

Spotify



x



Meet Our Team



Erin Enabnit



Caroline Emmerich



Sofia Edelberg



Kat Tran



DeAsia Samuels

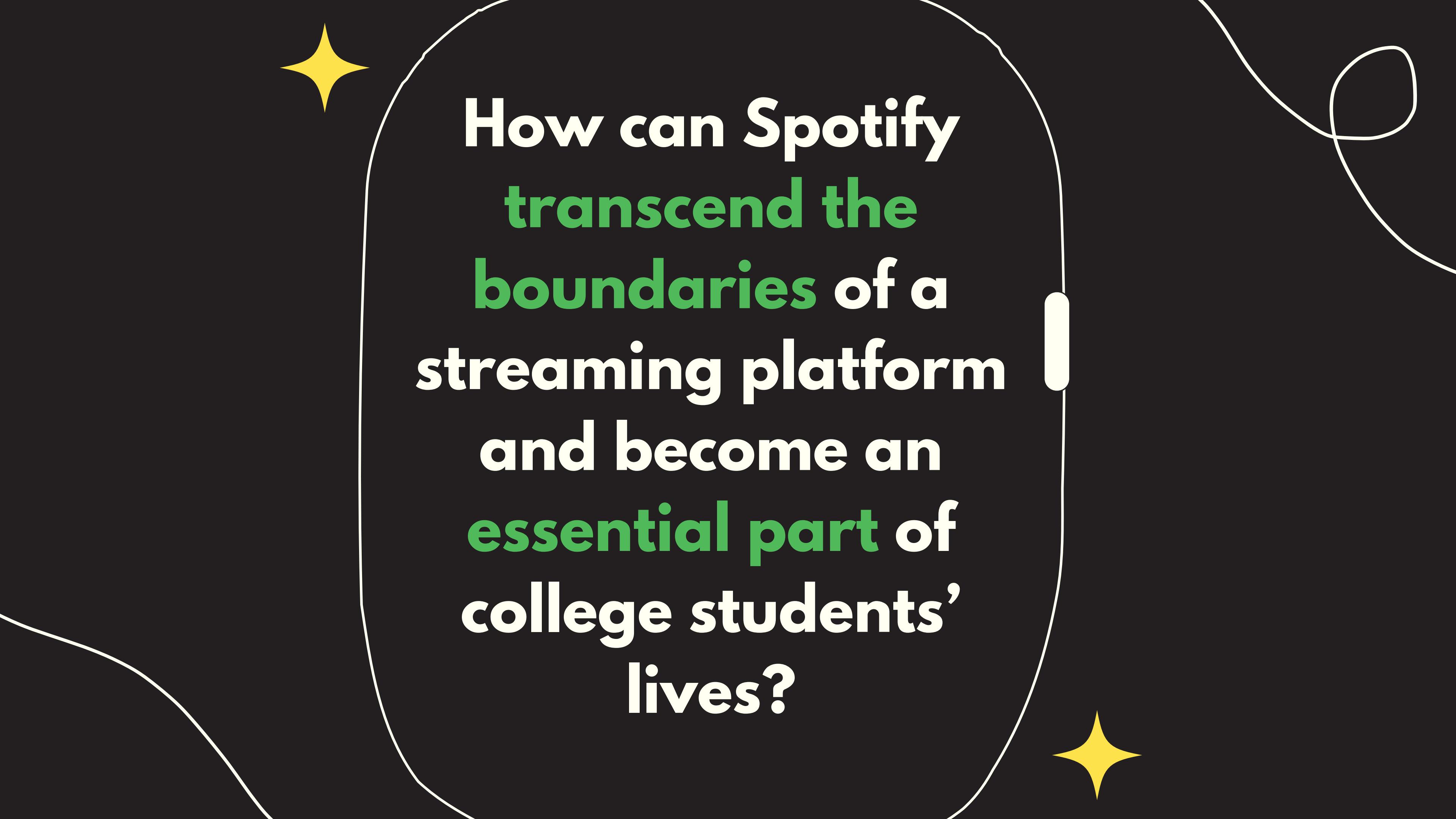


**Let's drive streaming across music,
audiobooks and podcasts.**



**Our goal is to connect with
college students in a
genuine way to drive
brand love with Gen Z.**





**How can Spotify
transcend the
boundaries of a
streaming platform
and become an
essential part of
college students'
lives?**

