

A smiling person with dreadlocks, wearing a denim jacket and headphones, is the central focus. The background is a blurred city street with other people and buildings. The overall tone is bright and positive.

Beatbox

Say hello to your personal DJ

About

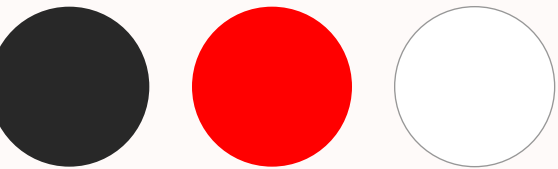
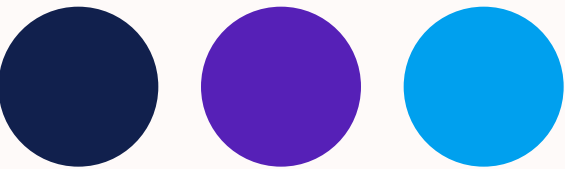
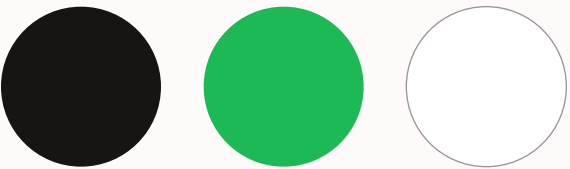
Beat.box is a music playlist app that curates music for customers based on their personality, lifestyle and tastes; assembles it into playlists by moods, activities, and genres; and distributes them via web, iOS, and Android applications.

Objective

To drive a subscription model by delivering personalized playlists to music fans via web and mobile apps.

Strategy

To convince music fans to sign up and pay for a beat.box subscription, instead of Spotify, Apple Music, or Pandora, because it provides a more personalized listening experience by matching music to their personality, lifestyle, and tastes.



Spotify

PremiumHelpDownloadSign upLog in

< 3 months of Premium for \$0.99 >

LEARN MORE

What's on Spotify?

Music

There are millions of songs on Spotify. Play your favorites, discover new tracks, and build the perfect collection.

Playlists

You'll find readymade playlists to match your mood, put together by music fans and experts.

New Releases

Hear this week's latest singles and albums, and check out what's hot in the Top 50.

PEACE ON THE MISSION

TBM

Lost Frequencies feat. Janieck DeVy Reality (Remixes Two)

Mac iPad iPhone Watch TV Music Support

Apple Music iTunes HomePod iPod touch Music Accessories Gift Cards

Apple MUSIC

45 million songs. Three months on us.

Listen to your favorite music ad-free on all your devices, online or off. Start streaming today with a free three-month trial of Apple Music and cancel anytime.*

Try it free

Learn more about Apple Music >

HomePod

The new sound of home.

Learn more about Apple Music >

Sign upLog in?

pandora

Start listening for free.

Enter an artist, song, or genre to create a station.

Every Pandora station evolves with your tastes. Sit back and enjoy.

P

Choose how you want to listen.

PANDORA

Free

Ad-supported radio.

Create personalized stations

PANDORA PLUS

\$4.99/month

30 DAYS FREE

Personalized radio with no ads.

- Unlimited personalized stations
- Up to 4 stations for offline listening
- Unlimited skips and replays
- Higher quality audio
- Listen with no ads

PANDORA PREMIUM

\$9.99/month

60 DAYS FREE

Personalized radio meets on-demand listening.

- Search and play any song
- Create playlists – on your own or powered by Pandora
- Download the music you want for offline listening

YouTube

Search

Sign in

YouTube Music

Open the world of music. It's all here.

TRY IT FREE

1-month free trial • \$9.99/month

Or save money with a family membership

Restrictions apply. Learn more here.

A music app from YouTube

This is a new music service with a completely reimagined app and desktop product.

Find the music you want

Easily find albums, live performances & remixes by searching lyrics or describing the song.

Effortless discovery

Get new music served to you based on your tastes and what's moving the community around you.

