SPOTIFY: WRAPPED WITH IMPACT

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What is Spotify Wrapped?

Spotify is a digital music, podcast, and audio streaming service. It let's users:

- **Stream** millions of songs from artists around the world.
- **Create** and share playlists.
- **Listen** to podcasts.
- **Discover** new music through algorithms and curated playlists.

In 2016, Spotify launched Spotify Wrapped, a personalized year-end review that gives users a snapshot of their listening experiences. Wrapped quickly evolved into a *social and cultural phenomenon* that:

- Transforms listening into an emotional reflection of someone's identity.
- Turns data into storytelling.
- Allows people to celebrate who they are through what they listen to.

THE MISSION

To unlock the potential of human creativity by giving a million creators the opportunity to live off their art and billions of fans the opportunity to enjoy and be inspired by it.

THE VISION

To shape a more connected, inclusive, and creative world by reimaging how audio brings people, cultures, and ideas together.

THE PURPOSE

To empower creators and fans by fostering a vibrant space where creativity thrives and meaningful connections through music and audio is made.

Introducing: *Wrapped With Impact*

Wrapped With Impact ties personal listening habits to *collective good*. It's not just about the music you streamed, it's about the causes you supported, the artists you amplified, and the world you helped shape through sound. It turns Wrapped into a reflection of not just who you were, but who you showed up for.

Your Badges
for listening action

Artist Ally

Climate Streamer

Mental Health Amplifier
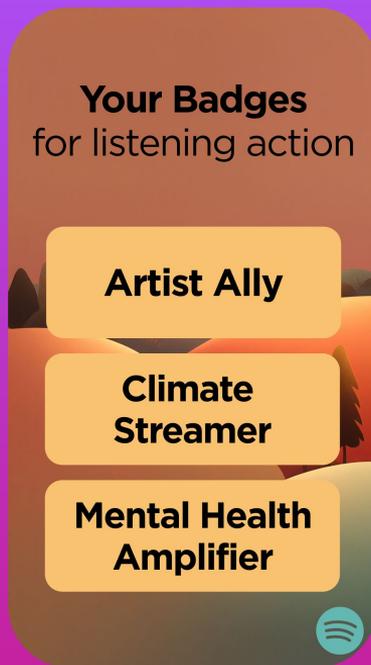
"You didn't just listen. You helped change the world."

The Brand and what they stand for

Brand:
- Spotify is a platform that already reflects who you are through music. With **Wrapped With Impact**, it can reflect what you stand for and show how your listening creates **real-world change**.

People:
- Gen Z & Millennials want to feel like their everyday choices (even digital ones) **matter**. They're burned out by performative activism but still care deeply about causes like climate, mental health, and representation.

Culture:
- We're in a culture that demands purpose. People want brands that **do good** and help them **feel good** about how they spend their time and money.

Wrapped With Impact Proposition

Wrapped
with Impact

Your listening made a difference

Leverages Global Awareness
➔ Consumers, especially younger generations, increasingly expect brands to take social and environmental responsibility.
➔ Wrapped With Impact aligns Spotify with these values, boosting brand relevance and trust.

Builds Deeper User Connection
➔ Spotify Wrapped already drives high user engagement through personalized storytelling.
➔ Wrapped With Impact adds a meaningful layer, linking music habits to real-world positive actions, increasing emotional connection.

Encourages Positive Brand Association
➔ Demonstrates Spotify's commitment beyond entertainment, to societal and environmental impact.
➔ Differentiates Spotify from competitors by merging culture, data and activism.

Drives User Retention and Advocacy
➔ Engaged users who see their impact are more likely to remain loyal and share their experience with others, expanding the Spotify community.

Supports Global Movement Trends
➔ Aligns with growing trends of sustainability, activism, and community impact seen worldwide, making Spotify a relevant player in global conversations.

THE TARGET AUDIENCE

Key Consumers

➜ Gen Z and Millennials (ages 16-35):
Tech-savvy, Culture-driven, expressive.

➜ Music superfans & creators: Actively share
their music taste and discover new artists.

