Spotify Ad Campaign

“Find your track with Spotify”

Because everyone's on their own track, find yours with Spotify.

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Advertising I

Agenda

- Client Background & Brand History
- Objective
- GET / TO / BY
- Audience
- Campaign Art Direction
- Final Ad Design & Mockups

Client Background & Brand History

Spotify started as a simple idea: to make all the world's music instantly accessible.

Today, Spotify isn't just an app. It's where millions of people shape their day through music finding songs that match their pace, their emotions, and their moments in between.

For Gen Z, Spotify isn't just something they listen to, **it's what keeps them company through long rides, late nights, and everything in between.**

Objective

This campaign aims to make Spotify feel like the natural soundtrack of academic & general student life, **something that moves with you,** not just plays for you.

Main Goal

Increase awareness and sign-ups for Spotify Premium Student during the back-to-school season.

Emotional Goal

Connect Spotify to the everyday journeys students take. **The literal ones on the subway**, and the personal ones through life transitions.

ADVERTISING 1 – PROJECT 1

GET / TO / BY’s

GET: Gen Z students (18–24). constantly in motion, commuting between classes, part-time jobs, and new experiences.

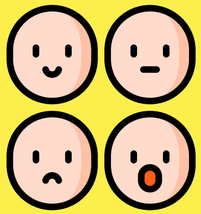
TO: See Spotify as more than just a music app, as the tool that helps them navigate where they’re headed in life.

BY: Reimagining the subway maps they see every day as audio waveforms, turning a familiar part of their routine into a visual metaphor for how Spotify connects their daily commutes to life’s bigger moments.