A new music streaming

throw • back noun

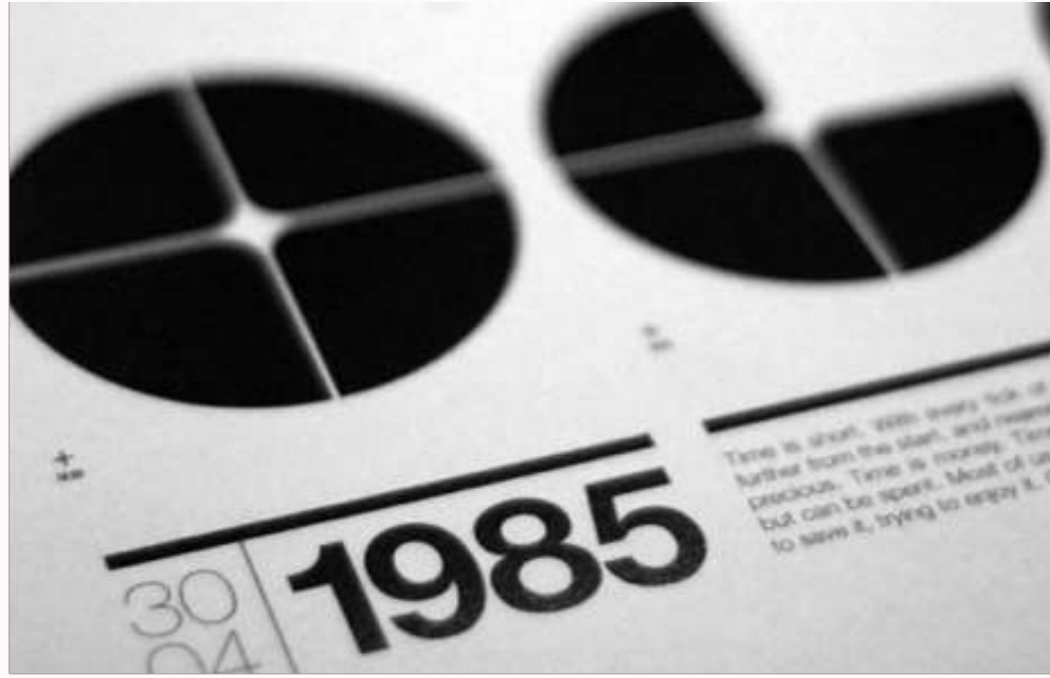
a reversion to an earlier ancestral characteristic.

vi • brant adjective

full of energy and enthusiasm.

bold adjective

(of a person, action, or idea) showing an ability to take risks; confident and courageous