Category Truth



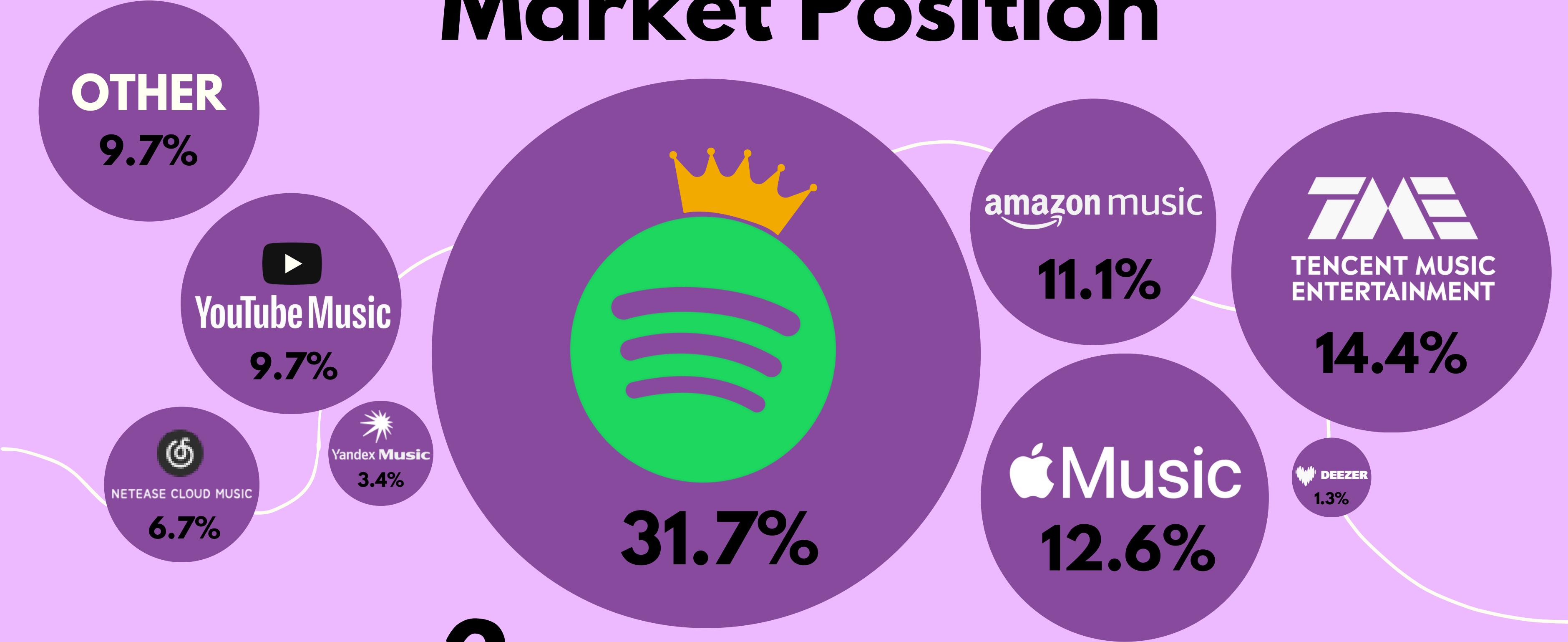
Music streaming platforms monitor user data & analytics to offer curated, personalized music, audiobooks, & podcasts based on listening behavior, preferences, & patterns.



Brand Truth

Spotify maintains its role as a leader in music streaming services, using data & tools like AI for Spotify Wrapped, Blend playlists, & AI DJ.

Market Position



Spotify has **2X** as much of the music streaming market compared to their nearest competitor.

