



Spotify[®]
CONCERTS



Company Description



About Spotify



SWOT Analysis



Industry Analysis



Consumer Analysis



Spotify Concert



Branding | Channel



Pricing



Promotion



Upgrade

Morgan



Company Description



Play

Follow



- Founded in 2006 by Daniel Ek and Martin Lorentzon
 - Launched in 2008
- World's most popular audio streaming subscription service
 - 515 million users; 210 million subscribers in over 180 markets



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Introduction

About Spotify



Mission Statement

"Our mission is to unlock the potential of human creativity—by giving a million creative artists the opportunity to live off their art and billions of fans the opportunity to enjoy and be inspired by it."

Business Definition

"We're not just shaping the future of audio. We want to help shape a better future for society and the planet too."



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SWOT Analysis



Strengths

- Strong brand reputation
 - Strong cause
- Flexible subscription plans

Weaknesses

- Insufficient revenue
- Less diversification
 - Less exclusive artists/products



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SWOT Analysis



Opportunities

- Increasing widespread Internet connectivity
- Partnerships

Threats

- Increasing regulations
- Increasing royalty prices imposed by copyright



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Music Streaming Services

Industry Analysis



- Music streaming market size to reach USD 10.20 billion
- Expected Compound Annual Growth Rate till 2027: 5.11%
 - COVID-19 pandemic
 - Rising 5G connectivity
 - Improvement in Quality of Life features



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Customer Analysis



- Generally young to young adults
- Like personalization
- Engages with platform socially
- Want quality-of-life improvements to the platform
- Dislike exclusivity



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Competitor Analysis



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Competitor Analysis



The Apple Music logo, featuring the white Apple logo and the word "MUSIC" in white capital letters on a black background.

- Exclusive goodies
- Comes preinstalled
- Flexible payment plans
- Restricted to Apple

Products

The Amazon Music logo, featuring the word "amazon" in black and "music" in blue, with the Amazon smile arrow below "amazon".

- Comes with Amazon Prime
- No ads
- Has missing content
- Poor interface
- No freemium



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Environmental Scan



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Environmental Scan



Society

- Platform is not affected by societal change

Economy

- Generally stable with regard to the economy
- Surges with surges in media consumption



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Environmental Scan



Technology

- Platforms easily adapt to new Tech
- New tech increases consumer accessibility to piracy



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Environmental Scan



Regulation

- May make process of acquiring content for distribution easier or harder (copyright, censorship, etc.)
- Can shield industry from monopoly and conflict



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Market Product Grid



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Market Product Grid



Market		Non-Premium	Premium
High income	<18	1	2
	18-35	1	3
	35-45	0	3
	>45	0	2
Low income	<18	2	1
	18-35	3	2
	35-45	2	2
	>45	1	0

Key: 3 = Large market; 2 = Medium market; 1 = Small market; 0 = No market



= Current Segment;



= Potential Market



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Perceptual Map



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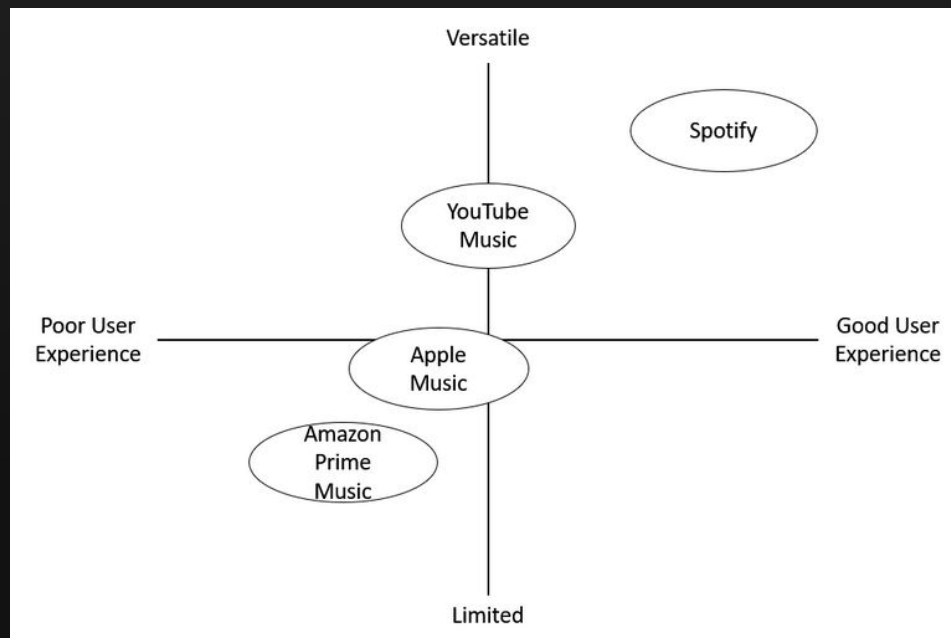
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Perceptual Map