➜ Social media users: Especially those on
TikTok, Instagram, and X (Twitter), involved
in global issues like mental health, social
justice, and climate action.

Target Market

Core Audience

➔ **Gen Z who treat music as and extension of their personality and lifestyle.**

➔ **Creators and influencers who use music to set moods, trends, and inspire culture.**
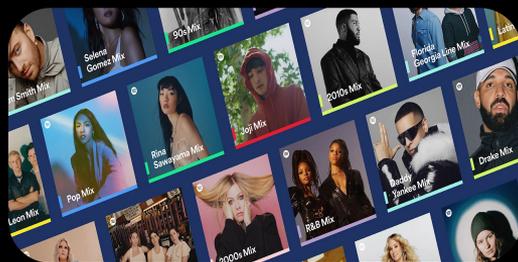
Target Market

Secondary Audience

➔ **Millennial professionals who enjoy nostalgia, personalized recaps, and sharing lifestyle market.**

➔ **New users drawn in by wrapped hype and peer FOMO.**
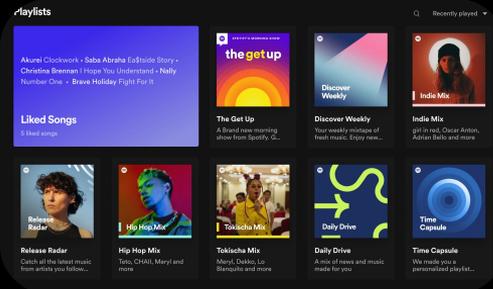
How *Wrapped With Impact* Works:

➔ Listening to underrepresented artists = boosting visibility

➔ Playing climate-conscious tracks = planting trees (Spotify partners with reforestation organizations)

➔ Participating in mental health playlists = supporting community healing

➔ Listening to global genres = cultural connection

For every Wrapped With Impact shared, Spotify donates a cause aligned with your listening behavior.

Community Features

Wrapped with Impact

➜ **"Your listening = Action" badges**
  ◆ Earn badges like "Artist Ally", "Climate Streamer", "Mental Health Amplifier"

➜ **Wrapped Donation Generator**
  ◆ Spotify donates based on aggregate streaming activity tied to playlists, artists, and causes.

➜ **Local Heros Highlighted**
  ◆ Show users their top local indie artist and how streaming supported their growth.

➜ **Interactive Map**
  ◆ See how people in your region made an impact through music.

KEY EMOTIONAL INSIGHT

Music is identity. With this campaign, music becomes **impact**. Wrapped now shows users how their streams helped support causes, lift artists, and build cultural bridges.

DAIVID Emotions: Pride + Empowerment

THE VISUAL & BRAND IDENTITY

Spotify's visual and brand identity centers around a minimalist/modern design that emphasizes approachability and inclusivity, with a strong focus on the color green and a distinctive sound wave logo. The brand uses its visual elements, including its logo, color palette, specialized font, and even dynamic shapes like sound waves, to convey its core values of playfulness, creativity, and a connection to music and its users.

Key Elements:

~Green soundwave logo

~Action badges/highlighted local heroes

~Soundwave visuals

~Spotify Wrapped story scroll

~Color palette

TONE OF VOICE

Uplifting, warm, reflective

Values-first, inclusive, socially aware

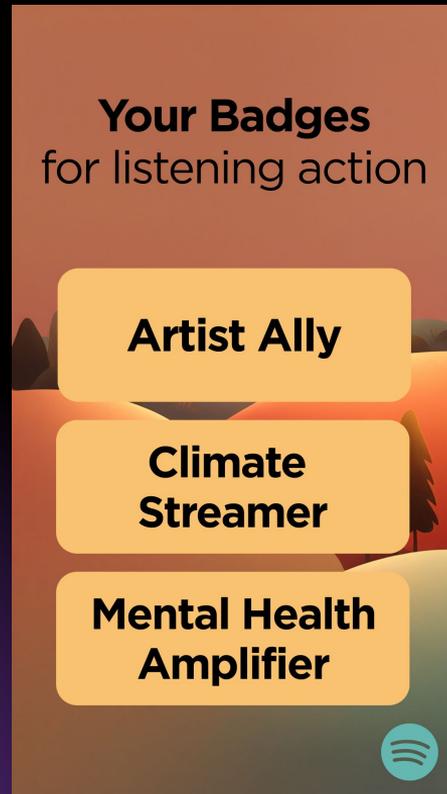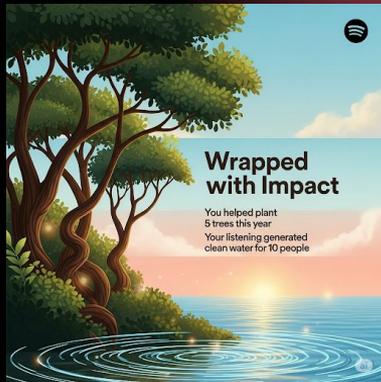Has depth, but stays accessible and shareable

REASON TO BELIEVE

Spotify already supports social impact causes (e.g., Equal, Frequency, climate initiatives)

Wrapped has proven power: over 120 million users engage annually

This evolution ties into how Spotify already surfaces global sounds, niche artists, and identity-based playlists

Content Examples

Wrapped with Impact
Your listening made a difference

Wrapped with Impact
You helped plant 5 trees this year
Your listening generated clean water for 10 people

Minutes of Impact
13,576

Your Badges
for listening action

Artist Ally

Climate Streamer

Mental Health Amplifier

WRAPPED WITH IMPACT
Your listening made waves.

Wrapped with Impact

Spotify utilizes other social media platform to expand their reach. Content for Wrapped with Impact will include Instagram story stickers so that listeners can use them with our content.

❏ We will also print these stickers so consumers can purchase them and spread the word about spotify through carrying a part of the impact around with them.

BRAND ANTHEM VIDEO

You weren't just vibing.

SCENE 1

Introduction Scene:

➔ Black Screen.
➔ Pulsing neon text fades in like a heartbeat.
➔ Text: *You weren't just vibing.*
➔ VO: *"You were making moves."*

SCENE 2

Split Frame Collage:

➔ Girl walking in rain wearing headphones
➔ Guy journaling at night with fairy lights
➔ Someone lying in bed with colorful LED lights
➔ Text: *That playlist got you through.*
➔ VO: *"But it also lifted someone else up."*

WRAPPED WITH IMPACT- *YOUR MUSIC. YOUR MOVEMENT.*

RIPPLE STATS

YOU STREAMED 12 INDIE ARTISTS

YOU BOOSTED 3 JUSTICE PLAYLISTS

YOU HELPED PLANT 4,500 TREES

SCENE 3

Dark background with bright animated Spotify-style graphs:

➔ You streamed 12 indie artists
➔ You boosted 3 justice playlists
➔ You helped plant 4,500 trees
➔ VO: *"Every listen meant something. Every choice had a ripple."*

SCENE 4

Split-Screen:

➔ Small artist reacting to a Wrapped post.
➔ Volunteers planting trees.
➔ Therapist curating a playlist for their client.
➔ Text: *Your sound. Their shot. Real change.*
➔ VO: *Wrapped with Impact isn't just what you heard, it's who you helped.*

BRAND ANTHEM VIDEO

SCENE 5
Text bubbles/DMs flying in like social overlays

- → Text:
    - ◆ Vibe: Healing
    - ◆ Era: Activist
    - ◆ Top Energy: Hopecore
- → VO: *"You streamed. You supported. You showed up."*

SCENE 6
High-energy montage:

- → Young crowd reacting to their Wrapped.
- → Community events and volunteer work.
- → People dancing to a new rising artist's music.
- → Text: *This is Wrapped With Impact.*
- → VO: *"Your music. Your movement."*

WRAPPED WITH IMPACT- *YOUR MUSIC. YOUR MOVEMENT.*

SCENE 7
Outro/Bold Spotify Wrapped animation:

- → Text: ***Wrapped With Impact.*** *spotify.com/impactwrapped*

VISUAL NOTES:

- → Sound: Build from soft to epic, emotional climax.
- → Pace: Emotional to fast-cut montage to clean outro.