Cultural Insight

**Gen Z desires genuine,
inclusive, & diverse spaces
to be creative, be authentic,
& be themselves.**

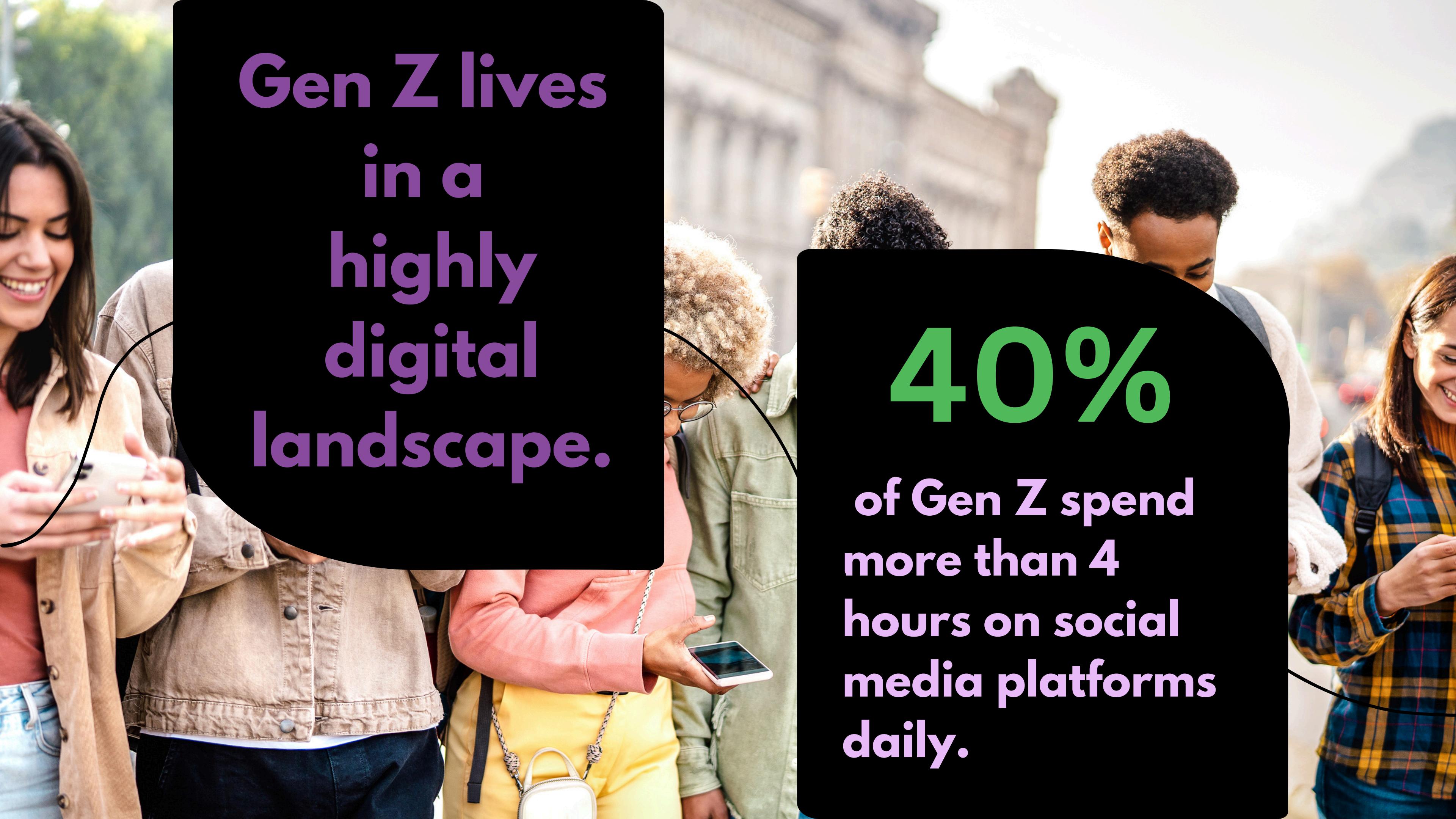
**Pictured: The
University of Florida's
Reitz Student Union**





Gen Z lives
in a
highly
digital
landscape.





Gen Z lives
in a
highly
digital
landscape.

40%

of Gen Z spend
more than 4
hours on social
media platforms
daily.



Gen Z
desires to
have a
personal &
unique
identity.





Gen Z
desires to
have a
personal &
unique
identity.

75%
of Gen Z
consumers value
personalization &
are willing to
share personal
data to receive
more personalized
experiences from
brands.



Gen Z yearns
for a sense of
community.



**Gen Z yearns
for a sense of
community.**

53%

**of current college students
reported that they are
currently concerned with
feeling lonely.**



Human Truth

Spotify Team A



Third Place:

a place to socialize,
hangout, & bond
outside of the home &
workplace.