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Wang Yiru ▼

Findings from focus group

-our target interviewees

01

Generation Z
(00s)

02

Millennials
(18-35age)

03

Non-Premium
Members



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Wang Yiru ▼

Main Findings

- They all trust and use spotify frequently
- All of the interviewees are looking forward for the spotify concert
- They also believed that nowadays will be a good time to introduce this product
- Spotify concert's price will be worth the experience and have competitive advantage

<https://drive.google.com/file/d/1dSmYwRhOWkyCmldi-1BK BQSZntdBA3lm/view?usp=drivesdk>



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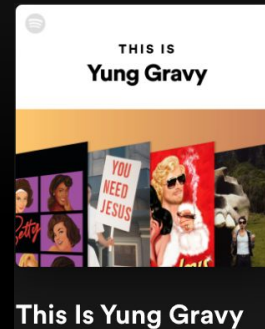
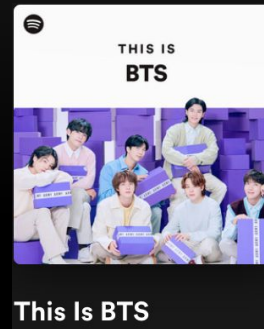
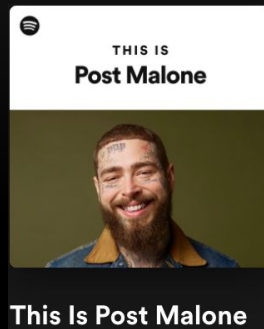
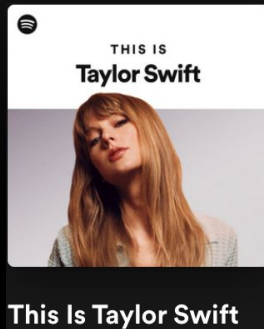


Felix



Spotify Concert

Made For You



- Uniting top fans to provide a unique and exclusive experience.
- Free flow creative freedom; No restrictions and limitless.
- Made For You.



Like You Do
Joji



2:08

4:00



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Branding | Channels



Brand Extension

- Spotify is currently the largest music streaming platform in the market and is reputable for being attentive towards their users' needs and preferences.
- By leveraging on this reputation, target consumers will be able to gain instant recognition of the new product and also accept it more readily.

Direct Channel

- Spotify will be selling the tickets directly to consumers, allowing us to provide tickets at an affordable price without all the extra fees imposed onto the consumer on platforms like Ticketmaster.



Peace Sign
Usher, Zaytoven



0:12

2:58



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Market Pricing

Pricing

	Taylor Swift	Drake	BTS
Average Ticket Cost	\$215	\$300	\$300
Average Resale Cost	Reputation Tour \$279 Eras Tour \$2,424	\$450	\$818
Spotify Cost	\$95	\$100	\$95
Fixed Costs	Artists Cost	Venue Cost	Operations Costs



Rebel
OTR, LOWES



2:40

3:12



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Promotion



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Cheng Xiaopu▼

Promotion Strategy

Target Audience

- Young adults – Millennials and Gen Z
- Spotify users (non-premium members)

Objective

- Pioneering ads (introduction stage)
- Reminder ads (growth & maturity stage)



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Digital Marketing

- Social media



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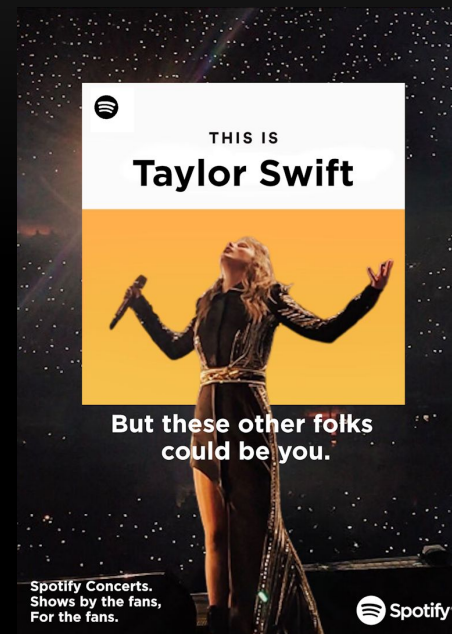
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Digital Marketing

