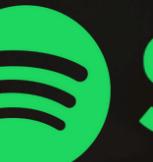


A young woman with long, wavy brown hair and freckles is smiling warmly at the camera. She is wearing over-ear headphones and a yellow turtleneck sweater under a dark jacket. Her right hand rests against her cheek, and she holds a smartphone in her left hand, which is partially visible at the bottom of the frame. The background is a blurred night scene with warm lights.

lean in,  
stay in

Strategy book by:  
[rassvyeta@gmail.com](mailto:rassvyeta@gmail.com)

choose  Spotify®  
for your podcast  
experience

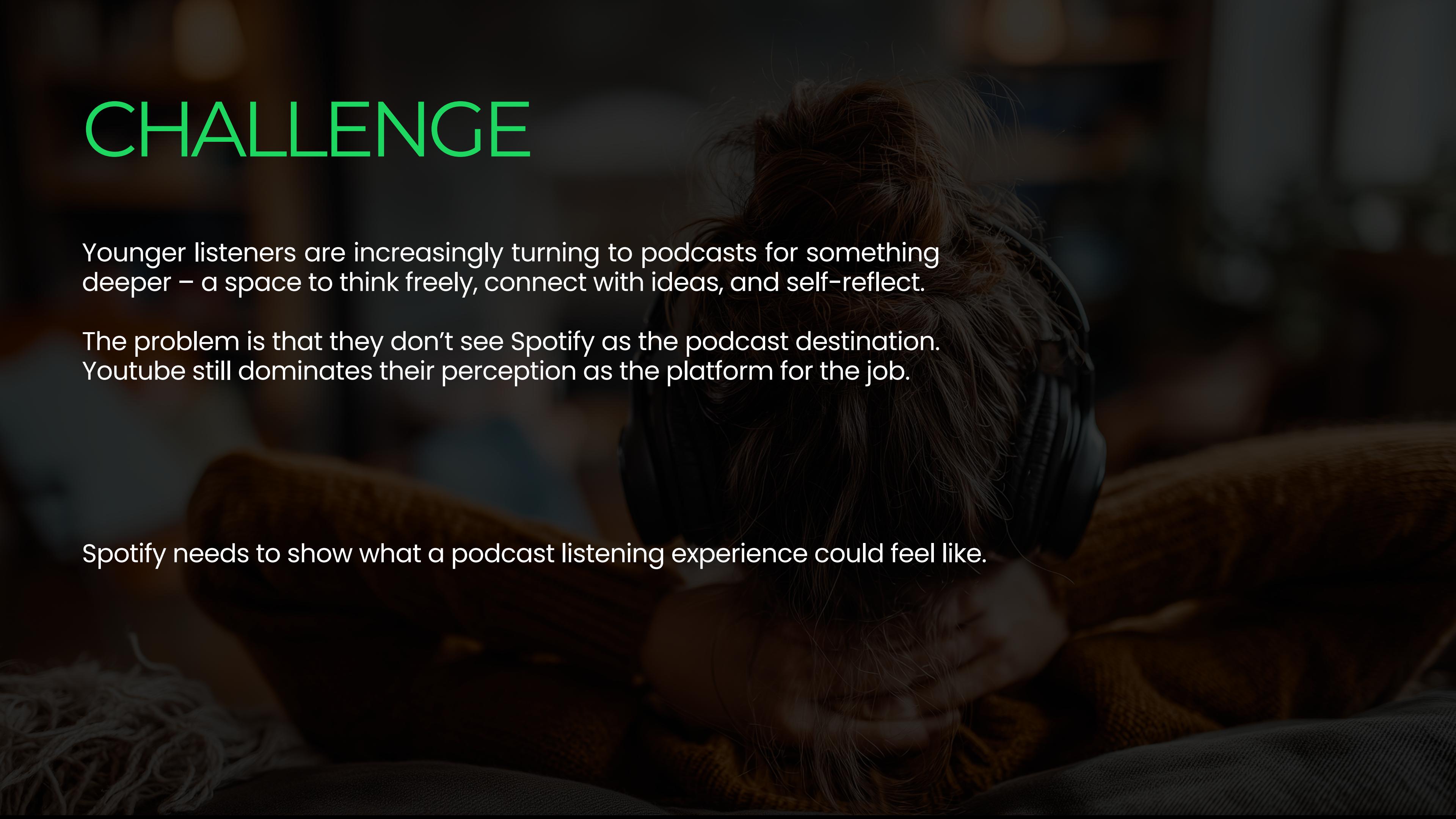


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# CHALLENGE

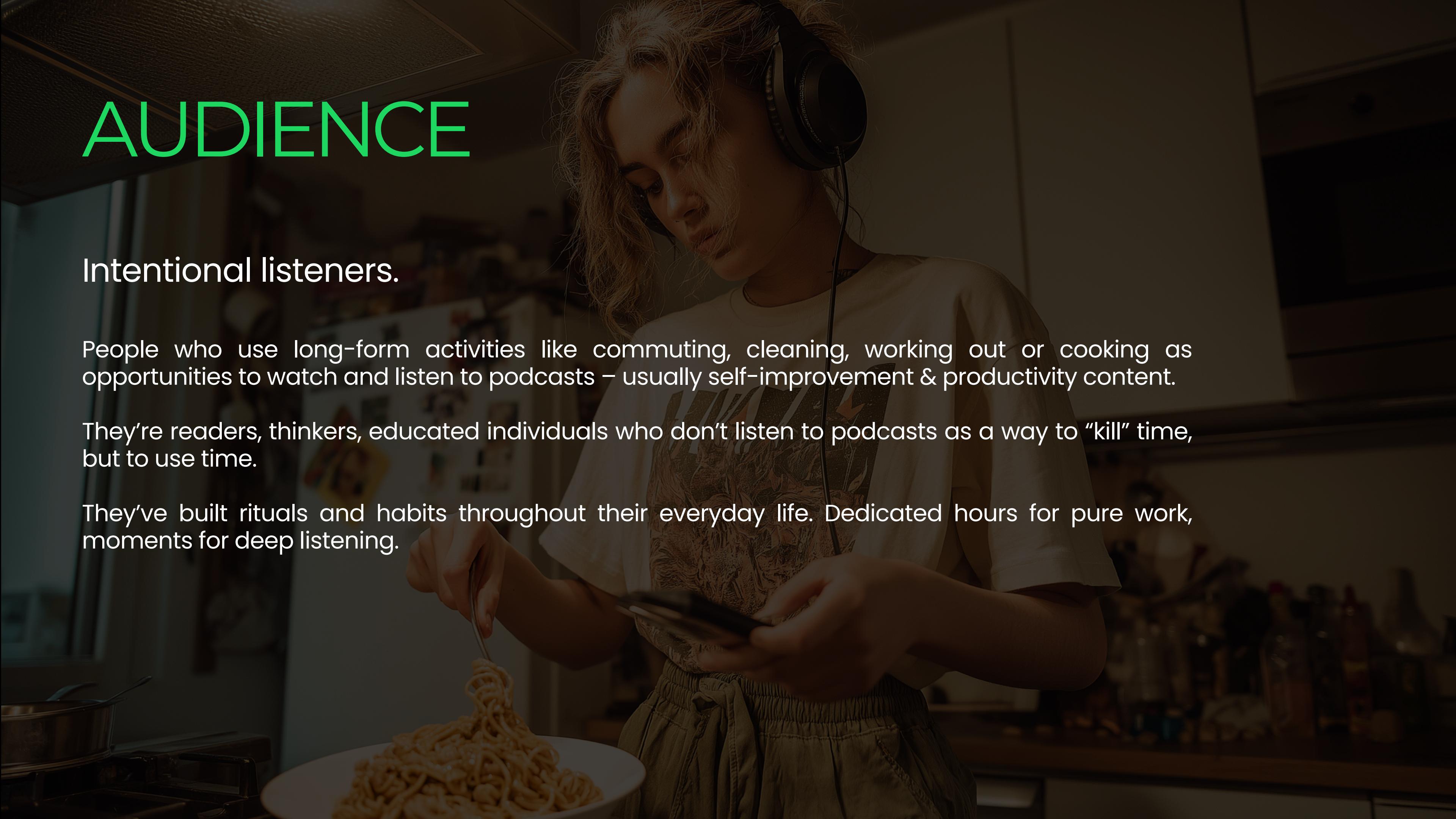
A woman with long, dark, wavy hair is shown from the side and back, wearing large black over-ear headphones. She appears to be sitting on a couch or bed, looking down and to her left with a thoughtful expression. The background is blurred, suggesting an indoor setting like a living room.

Younger listeners are increasingly turning to podcasts for something deeper – a space to think freely, connect with ideas, and self-reflect.

The problem is that they don't see Spotify as the podcast destination. Youtube still dominates their perception as the platform for the job.

Spotify needs to show what a podcast listening experience could feel like.

# AUDIENCE



Intentional listeners.

People who use long-form activities like commuting, cleaning, working out or cooking as opportunities to watch and listen to podcasts – usually self-improvement & productivity content.

They're readers, thinkers, educated individuals who don't listen to podcasts as a way to "kill" time, but to use time.

They've built rituals and habits throughout their everyday life. Dedicated hours for pure work, moments for deep listening.

# THE CONSUMER INSIGHT



They want to preserve the mental sanctuary they've worked so hard to maintain. Notifications, distractions and interruptions are real threats to that.

But in a world that won't stop talking **at** them, podcasts are where they finally feel talked **with**.

This audience treats their podcast time as a sacred space for deep thought, learning, and connecting with ideas that matter to them.

