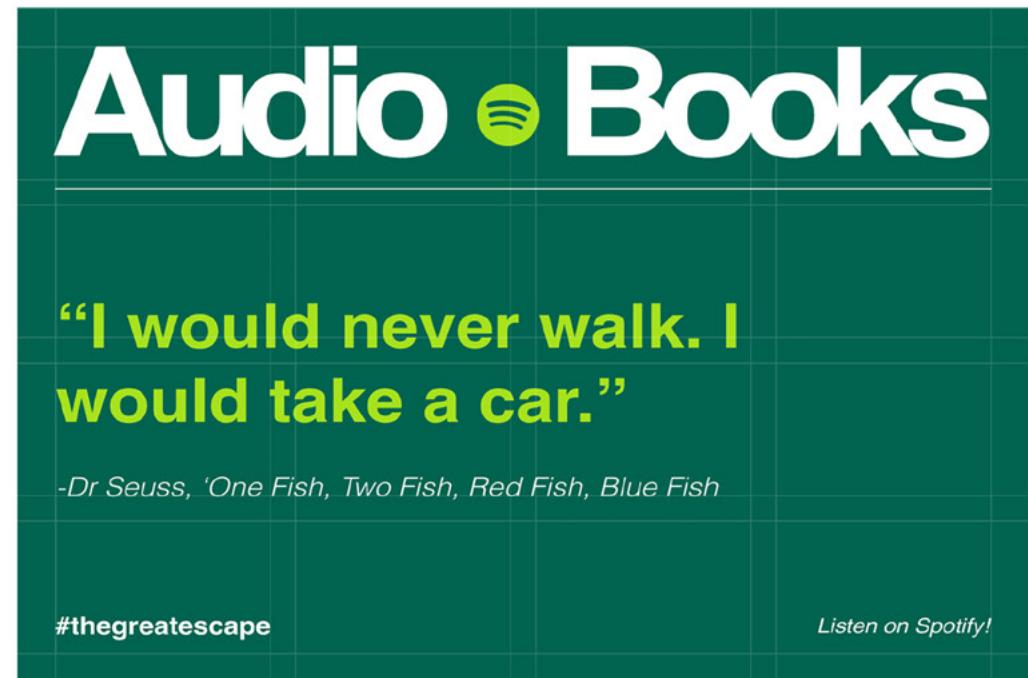
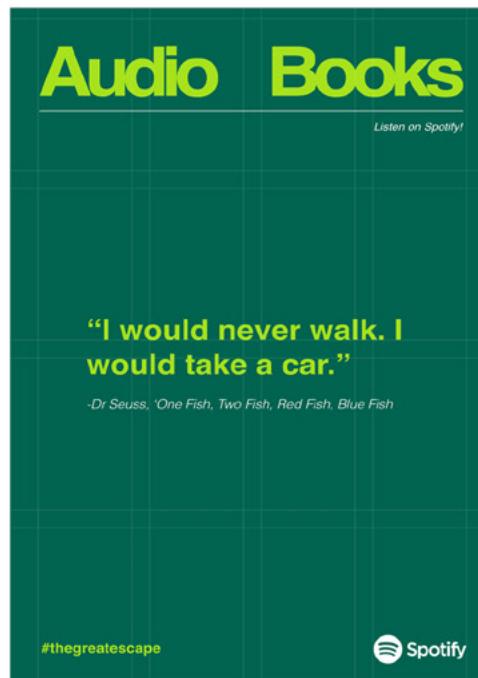
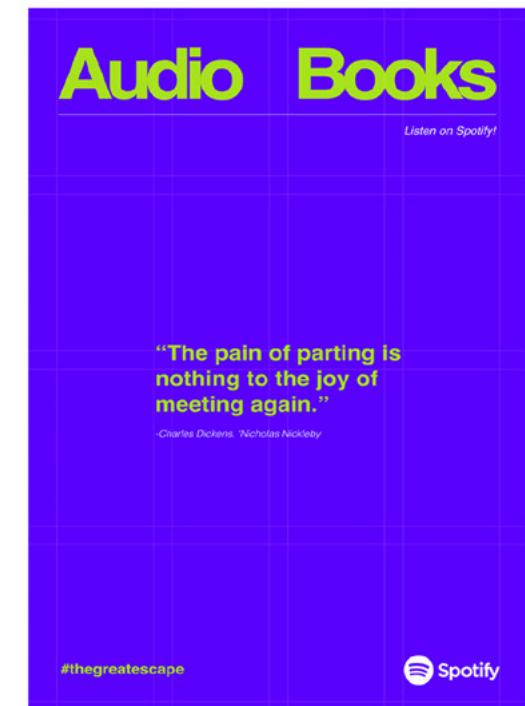
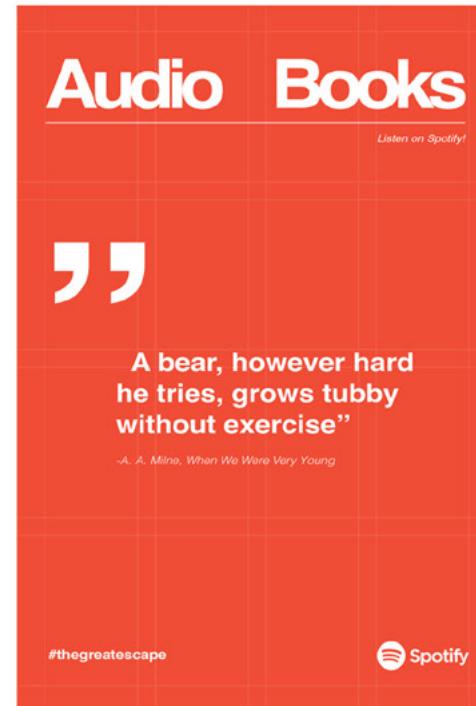
Playing with quotes that can be used in a different context. For example 'this quote could be displayed in a gym.