**College campuses
are a microcosm of
the Gen Z lifestyle:
diverse, with unique
elements that foster
a community that
cannot be found
elsewhere.**



College campuses are a microcosm of the Gen Z lifestyle: diverse, with unique elements that foster a **community that cannot be found elsewhere.**



Building a digital third space connects students to their distinct communities when it gets overwhelming.

College campuses are a microcosm of the Gen Z lifestyle: diverse, with unique elements that foster a **community that cannot be found elsewhere.**



Building a digital third space connects students to their distinct communities when it gets overwhelming.

These spaces will allow students to listen to the special sound of their college campus and unite their voices while finding their rhythm.



Our Community.
Our Campus.
Our Streaming.

Spotify



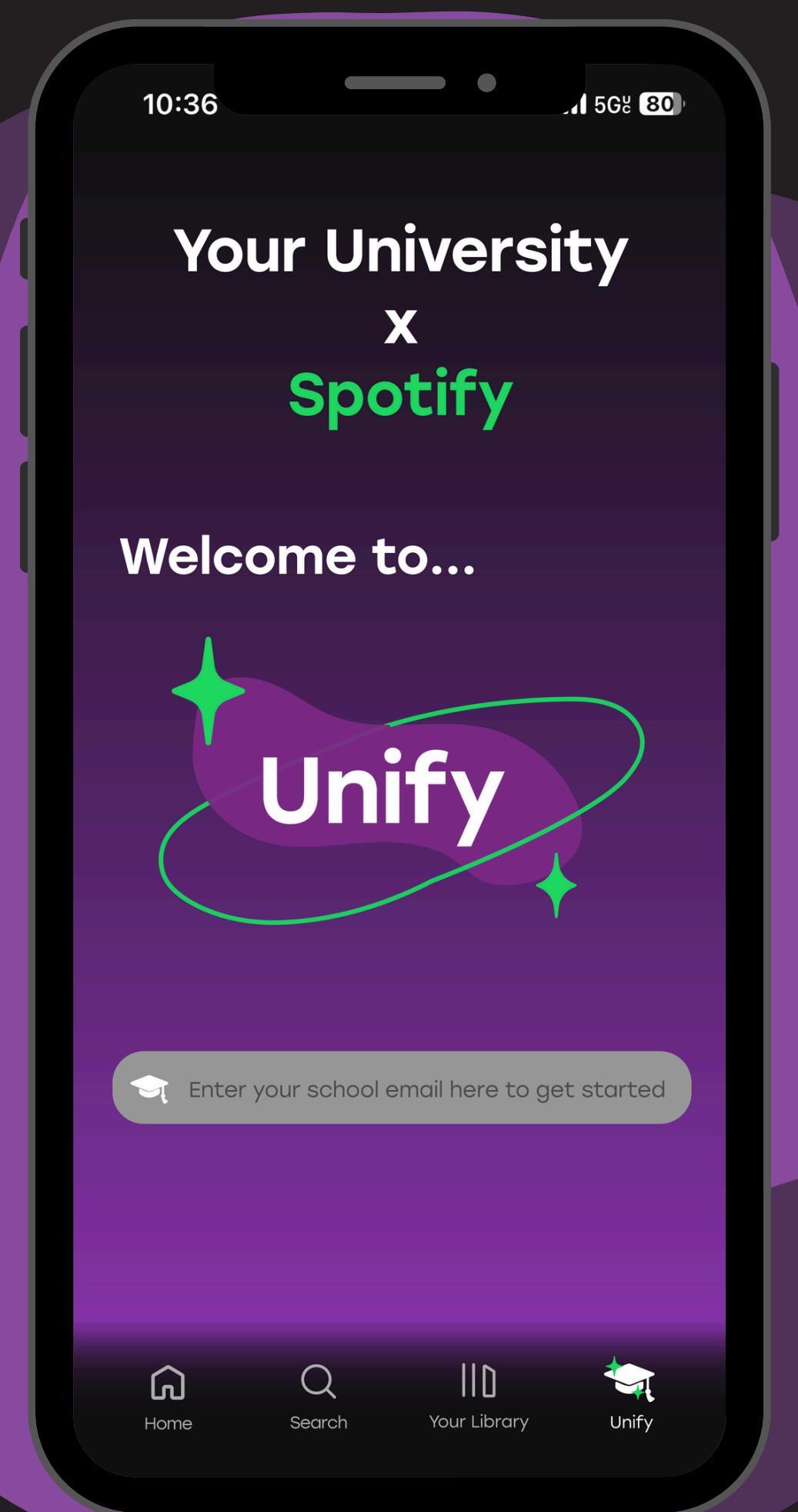
Unify



Unify is a community hub created by the Spotify Blend algorithm along with real listeners from college campuses.