TYPOGRAPHY

Aa

Typeface: **Gilroy**
Weights: **Extra Bold**
Light

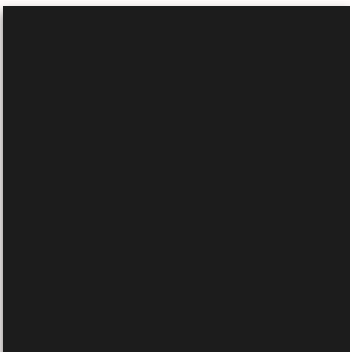

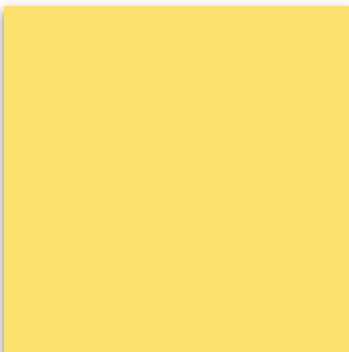
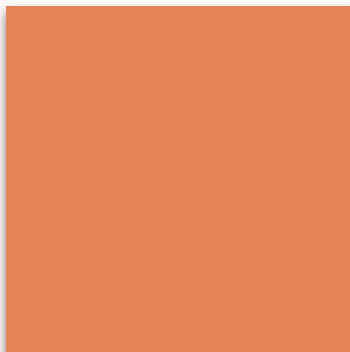
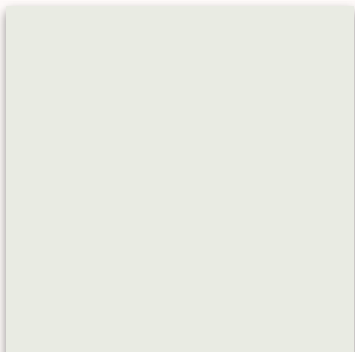
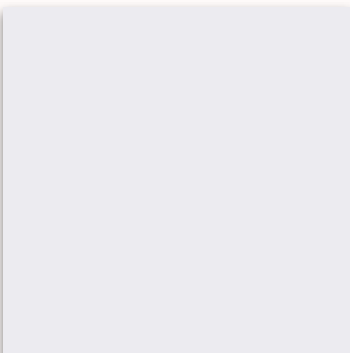