I think focusing on type could be a more effective way to approach this campaign.



## Quote posters

Train Stations  
Libraries  
Gyms  
Football grounds  
Motorways  
Coffee shops  
Universities  
Cinemas  
Garages  
Shopping centres

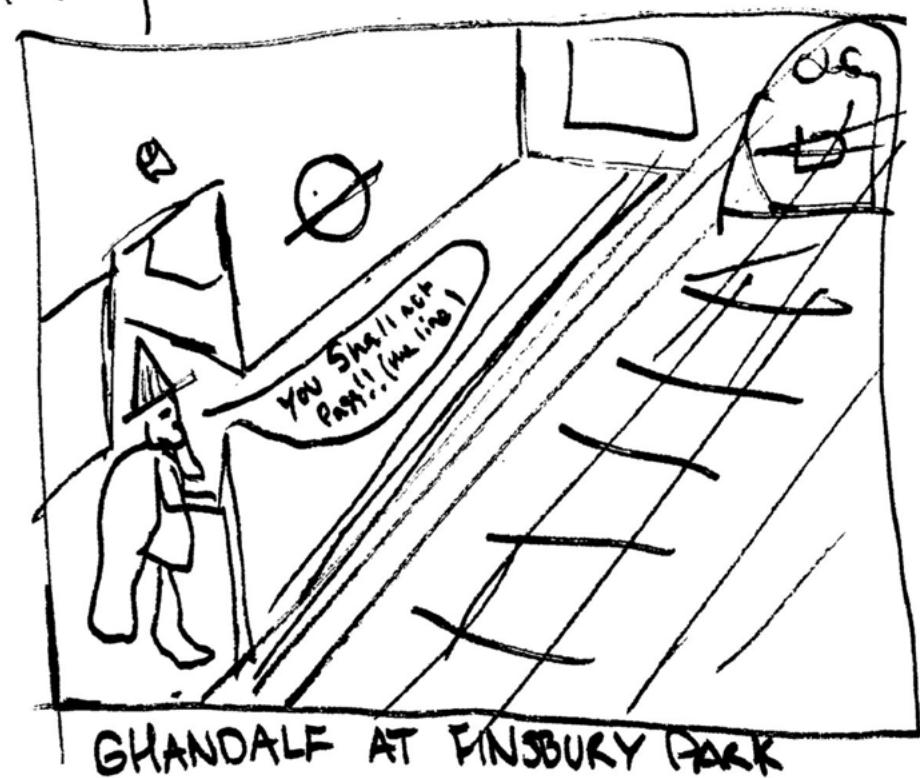


## Quote posters

I want to bring the experience of reading a book to the consumer, and make them feel that escapism they would feel from listening to audio books on spotify.