An extension within the app tailored to college cultures that go with students anywhere at any time.

Spotify Premium for Students subscribers can access unique playlists, audiobook and podcast curations.



10:36

5G 80%

Your University
x
Spotify

Welcome to...

Unify

Unify



Enter your school email here to get started



Home



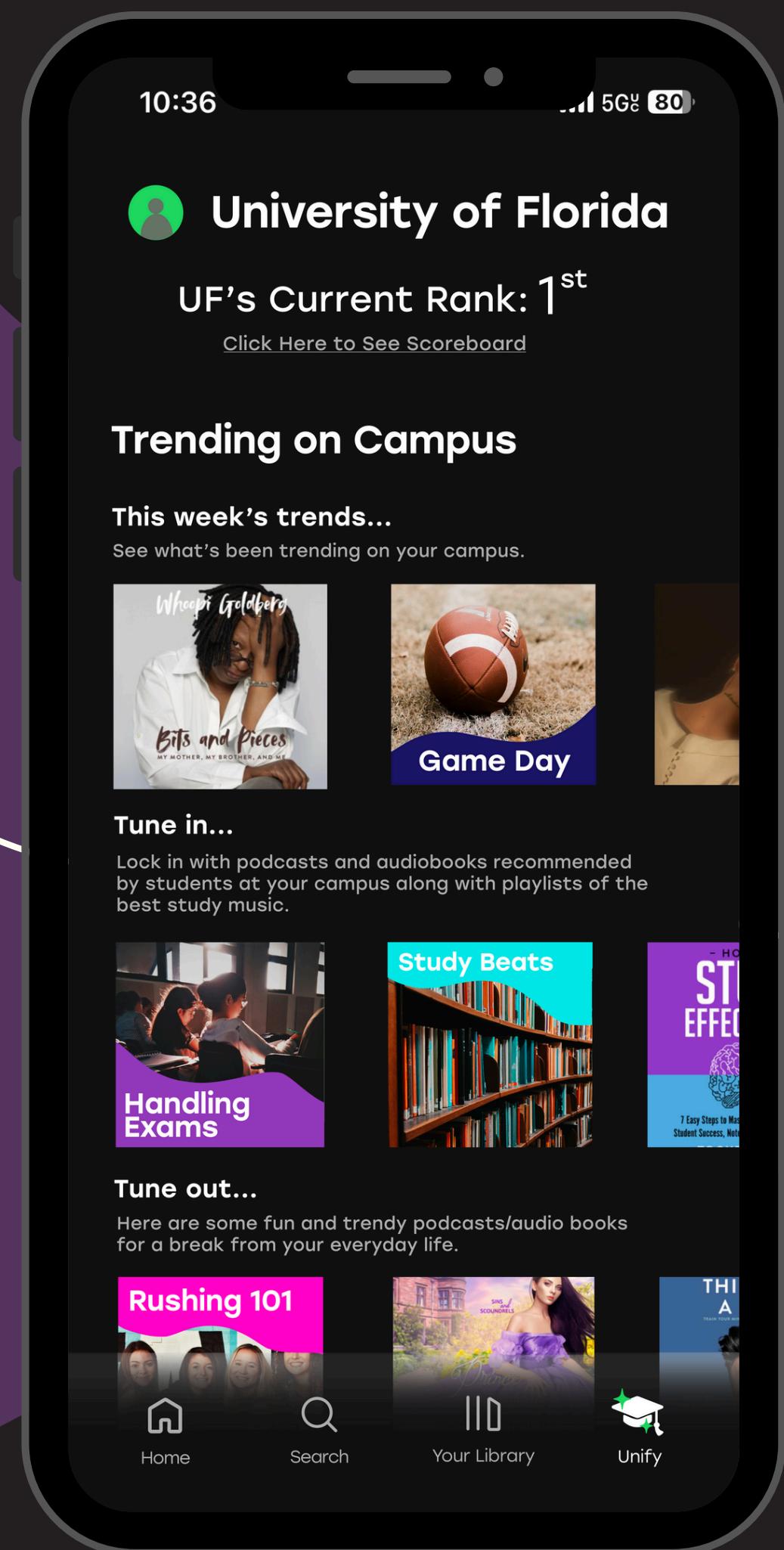
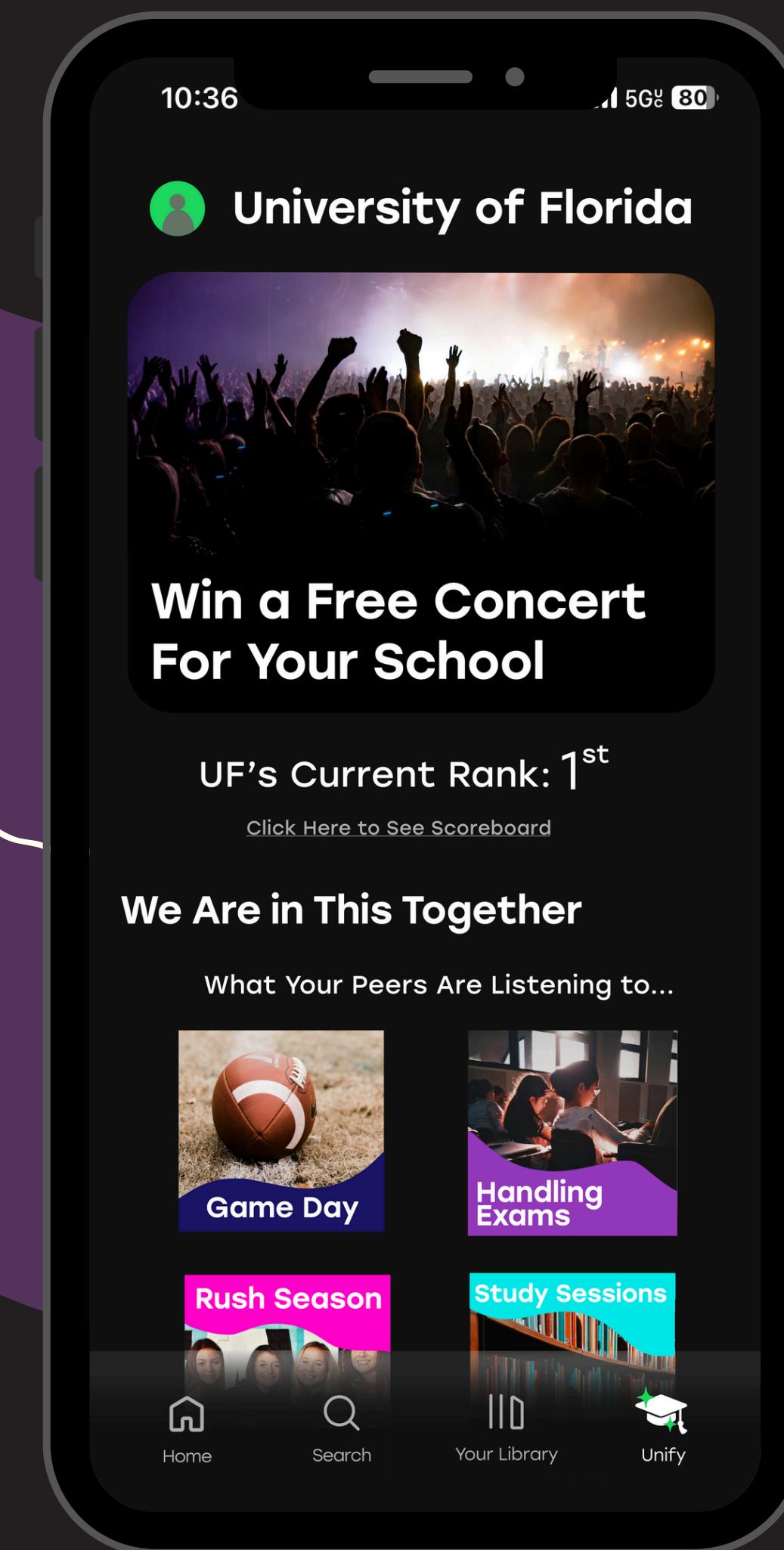
Search



Your Library



Unify





University of Florida

UF's Current Rank: 1st

[Click Here to See Scoreboard](#)

Trending on Campus

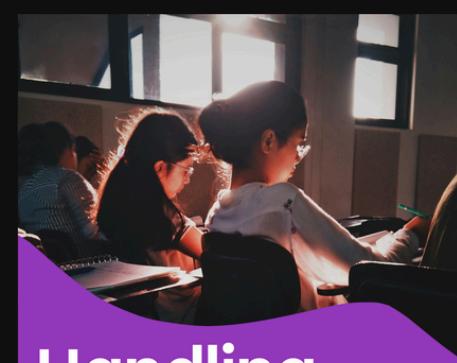
This week's trends...