Because they show up mentally, they're expecting their focus to be protected, not thrown off.

# THE TENSION

People think all podcast platforms are the same. Just different apps playing identical audio.

But the *experience* can feel completely different. YouTube's chatty interface actively fights off focus – endless comments, suggested videos, engagement bait, and so forth. It pollutes concentration.

Spotify helps protect their attention by wrapping it in less visual noise, allowing the listener to lean in, and stay in the conversation.



THE KEY MESSAGE



**lean in,  
stay in**

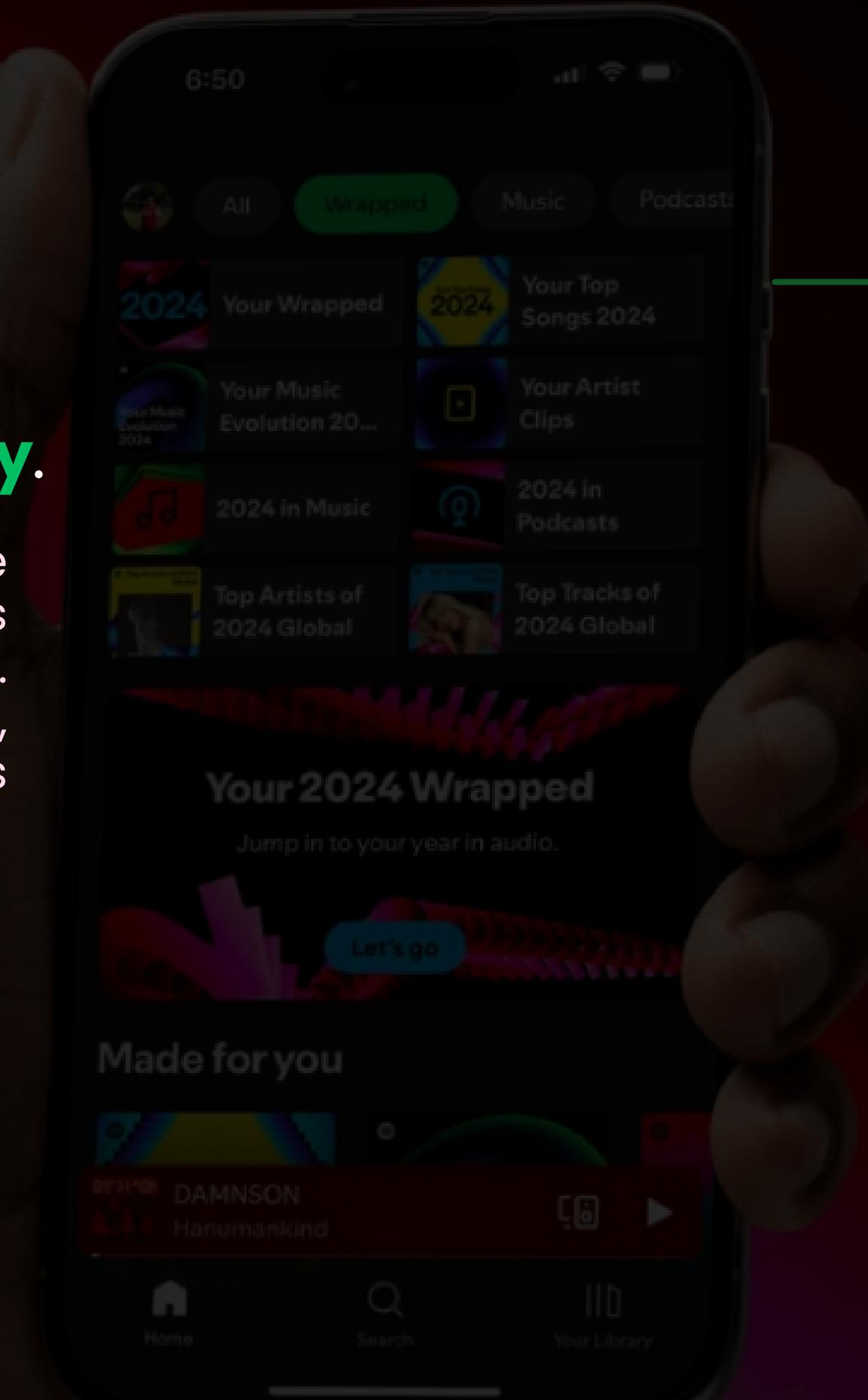


# RTB

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- ▶ Spotify's brand DNA is **personalization** and **intimacy**.

Spotify is uniquely positioned to create immersive podcast experiences because personalization is their DNA. From Wrapped to Discover Weekly, they've always made listening feel like it's designed for you alone.



- ▶ Spotify's UI is **immersive**
- Other platforms have interfaces that distract their audience with a messy UI that's always fighting for your next click. Too many suggested videos, too much to think about.
- But Spotify's undistracting design protects your attention. And your listening experience.