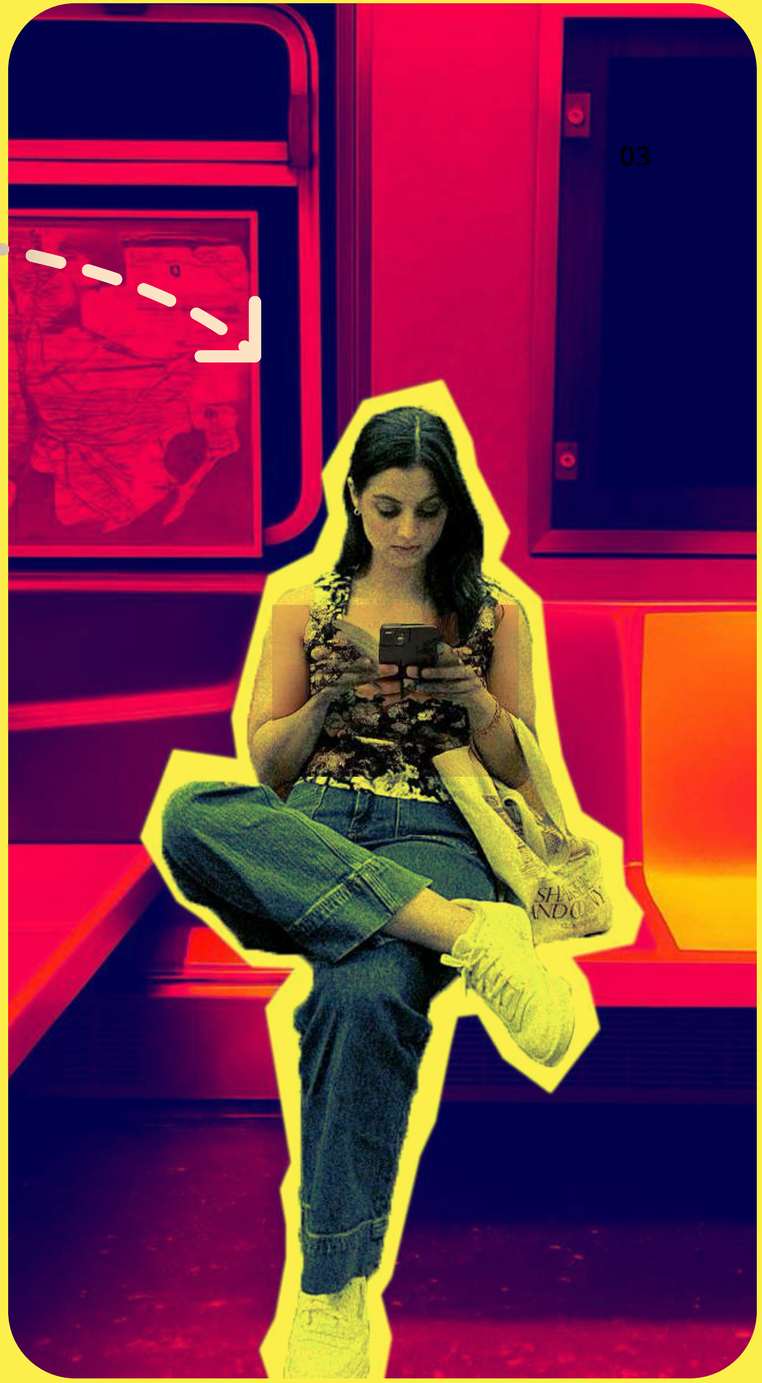
Audience

Gen Z students in cities like Toronto, New York, and London. They live on transit, rely on headphones, and curate playlists everyday.

Mindset:
Always searching for identity, belonging, and meaning. See music as both escape and self-expression. Want brands that get them, that feel authentic, not preachy.



Behaviour:
Spend hours on Spotify daily, often while commuting, studying, or zoning out.



Concept Origin

The idea came from noticing how subway maps and audio waveforms share a similar shape. Both are lines that move forward, marked by stops, pauses, and changes in rhythm.

The goal was to take something familiar and ordinary **“the map”** students see every day and reimagine it **through audio waves**, and represent life’s **“stops”** on them.

Prom
First day at college
YOU ARE HERE
Heartbreak
Exam season
Graduation
Career
First Love
Moving In
Moving Out
Next Chapter
Because everyone's on their own track.

Campaign: **Find Your Track**

The idea visualizes life as a subway route made of audio waves, each “stop” representing an emotional or personal milestone.