See what's been trending on your campus.



Tune in...

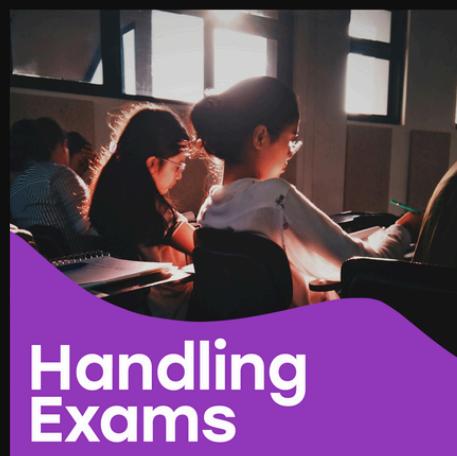
Lock in with podcasts and audiobooks recommended by students at your campus along with playlists of the best study music.





Tune in...

Lock in with podcasts and audiobooks recommended by students at your campus along with playlists of the best study music.



**Handling
Exams**



Tune out...

Here are some fun and trendy podcasts/audio books for a break from your everyday life.



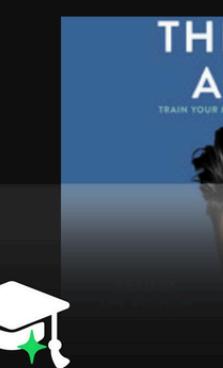
Home



Search



Your Library



Unify

Pilot Schools

University of Florida



UF UNIVERSITY of
FLORIDA

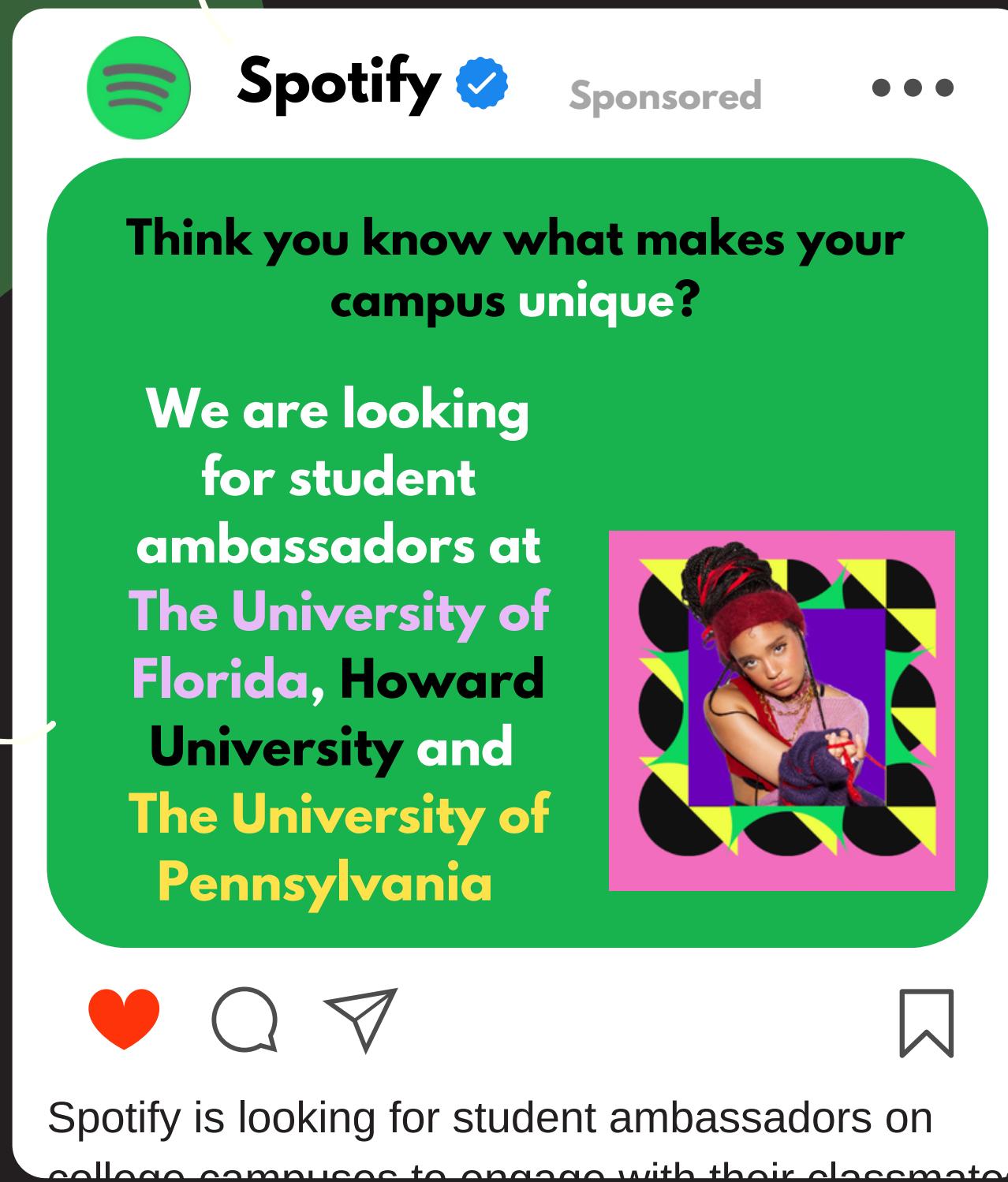
University of Pennsylvania



Howard University



The Unify Ambassador Program



Spotify  Sponsored

...

Think you know what makes your campus unique?

We are looking for student ambassadors at The University of Florida, Howard University and The University of Pennsylvania



...

Heart Comment Share