These are sketches of different book characters appearing in seemingly boring locations like Tesco.

This would contribute to viral marketing, get people talking and give them an escape from their everyday lives. It fits in with Spotify's youthful and fun brand identity.



## Quote posters

Train Stations

Libraries

Gyms

Football grounds

Motorways

Coffee shops

Universities

Cinemas

Garages

Shopping centres



Gym



Airport



Motorway



Train stations

## Drawings

Did some watercolor drawings of famous book characters. I'm not the best at drawing but thought I'd do some experimentation without using digital tools. I don't think i'll use these in any of the final outcomes but it could be an idea. I'd like to do more analog experiments.



# OOH marketing visualizations

I previously mentioned wanting to do more physical work so I thought I would do some collaging with paper cut outs to visualize my OOH marketing.

This idea would be rolled out at the same time all the other marketing material is. It aims to create immersion and magical feeling people get from reading a book. The feeling of entering a new world.

Book characters will seemingly pop up in everyday mundane locations. This idea doesn't only have to be OOH, it could be captured on video and posted to Spotify's social media etc.



Sherlock Holmes

# OOH marketing visualizations



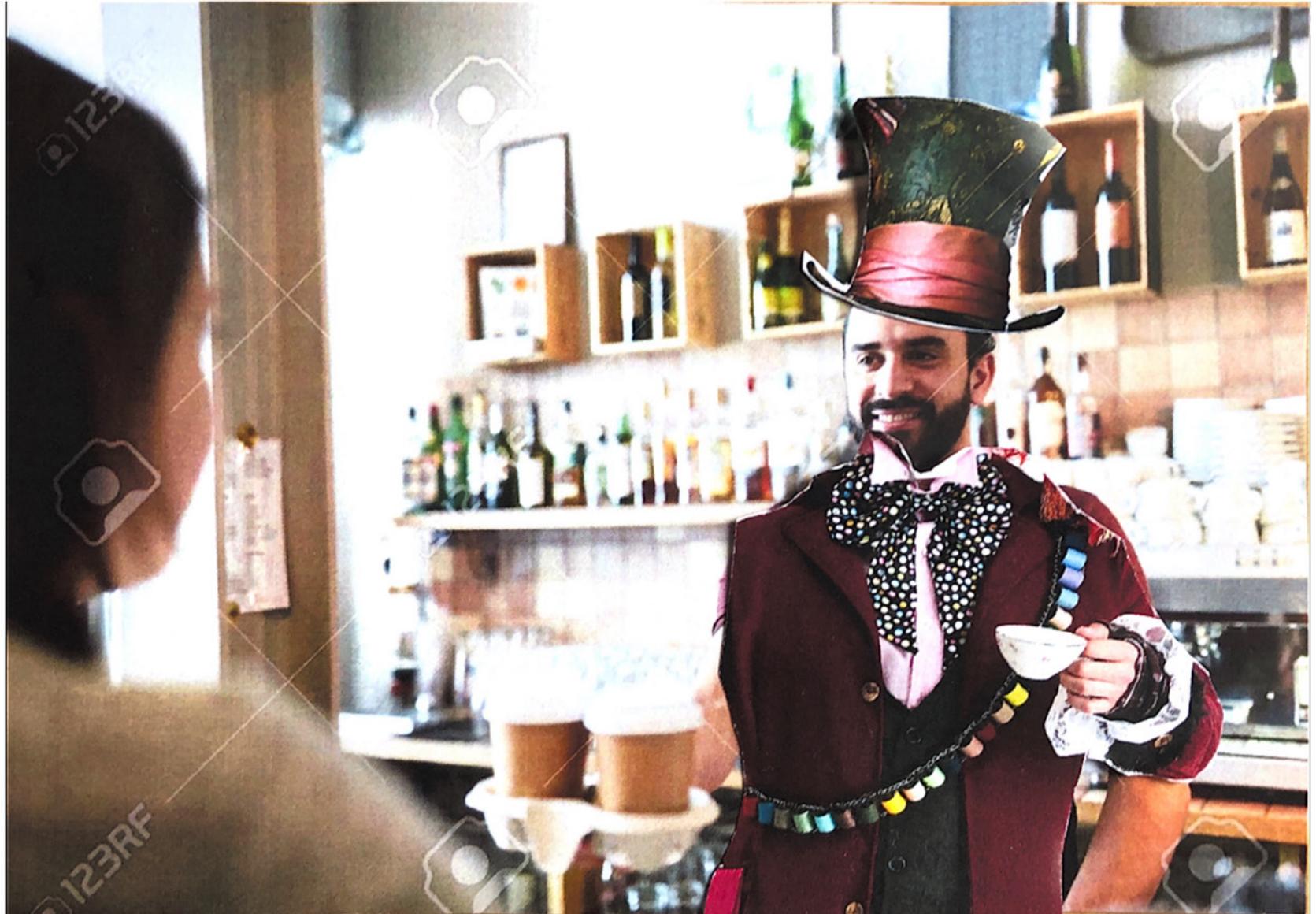
Jon Snow

## OOH marketing visualizations



Great Gatsby

## OOH marketing visualizations



Mad Hatter

## OOH marketing visualizations



Gandalf

# Spotify UI

From the start of this project I knew one of the most important aspects of getting audio books to Spotify's audience was how it was integrated within the apps.

It would have to be integrated seamlessly with everything else so that it's easy to access but doesn't get in the way + allows users to keep track of their reading.

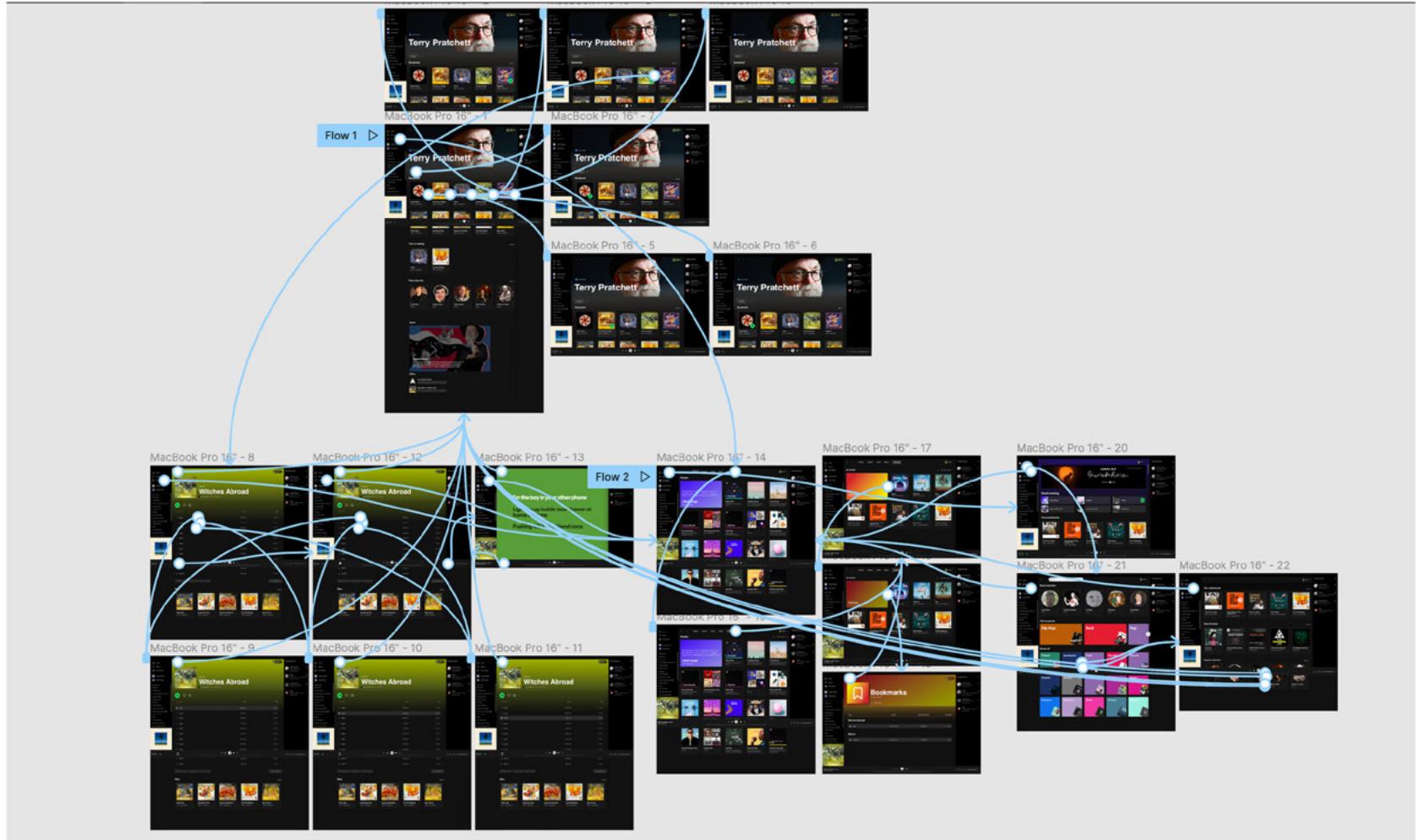
I want to mock-up on Figma how I would integrate audio books onto the app. I think a big challenge will be how to let users keep track of their reading. With a song you tend to listen to it in one sitting, with a book users will listen to a bit, then some music, then expect to be able to listen again where they left off.