LIGHT

Prom
First day at college
YOU ARE HERE
Heartbreak
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Prom
First day at college
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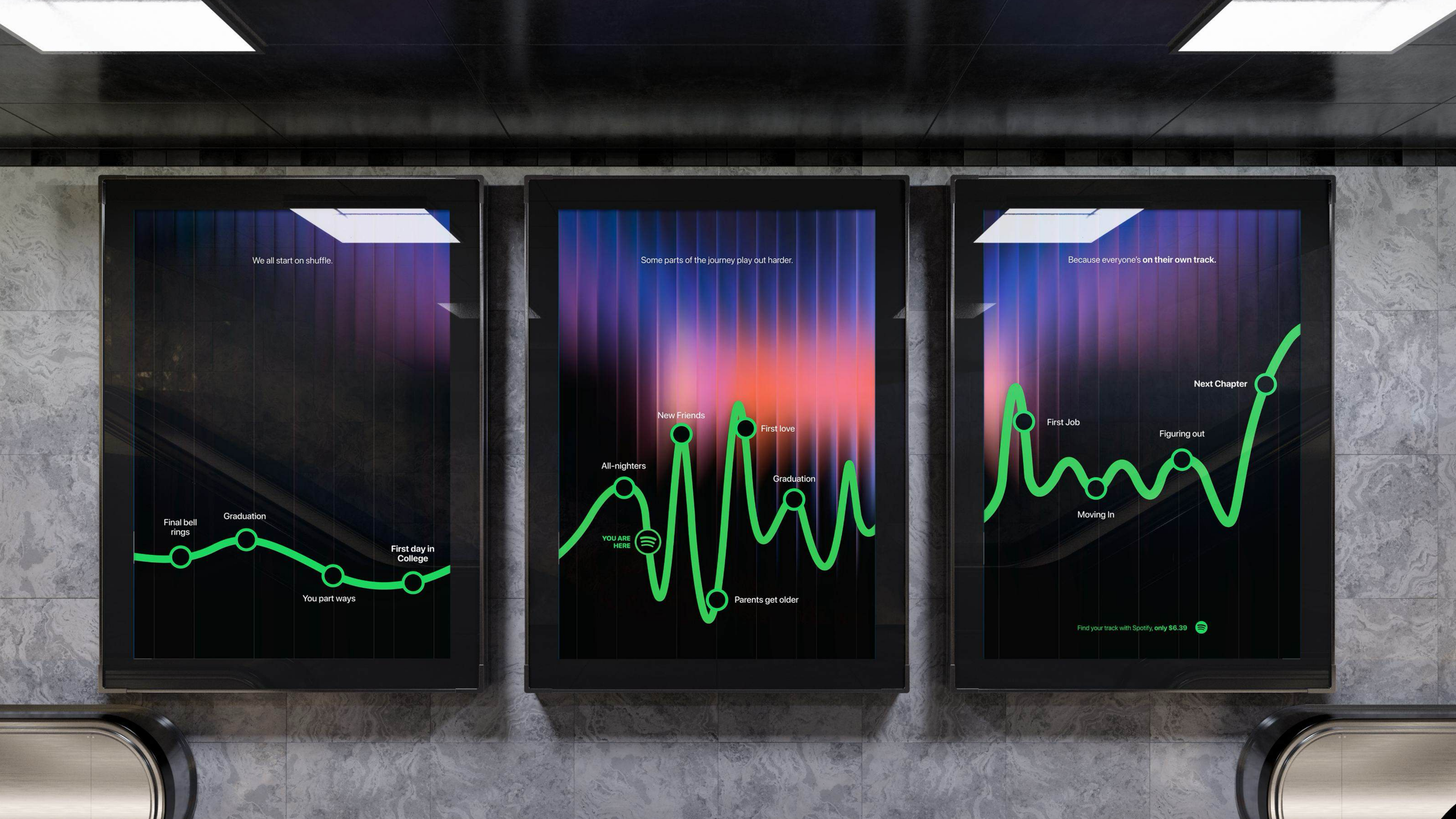
DARK