- Social media

Print AD





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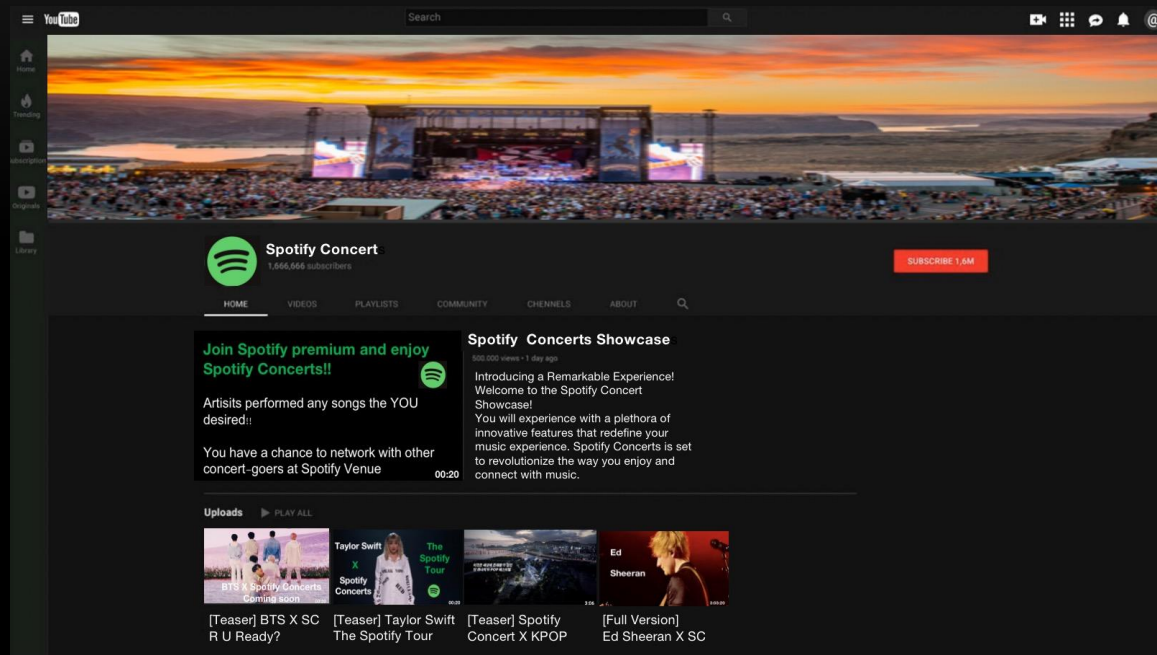


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Promotion Strategy

Youtube





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Promotion Strategy

TV AD

2,000+
PEOPLE IN FRONT OF YOU

Ticketmaster @Ticketmaster
extraordinarily high demands on ticketing and insufficient remaining ticket inventory that demand, tomorrow's public on-sale for Taylor Swift | The Eras Tour has been cancelled.
- Nov 17, 2022 - Twitter Web App

What to Expect
To allow more fans to attend, each person may complete one (1) purchase at a time. If you'd like to purchase additional tickets, please return to the Queue for a new place in line.
If you haven't received a place in the Queue yet, we encourage you to actively watch your screen, as your status can change quickly and additional tickets may become available.

You get on ticket master, praying you'll get tickets to see your favorite artist after a long wait for tour.

Tickets are sold out!

You're sad so you listen to your favorite artists.

Experience #1

Experience #2

Experience #3

Well, this isn't the reality for Spotify Concerts. [Close laptop - Black screen transition into concert]

YOUR FAVORITE ARTISTS
EXPERIENCE OF A LIFE TIME
JUST FOR YOU

Spotify
CONCERTS

Thank You

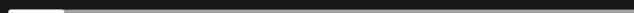


Despacito

Luis Fonsi, Daddy Yankee



0:23



-3:25