# Figma

I used figma, photoshop and illustrator to mock the app up.

This is my Figma workings.



# UI mockups

Users can click the bookmark button on the bottom tab, When they do this their progress is saved to their bookmark section which can be accessed via 'your library'. (top 2 pictures).

I've also mocked up how audio books would look when on the homepage etc.

My main aim was to integrate them as naturally as possible.

The image displays four wireframe-style UI mockups for a digital media platform, likely Spotify, showing different sections of the application:

- Top Left Mockup:** Shows the "Bookshelf" section of the "Audiobooks" tab. It features a "Bookmarks" section with a yellow gradient background, followed by a grid of audiobook covers including "Misery" by Stephen King, "Lee Child Make Me", "Dune", "Who am I Again?" by Lenny Henry, "Little Women", and "The Fifth Elephant" by Terry Pratchett. A playback bar at the bottom shows "Witches Abroad - Part 1" by Terry Pratchett at 4:17.
- Top Right Mockup:** Shows the "Bookmarks" section of the "Your Library" tab. It has a yellow gradient background with a large white bookmark icon. Below it, a table lists audiobooks with columns for TITLE, AUTHOR, DATE BOOKMARKED, and TIME STAMP. Entries include "Witches Abroad" by Terry Pratchett (1/20/2022, 43:15) and "Misery" by Stephen King (1/10/2022, 15:54). A playback bar at the bottom shows "Witches Abroad - Part 1" by Terry Pratchett at 4:17.
- Bottom Left Mockup:** Shows the "Top audiobooks" section of the homepage. It displays a grid of audiobook covers including "The Gift of a Radio" by Justin Webb, "The Subtle Art of Not Giving a F\*ck" by Mark Manson, "Lenny Henry Who am I Again?", "Little Women" by Louisa May Alcott, and "The Fifth Elephant" by Terry Pratchett. A playback bar at the bottom shows "The Look" by Nostromo at 4:17.
- Bottom Right Mockup:** Shows a "Good evening" screen with a dark purple gradient background. It includes a "LIVE ON Spotify" section featuring James Bay's "Give me the Reason", a "Your audiobooks" section with a grid of audiobook covers, and a "Friend Activity" sidebar on the right showing friend profiles like "Ivyfile brainer", "Oliver", and "sofie". A playback bar at the bottom shows "The Look" by Nostromo at 4:17.