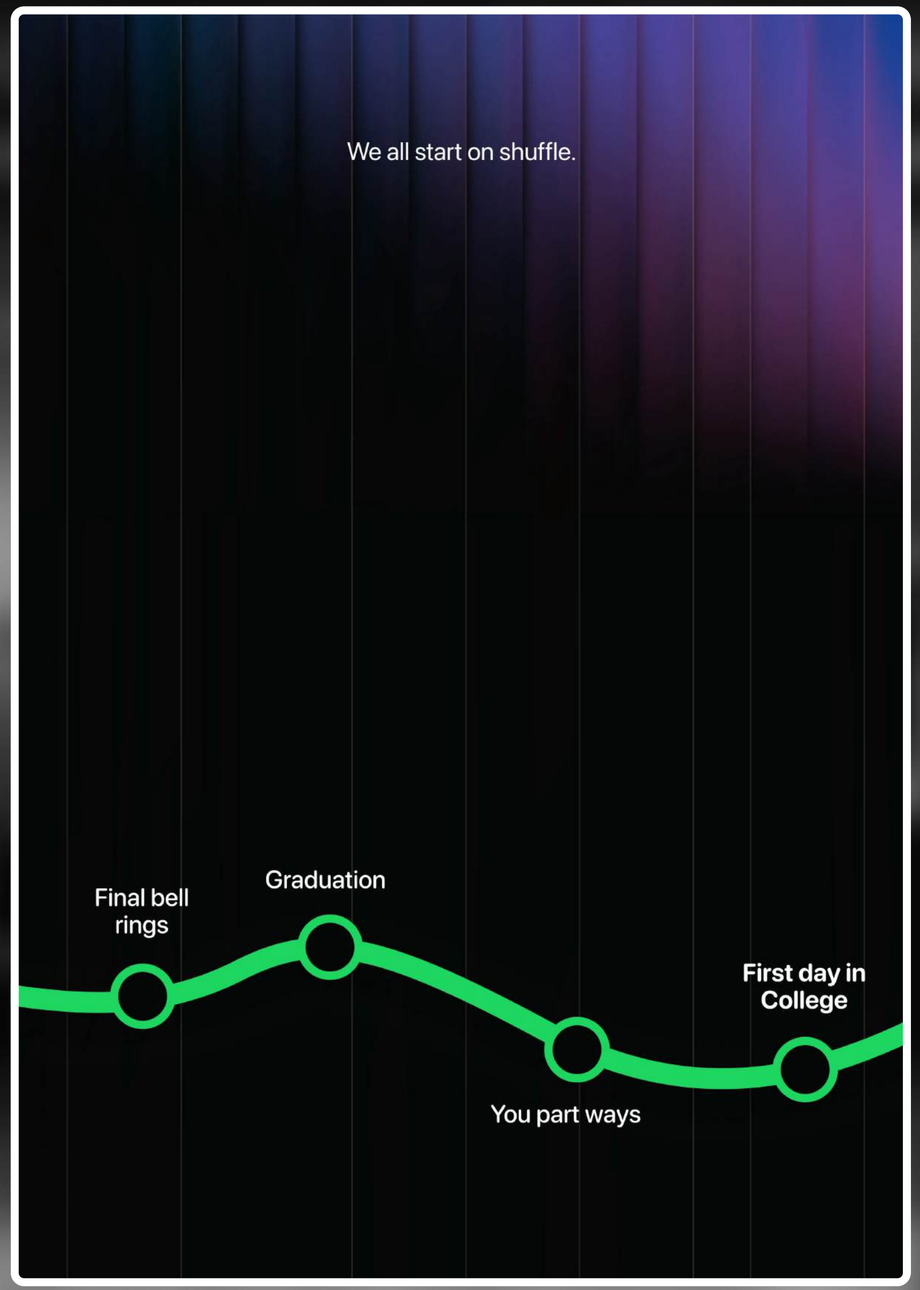

We all start on shuffle.
Final bell rings
Graduation
You part ways
First day in College
Some parts of the journey play out harder.
All-nighters
New Friends
First love
Graduation
YOU ARE HERE
Parents get older
Because everyone's on their own track.
First Job
Moving In
Figuring out
Next Chapter
Find your track with Spotify, only $6.39

Poster 1.1

This first poster shows the start of the journey. Life after high school picks up fast, new city, new classes, new routines.

The line starts simple and smooth, mirroring that early sense of direction and excitement.
Each stop represents a first: first day on campus, first apartment, first independence.

It's a reminder that while everything around you changes, there's always something familiar playing in the background.

