

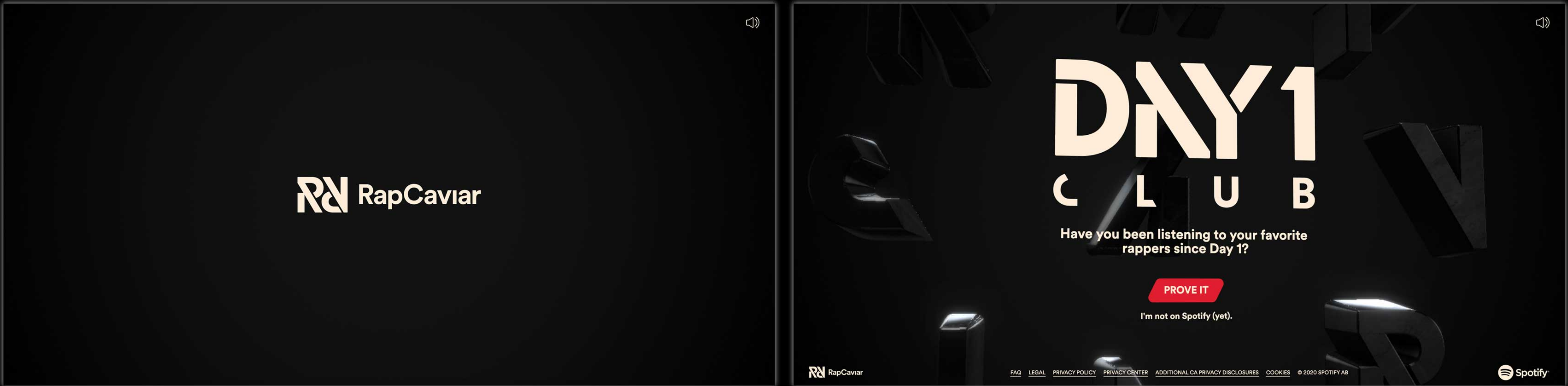
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Campaign Analysis



Today I'm going to be looking at Spotify's new campaign for the 'RapCaviar Day 1 Club'

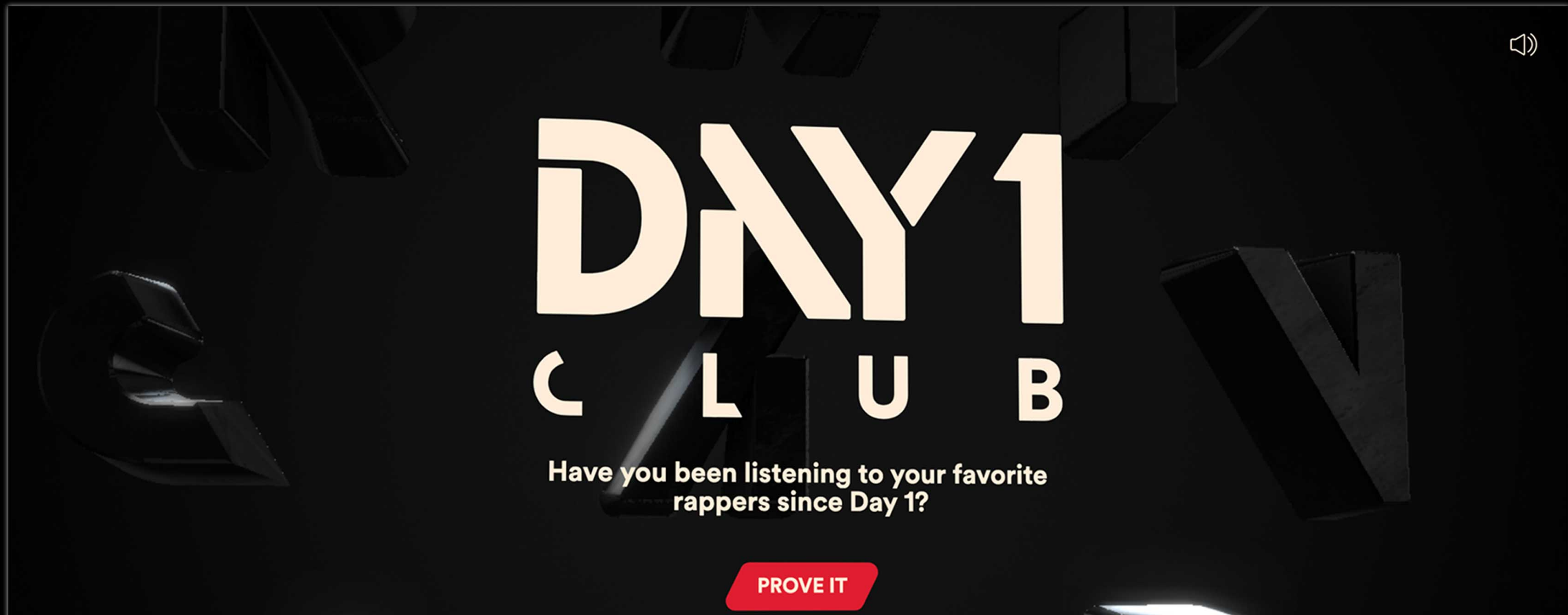
Beginning from an identity perspective — the logo for this campaign is a clear extension of the broader playlists existing identity, as shown when a user first enters the website.