## UI mock-ups

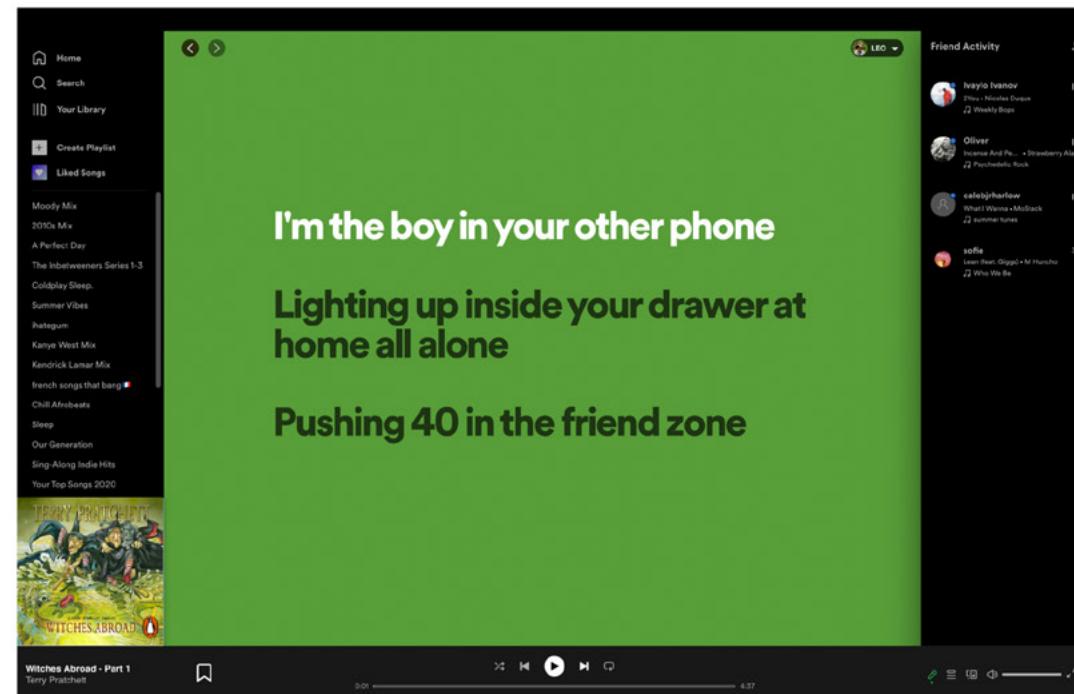
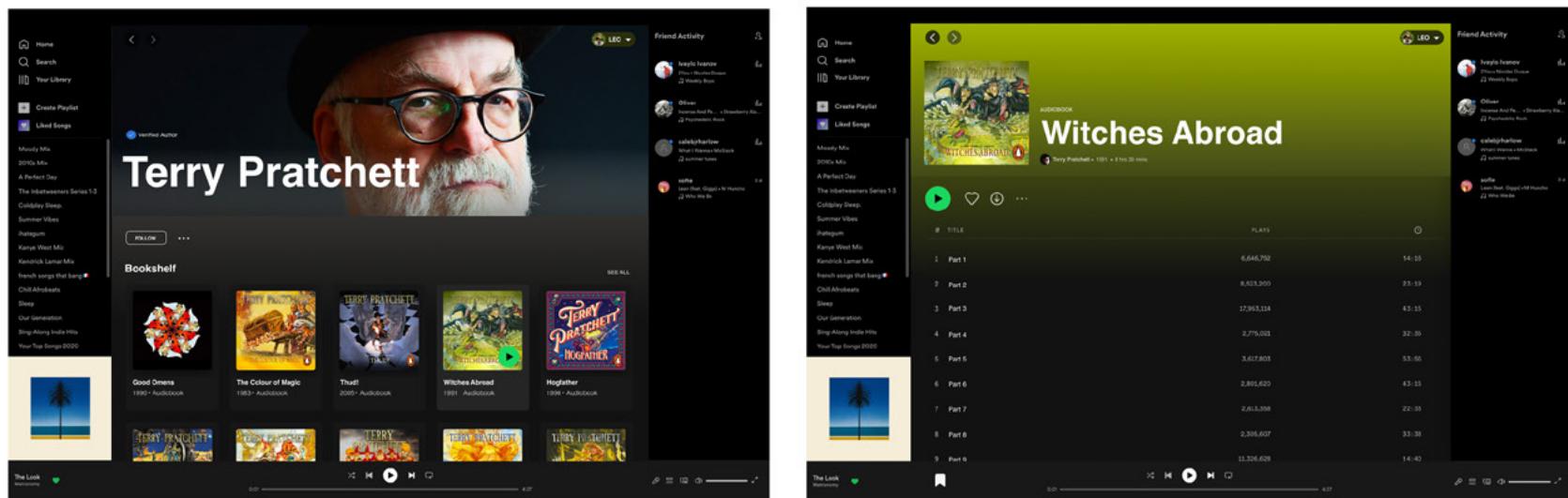
This demonstrates how authors pages would look . I like the idea of bookshelf. Authors can show off their books on their own bookshelf, and users can save books they want to read to their own bookshelf.