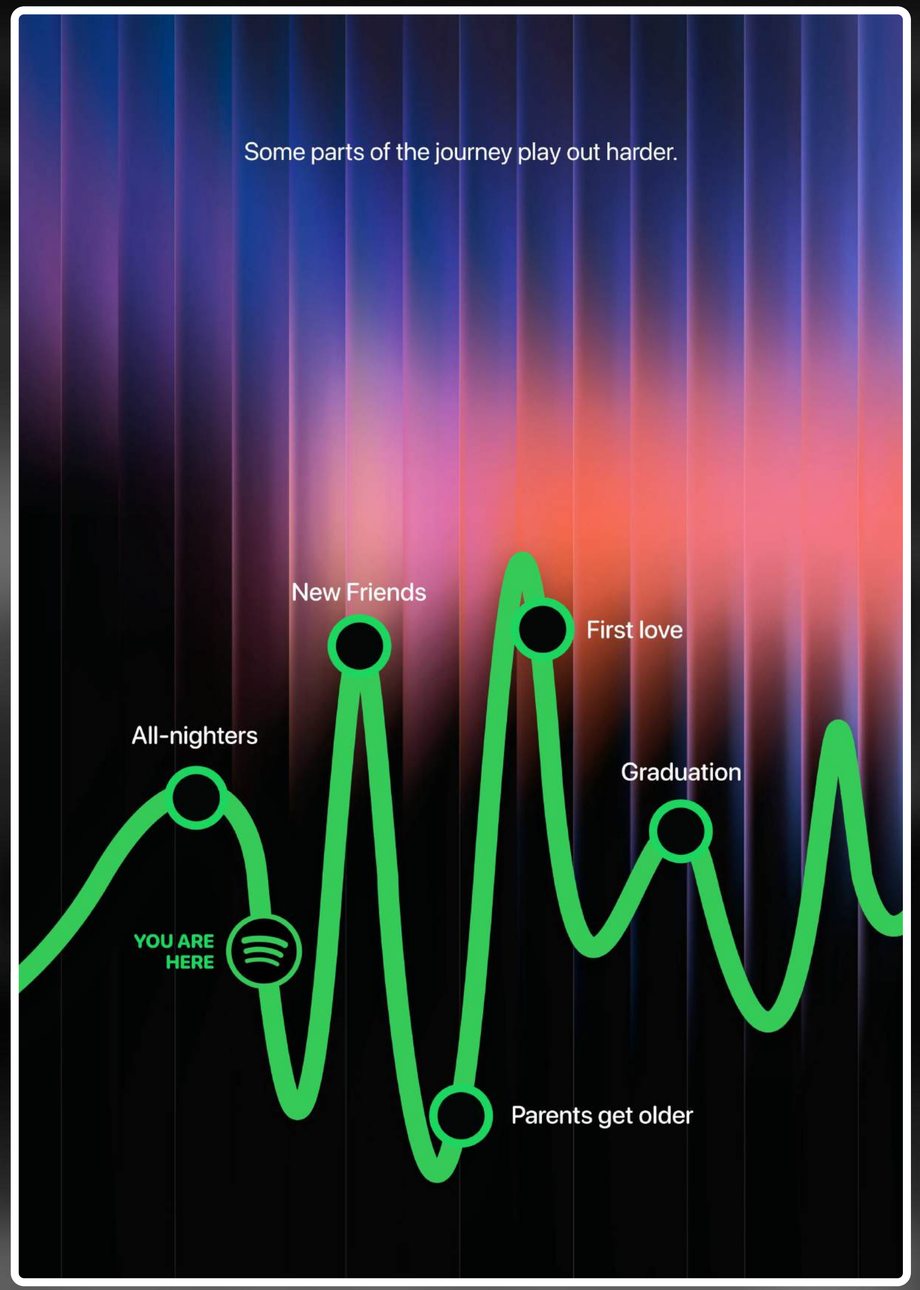


Poster 1.2

The second poster captures the reality check that comes next. College life isn't always a straight line, it's late nights, group projects, and quiet moments when you miss home and get homesick.

The line turns uneven to reflect that shift, full of energy, emotion, and noise. It's about learning to stay balanced while everything moves at once.

Spotify stays right there with you through it, steady, familiar, and always playing what fits the moment.