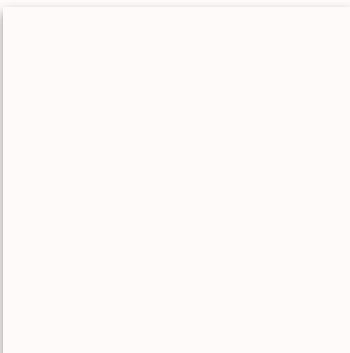
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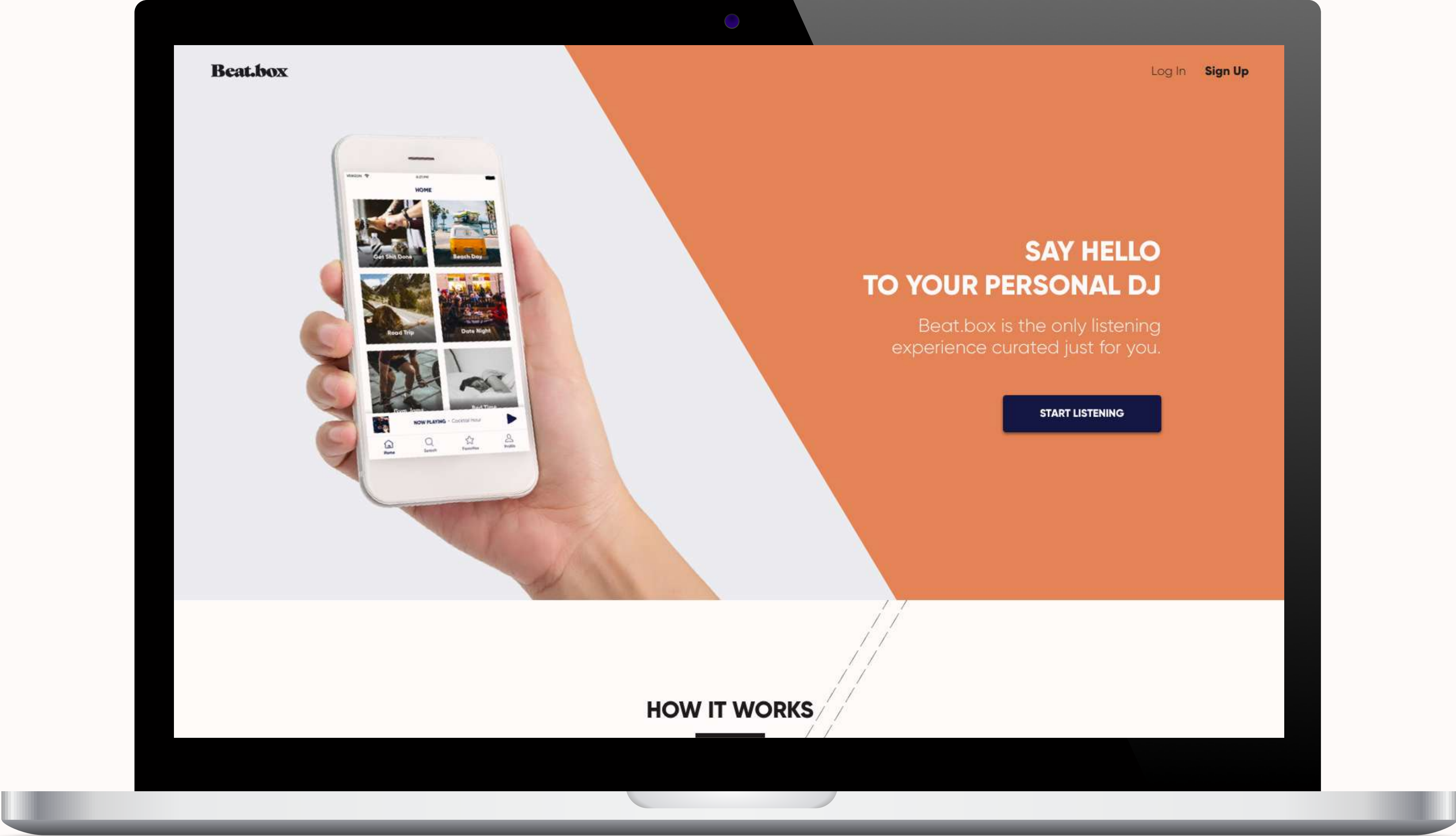
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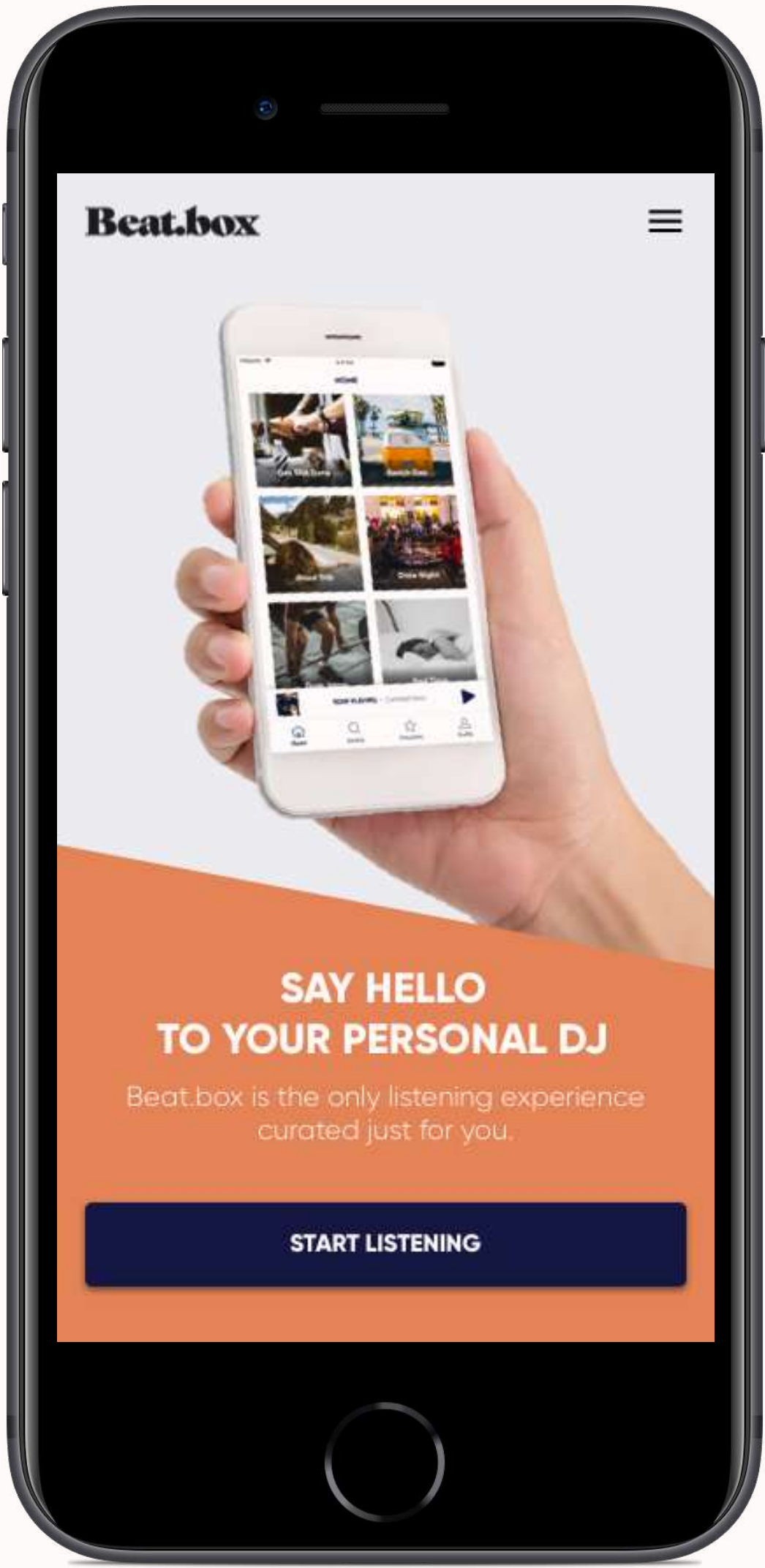
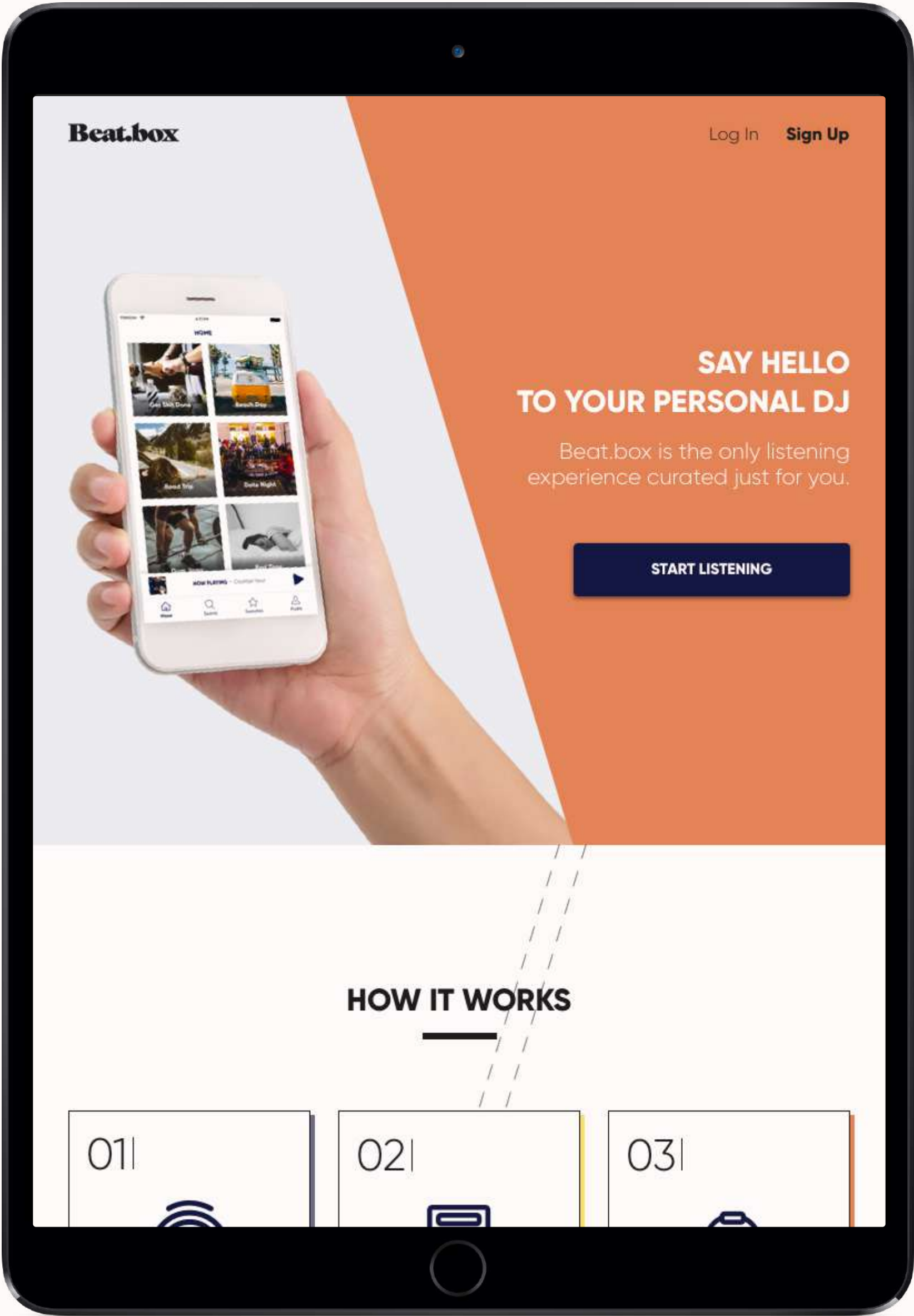
SAY HELLO