A bookshelf is a very personal and unique thing to each person so I thought it would be nice modernize it and include it in the app.

The top right shows the UI of an actual book, similar to an album it will just be separated by chapters. (bookmark symbol on the bottom left next to album cover).

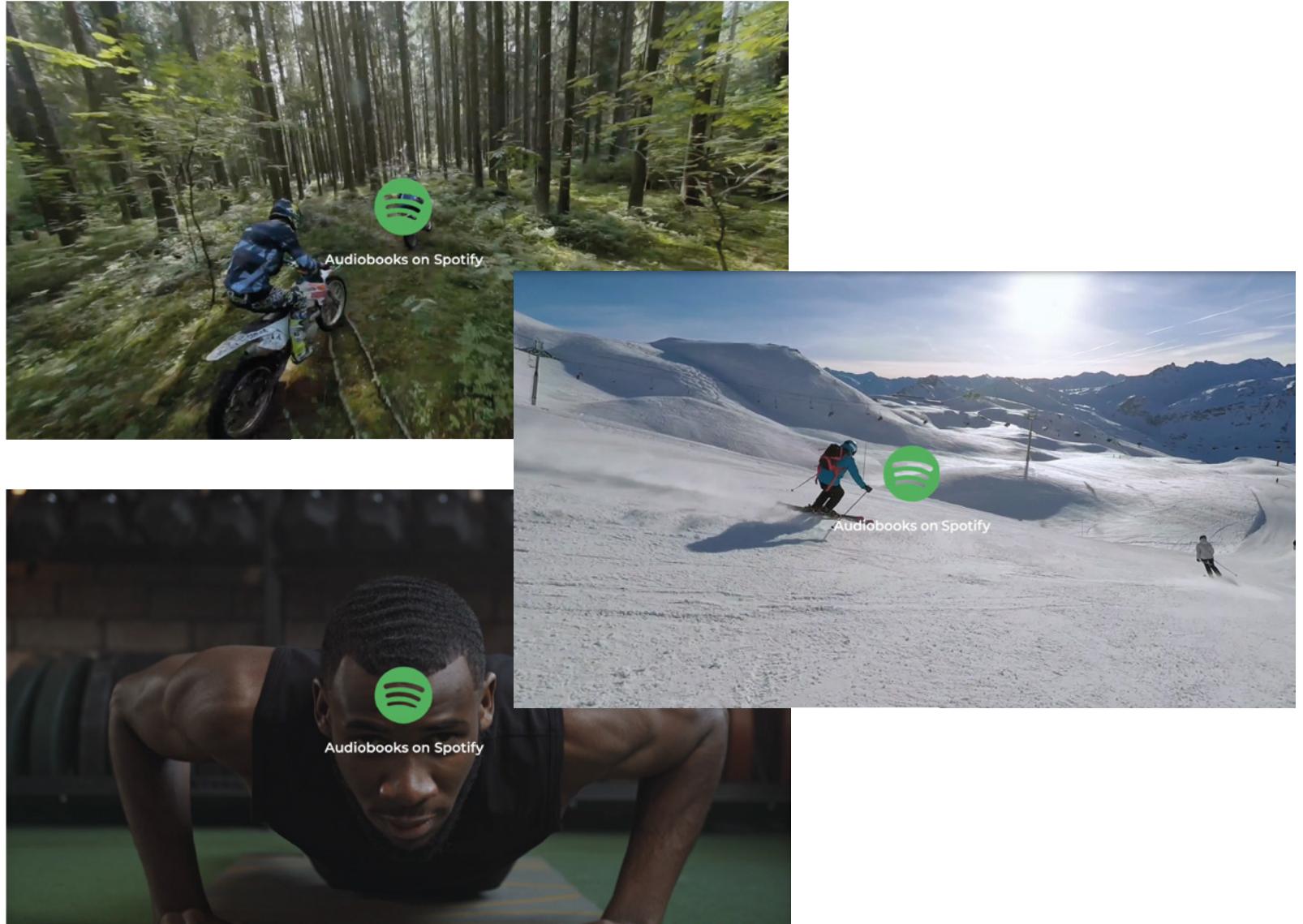
The bottom image shows a feature that would let you read along with the audio book while it plays. (this can be accessed by clicking the bottom right microphone button).