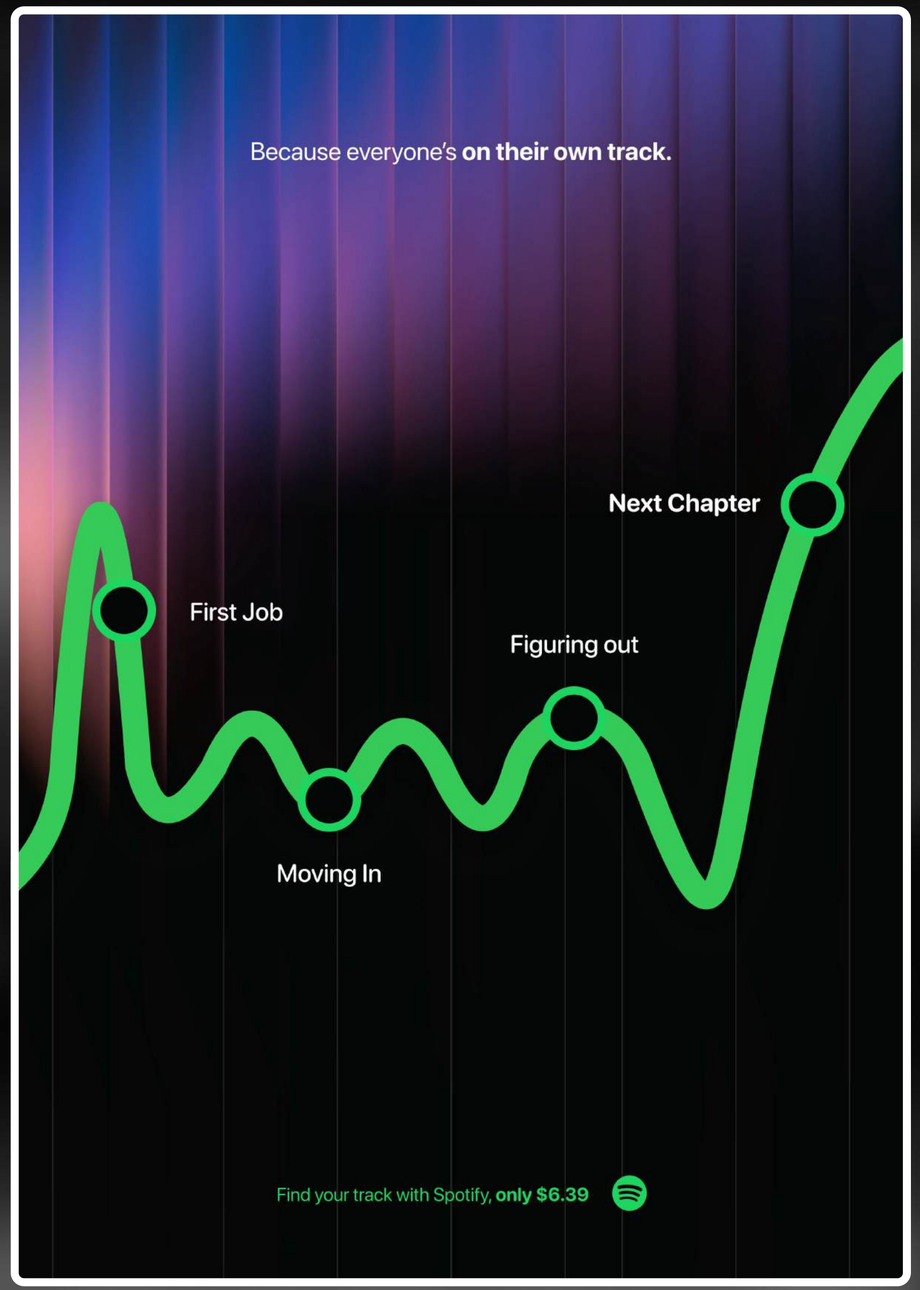
Poster 1.3

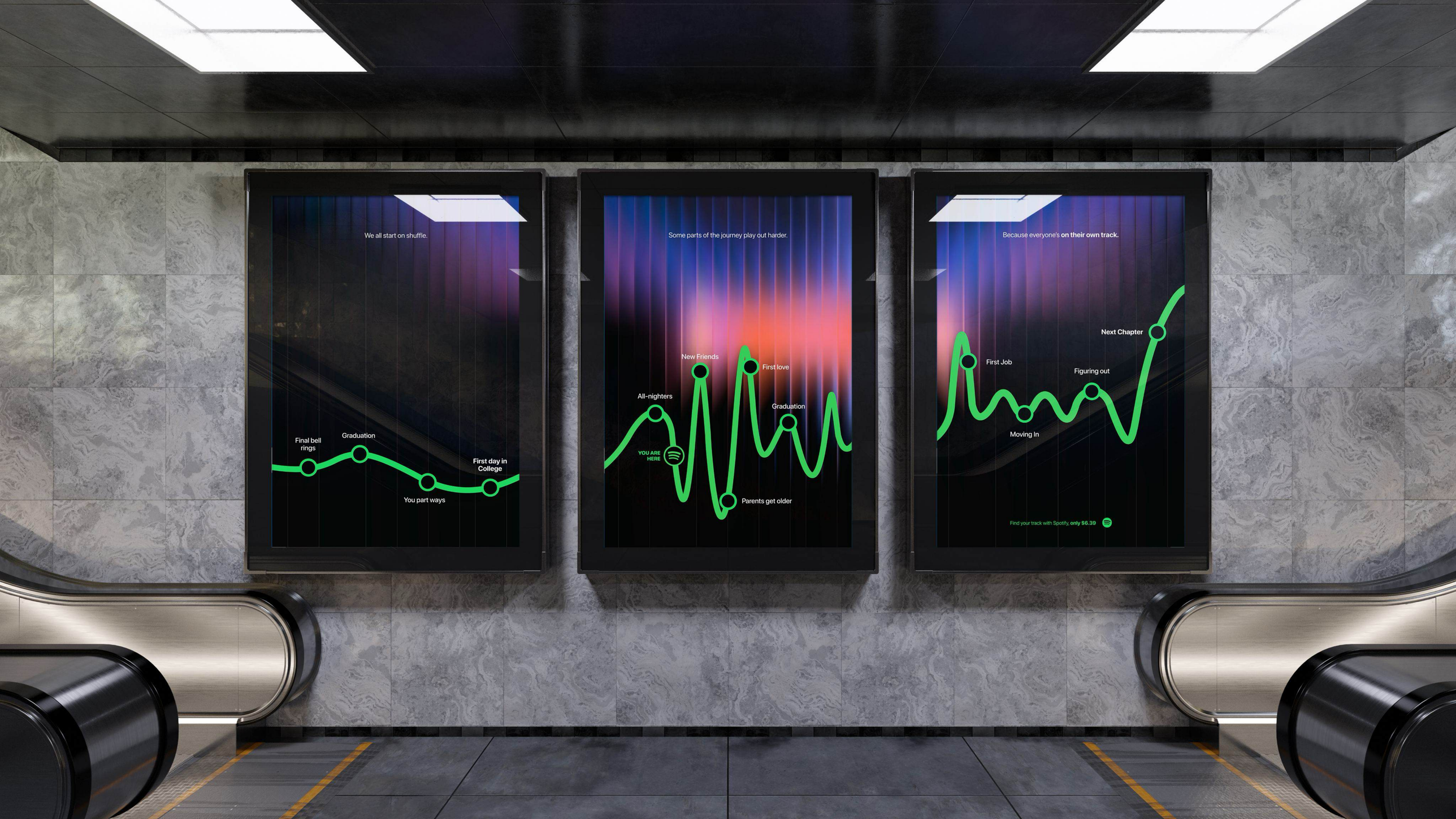
This last poster looks ahead. Graduation isn't the end, it's the next stop.

Now it's about first jobs, new apartments, and figuring things out one step at a time.

The line stretches forward to show that life keeps moving, new rhythm, same flow.

Through every change, Spotify moves with you, adapting to every chapter that comes next.

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Next Chapter
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Stop
Stop
Stop
Stop
Next Chapter
Because everyone's on their own track.

Stop
Stop
Because everyone's on their own track.
Next Chapter
YOU ARE HERE

Stop
Stop
Stop
Next Chapter

Thank you!