REFERENCE:

OpenAI.*ChatGPT.* 31 July 2025, chat.openai.com. This AI tool was used to help brainstorm and script a brand anthem campaign for Spotify Wrapped. Used as a co-pilot, required human editing and direction.

Platform Video Clip

Shout:Video Intentions

- Shows the colorful and energetic aesthetic of Spotify's Wrapped while introducing community and volunteering to introduce Wrapped with Impact.

- Shown on multiple platforms including the Spotify app, Youtube, Tik Tok, Instagram, and more.

- It voices to the audience that their streams create change, as well as showing them their streams stats.

- In addition to the change its creating its ultimately showing listeners that what they listen to and create has purpose for a greater cause.

Sing: "Streams that drove change"

- Podcast styled episodes accessible on the Spotify app or on Spotify's Youtube
- Each episode is focused on a different issue.
  - Such as, mental health, healing, identity, protests, world issues, like climate troubles or current world events.

- Different artists will be considered hosts on the episodes and will have conversations regarding the specific themes being talked about.

- Listeners would be able to call in and join the conversation and share their stories about how certain music or artists helped with these various issues through sound.
  - To make even more interactive the app could have polls, like "Which song changed your life this year"

- This would show..
  - supports "Wrapped with impact" by being able to hear artists and real people's stories on how music impacted their lives and their communities.

Hum: "Impact Summary"

- Add a personalized slide to listeners spotify wrapped slideshow for an "Impact Summary" page

- This would show...
    - listeners what artists, music, and podcast they listened to showing different situations they advocated for or what issues they showed up for
- Example:
    - "This year, you showed up for..." (Climate hope, black voices, indie artists)

- At the end of the slide a subtle but enthusiastic call-to-action could be included
    - For example, "Keep showing up!"

Media Journey

Shout

RIPPLE STATS

YOU STREAMED
12 INDIE
ARTISTS

YOU BOOSTED
3 JUSTICE
PLAYLISTS

YOU HELPED PLANT
4,500 TREES

Shout:
- Video introducing Wrapped with Impact. Sharing to the audience that their streams can create change

Sing

Spotify

Streams That Drove Change
Podcast

Streams That Drove Change
Podcast

Follow

Sing:
- A podcast on the Spotify app or Spotify's Youtube account
- Each episode will focus on a different topic
- Includes artists and listeners

Hum

Spotify
IMPACT SUMMARY

This year, you showed up for...

45,000 PEOPLE REACHED

TOP CAUSE SUPPORTED
MENTAL HEALTH

Hum: "Impact Summary"
- Added slide to Spotify wrapped
- Would show the top cause supported or advocated for through music or podcasts

Customer Journey Diary

Wrapped with Impact will drive more in-app streams by encouraging users to engage with meaningful content and discover socially conscious artists, playlists, and podcasts aligned with their values.

Listeners will use social media platforms like TikTok, Instagram, Snapchat, and X (formerly Twitter) to share their impact and express their identity through their streaming habits.

Social media influencers and artists will promote their music/streams with their values that match spotify's supportive cause.

Consumers will see the wrapped with impact podcast and view each cause that spotify is supporting. This also gives consumers to interact with the brand and add their experience, driving more emotional connection and intimacy.

Consumers will be exposed to the campaign initially by the brand anthem video through television and ads on social media.

Consumers and new customers will open or download the app out of initial curiosity and is exposed to a ad promotional advertisement to view spotify's "wrapped with impact" page. This gives consumers a brief overview of the campaign

Spotify will then provide users with a summary of their listening patterns, highlighting the cause they supported most through their streaming habits.

Spotify's consumer base can influence one another to take initiative on campaigns, using media channels like messaging apps, email, news outlets, and blogs to plan, collaborate, and amplify their own impact-driven efforts.