I'm going to video this to demonstrate it more clearly.



## Final Outcomes

Mocked up some TV adverts on Imovie. They show people doing extreme sports while listening to audiobooks instead of music. Then an overlay of the spotify logo pops up. If these adverts were to actually be made, I think it would be nice to have book characters doing the sport. Demonstrating how you can be transported into these worlds and become these characters, escaping from your real life.



## OOH Posters

I did these collages to visualise my OOH marketing, however I think they could work well as posters. I just added a subtle line, the logo and a #. I think it's enough and it lets the image do the talking. It comes off as fun and a bit satirical. But also references how books can take you to new world while you're doing everyday activities.



## Final Outcomes

OOH Posters  
Quote Posters  
TV Advert



A black and white grid background with a Spotify logo in the top left corner. The main text is a quote in white: "A bear, however hard he tries, grows tubby without exercise." Below the quote is the attribution "-A. A Milne, 'When we Were Young'". At the bottom right is the text "Listen on Spotify!"

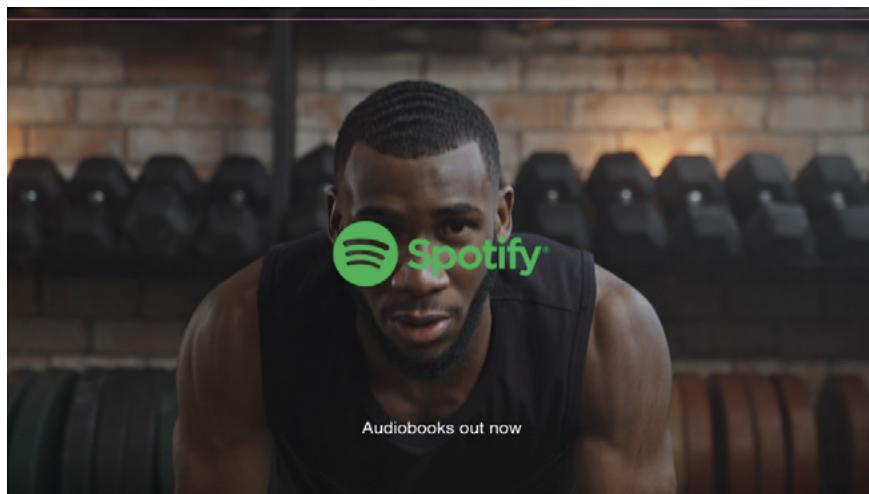
"A bear, however hard he tries, grows tubby without exercise."

-A. A Milne, 'When we Were Young'

#thegreatescape

Listen on Spotify!

Gym



A solid teal background with a Spotify logo in the top left corner. The main text is a quote in white: "I would never walk. I would take a car." Below the quote is the attribution "-Dr Seuss, 'One Fish, Two Fish, Red Fish, Blue Fish'". At the bottom right is the text "Listen on Spotify!"

"I would never walk. I would take a car."

-Dr Seuss, 'One Fish, Two Fish, Red Fish, Blue Fish'

#thegreatescape

Listen on Spotify!

## Final Outcomes

Social Media  
UI changes



Pre-season wouldn't  
be the same without  
@spotify's  
Audiobooks #ad

The Spotify Bookmarks interface. It shows two audiobook entries:

- Witches Abroad**: Part 1 by Terry Pratchett, bookmarked on 19/02/2022 at 40:15.
- Misery**: Chapter 4 by Stephen King, bookmarked on 17/04/2022 at 15:34.

The Spotify home screen. It features:

- A large image of James Bay performing with the text "Give me the reason".
- A "Good evening" section with cards for "Lived Songs", "Instagram", "Oliver", "BROCKHAMPTON", "Caroline Polachek", and "Moody Mix".
- A "Your audiobooks" section displaying several audiobook covers: "The Look" (Memory), "The Gift of a Radio" (Justin Townes Earle), "THE SUBTLE ART OF NOT GIVING A F\*CK" (Mark Manson), "Who am I Again?" (Lenny Henry), "Little Women" (Louisa May Alcott), and "The Fifth Elephant" (Keri Hulme).