There are a number of pieces of effective design work at play here. Firstly, the way in which the screen interacts with the cursor gives instant sensory feedback which immediately sparks a sense of immersion — making it unlikely for any user to not move forward with the game.

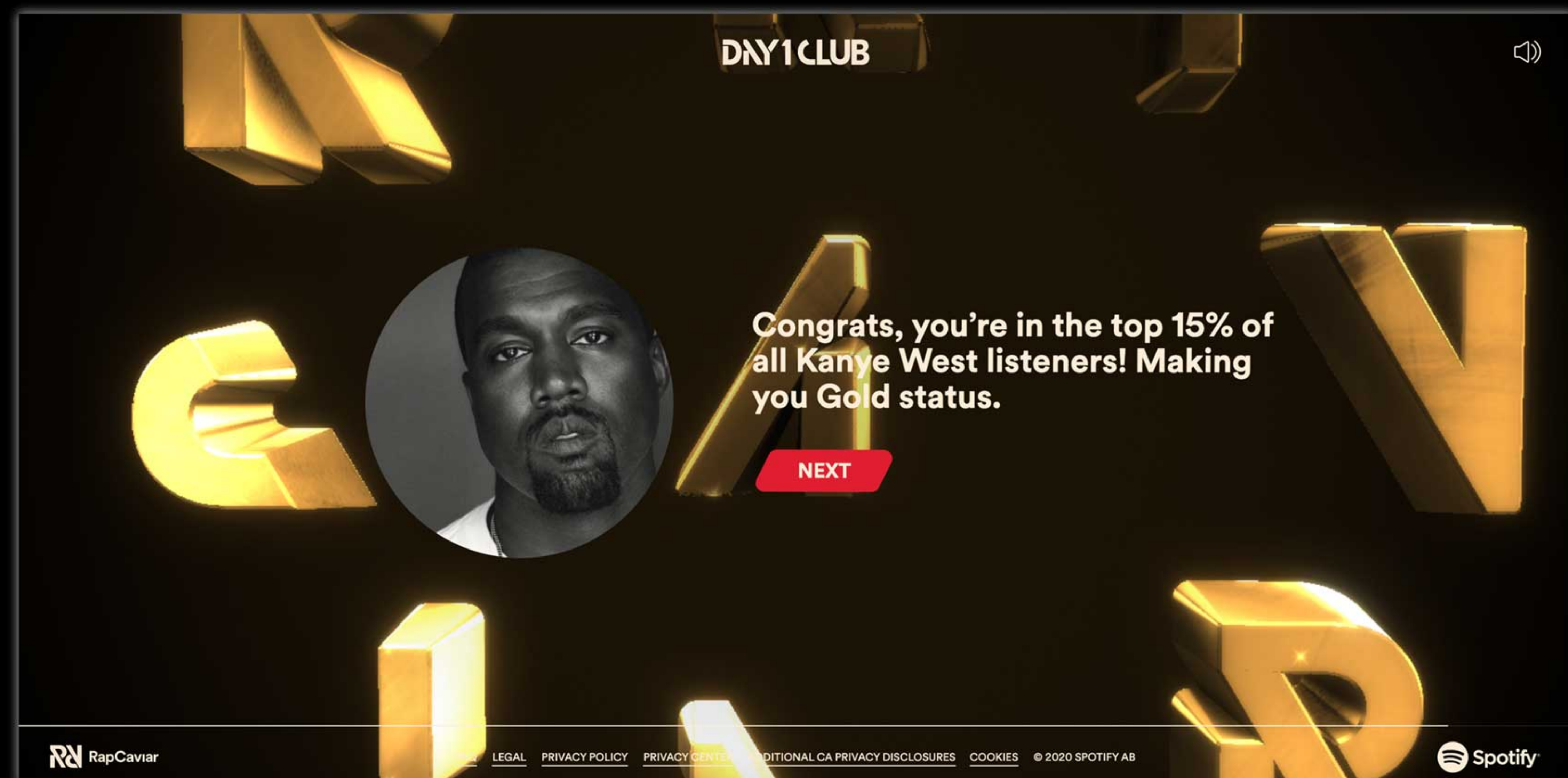
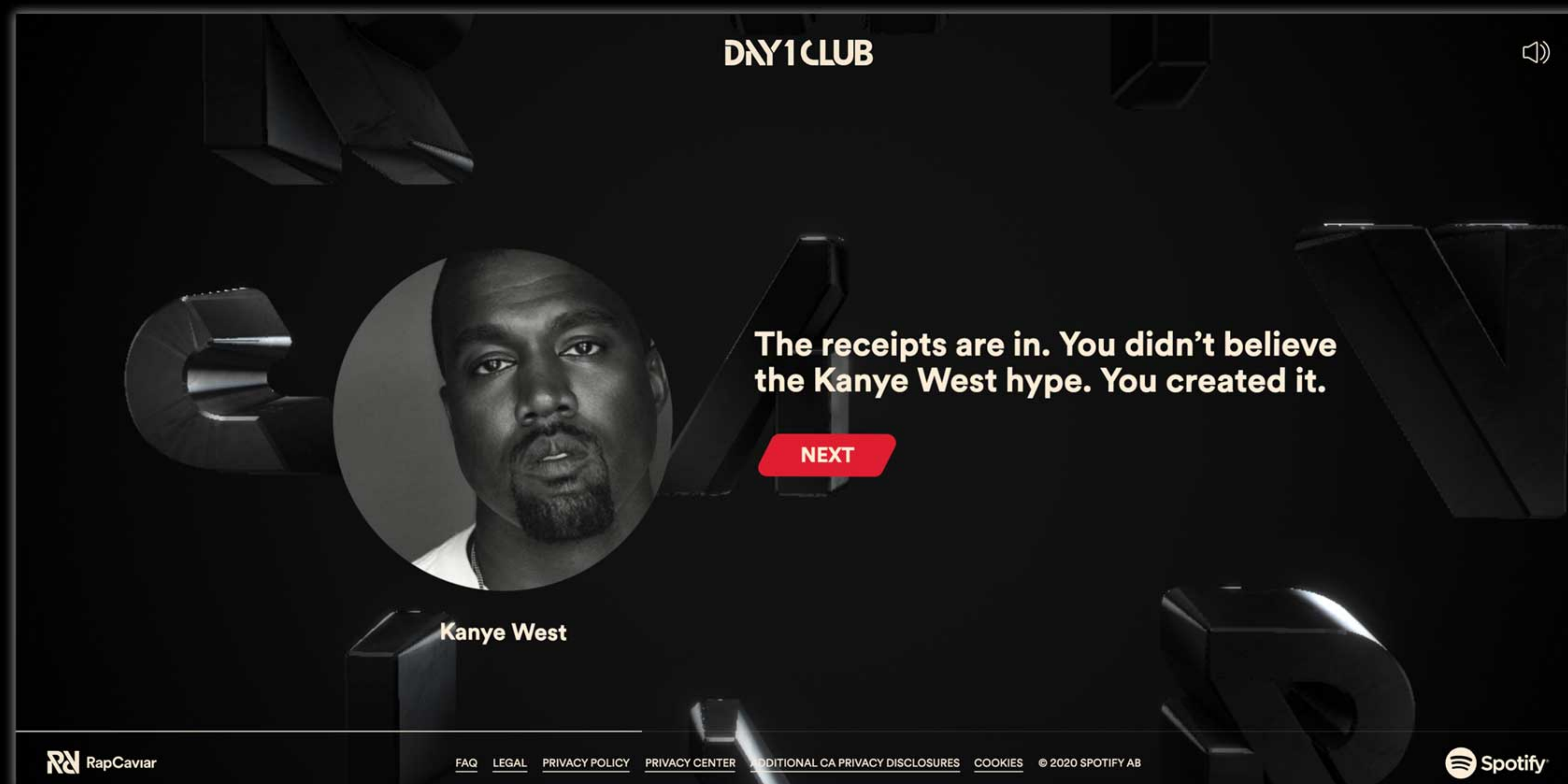
Music is a very passionate subject for many people, and the literal invitation to prove their fandom with a big red button is a powerful CTA which in contrast to its background is virtually impossible not to click.