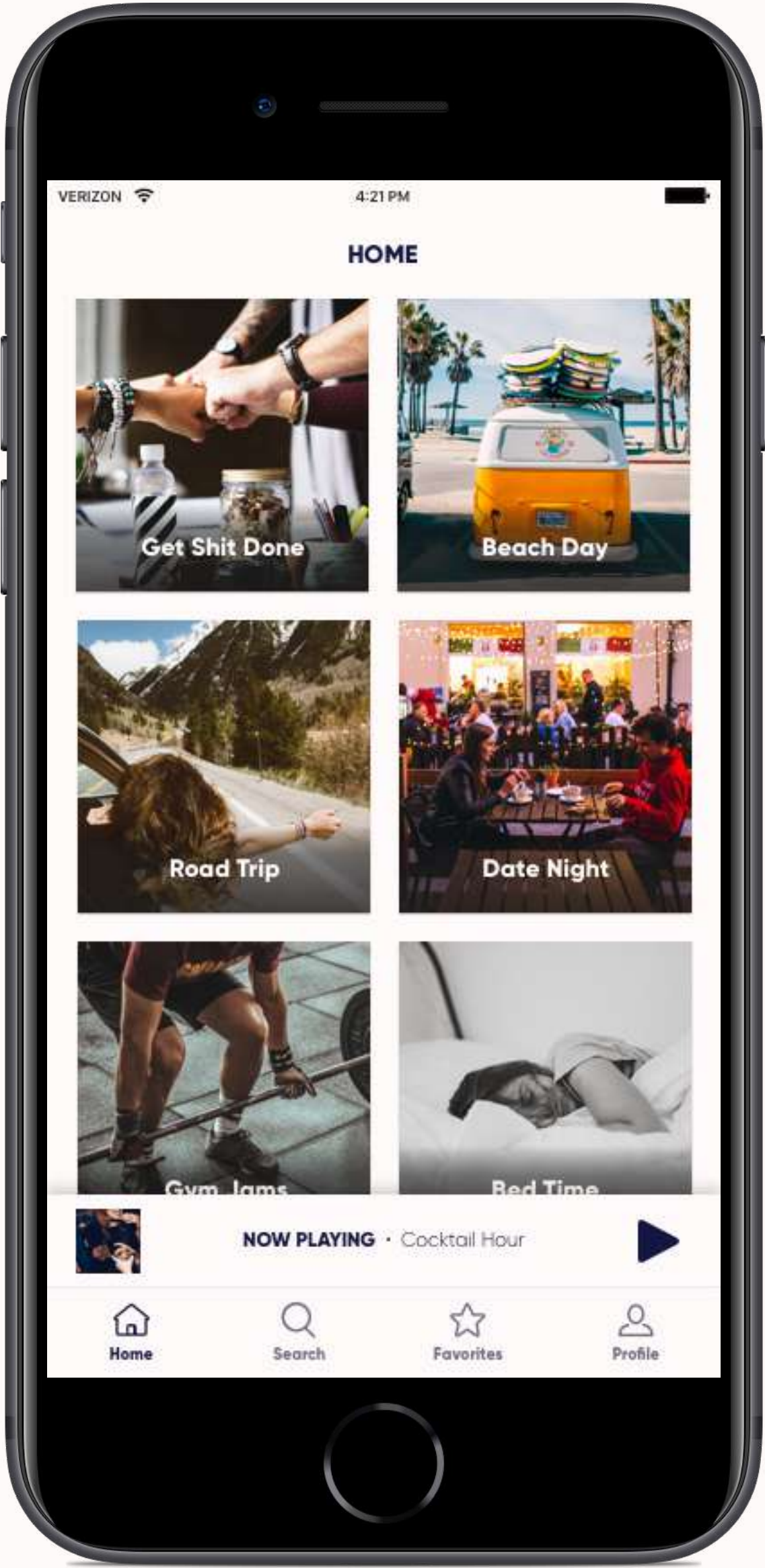
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COLORS

 <div>Black #1C1C1C</div>	 <div>Dark Blue #141742</div>	 <div>Yellow #FBE06E</div>	 <div>Orange #E48356</div>	 <div>Grey Green #E9EBE3</div>
 <div>Light Blue #ECEBF0</div>	 <div>White #FEFAF9</div>			

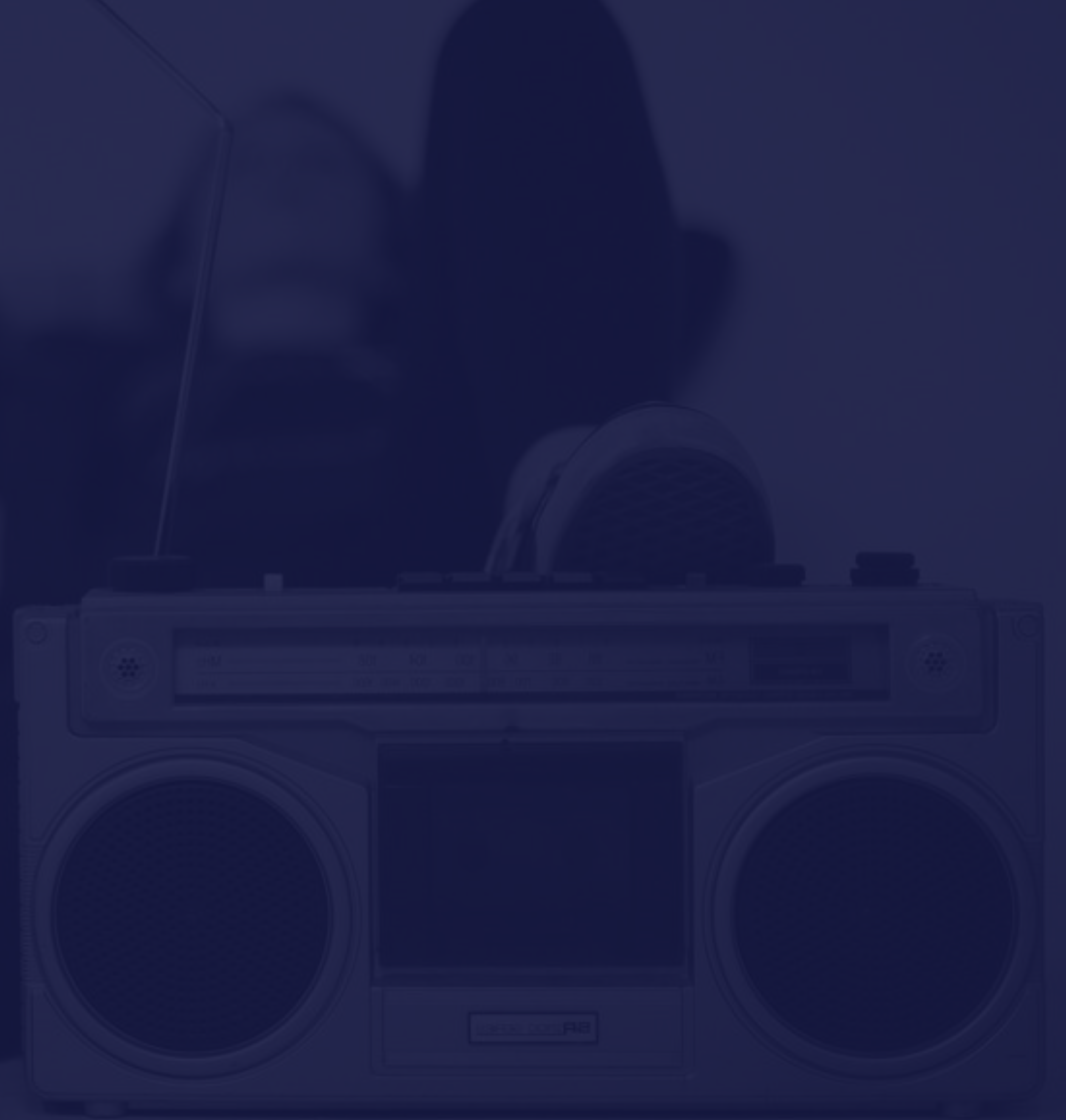






Thank you.

Questions? Comments?





SAY HELLO TO YOUR PERSONAL DJ

Beat.box is the only listening
experience curated just for you.

START LISTENING

HOW IT WORKS

01|



Tell us about yourself

Answer a few short questions
about your lifestyle, tastes and
favorite things.

02|



We'll crunch numbers

Our algorithms use your
responses to create your unique
listener profile.