Once it has scanned through your listening history it shows who your most listened to artist is from the playlist. Using short phrasing to imply the user literally built the fandom gives them a rush of excitement, and validation of their taste in music. This also plays in to a common trope of people claiming to have been listening to a person or group 'before they were cool.'

The sudden explosion of gold / diamond / platinum depends on the frequency with which you listen to the artist, further validating the above. The change in colours paired with the shortness of the written content keeps the whole experience snappy and upbeat, increasing user retention.





Spotify has already had wild success with ‘Spotify Wrapped’ which visualises your favourite songs and artists throughout the past year, which prompts a huge amount of sharing and therefore free advertising for the platform.

This once again accomplishes this by enabling people to show off how much they love a single artist. In this instance, they use a type of collectible ‘card’ which shows the users stats with in the relation to the artist.





I don't think it's a coincidence that the card design has appeared given the recent revival in collectible sports cards in the USA. I don't expect many fans of the genre to be aware of this but I believe Spotify's in-house team have recognised how effective the medium is for engaging a community of fans and are using the same technique in the digital space.

I think this campaign has huge potential to expand upon with these 'collectibles,' which could easily be re-purposed as a print product. They could also be applied as a 'trophy' system for users to attach to their Spotify accounts. I think there's a lot to be explored there.



My only note on improvements to the existing work would be the effectiveness of the print campaign. It's very effective that they are able to use some of the most influential faces in the world in their natural environment. That is, paired with the music world and not a random product unrelated to their sphere of influence. This gives credibility to the product at hand.

But it does not go far enough in explaining what the tool does, how to reach it, or why it's going to be of interest. Spotify already advertise their platform and this is not distinguished as a seperate campaign.





Thank you!

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