03|

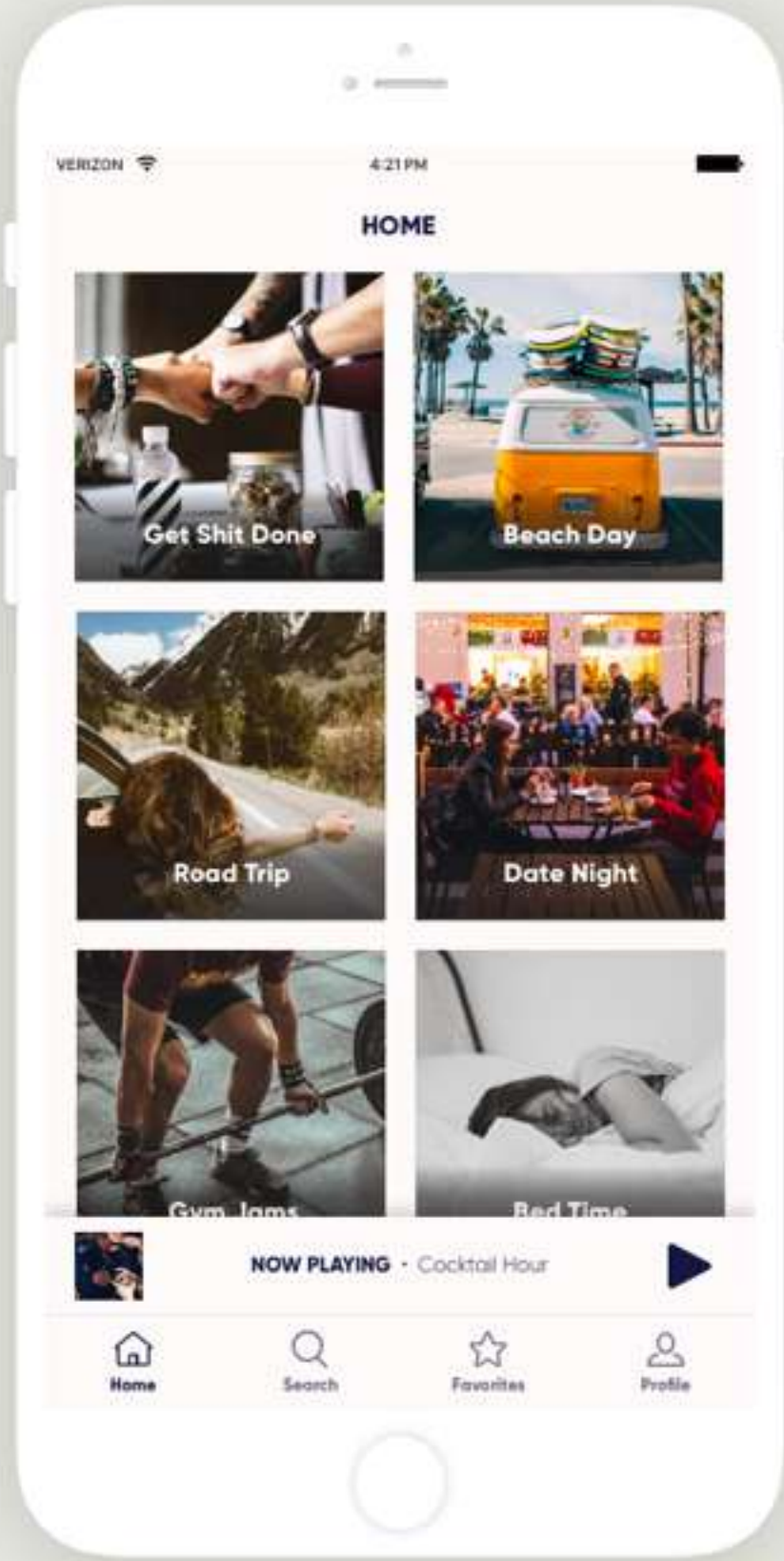


Playlist bliss

We serve up pitch-perfect
playlists, curated just for you.

A PLAYLIST FOR EVERY MOMENT

Whether at work, on a date, at the gym, or a
party with friends, Beat.box is the soundtrack
to your world.

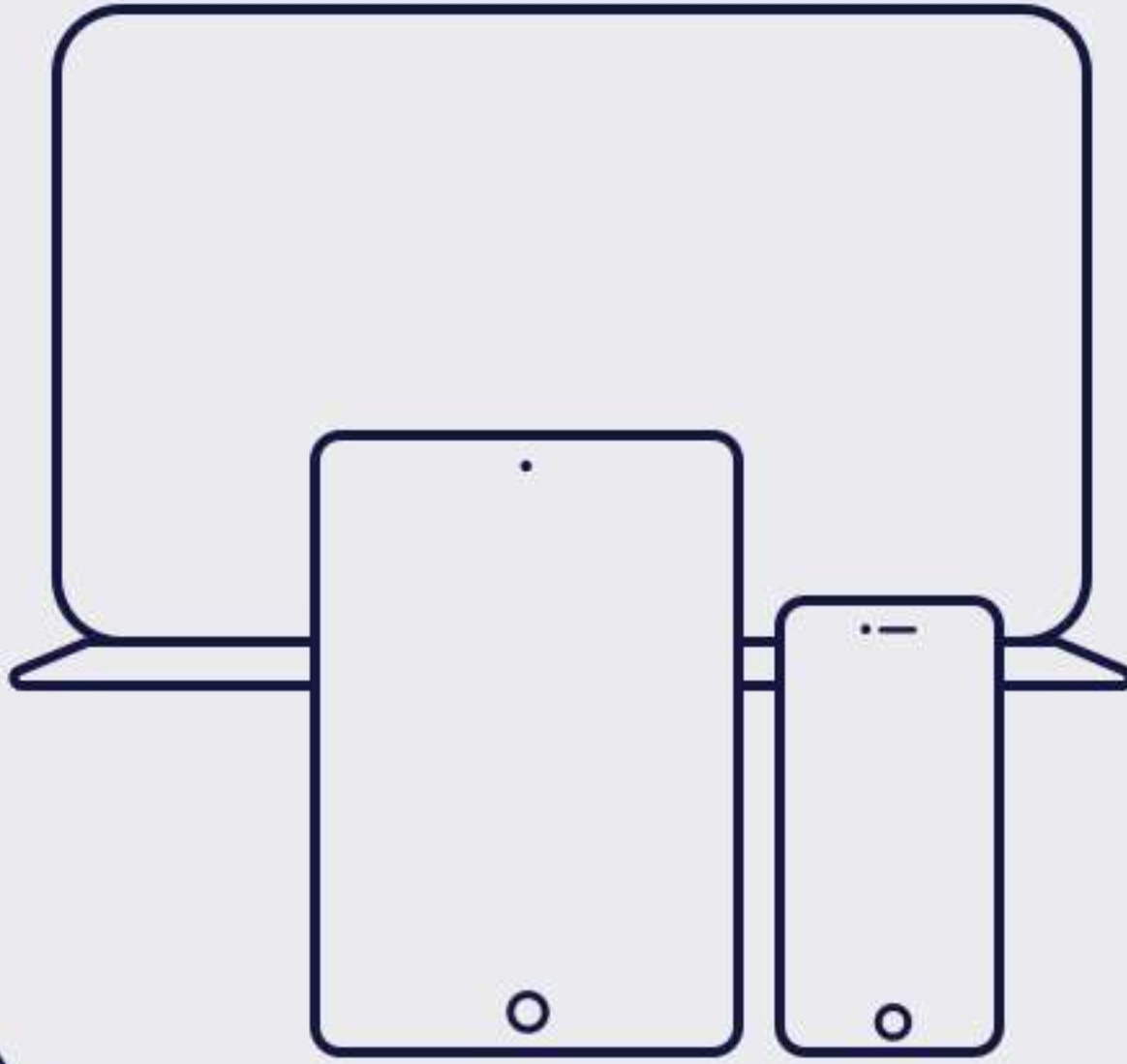


DISCOVER BETTER MUSIC, FASTER

We match music from our library of over 45
million songs to your personality, for less
time digging, and more time listening.

ONE FOR THE ROAD

With our desktop, tablet, and mobile apps,
you can take Beat.box with you wherever you
the world takes you next.



START LISTENING TODAY

Free

\$0.00 /month

- Ads every 4 songs
- Curated playlists
- Maximum 20 playlists
- Playback on single device

GET FREE

Premium

\$4.99 /month

- Ad free
- Curated playlists
- Unlimited playlists
- Playback on unlimited devices

GET PREMIUM

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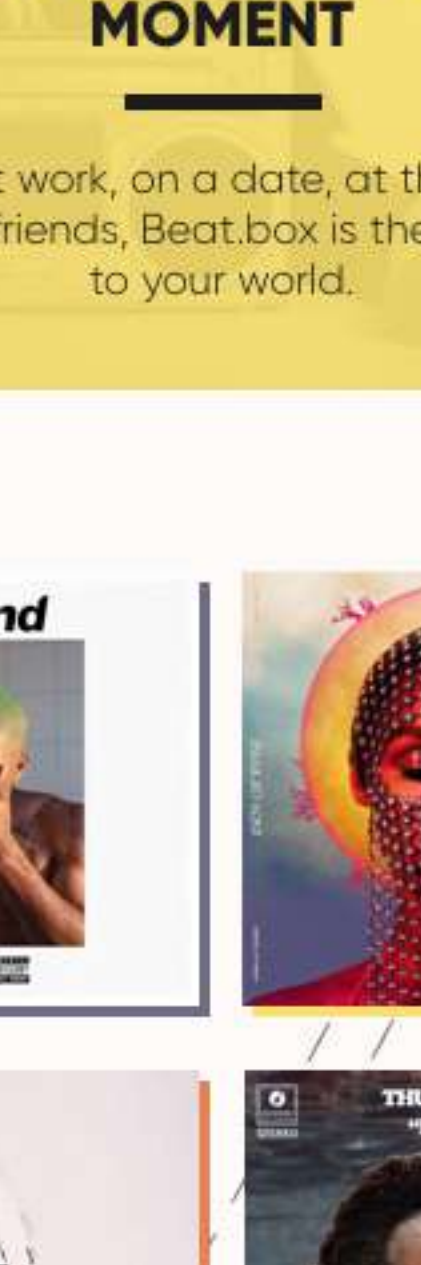
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blond



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