Spotify is looking for student ambassadors on college campuses to engage with their classmates.

**Spot campus trends,
academic milestones and
unique events**

**Curate playlists of relevant
music, audiobooks and
podcasts**

**Receive 1 semester of free
Premium**

**Post and promote Unify on
social media**

Our Personas



Larry

A Freshman who has one or two friends, in no clubs, only likes to listen to his individual playlists, prefers to stay in his comfort zone



Andy

A Sophomore who has a few friends, is part of a couple clubs, likes to occasionally create collaborative playlists and share his favorite music and podcasts with his friends



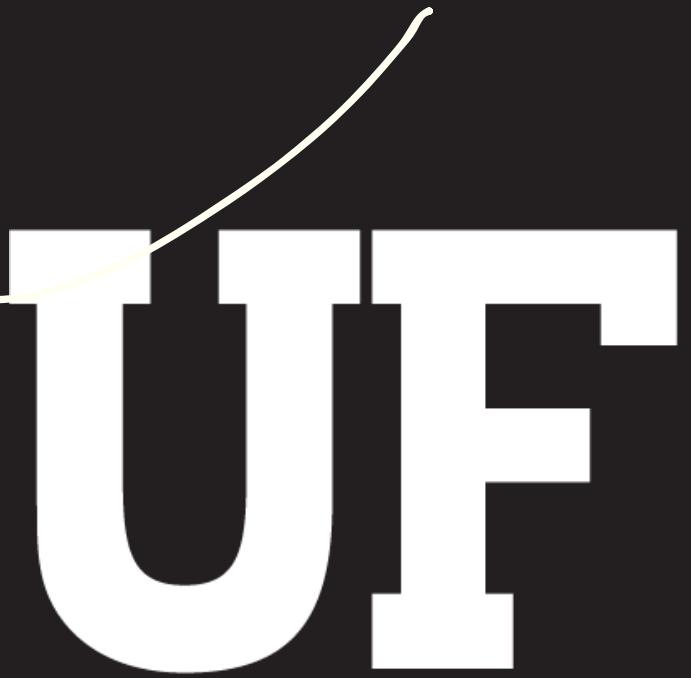
Isa

A Junior who is in several clubs, has many friends, needs to create a collaborative playlist for every event and enjoys listening to her favorite podcasts with friends





University of Florida



 **Location:** Gainesville, Florida

 **Enrollment:**
34,552 students (Fall 2023)

 **Southeastern Conference (SEC)**
School

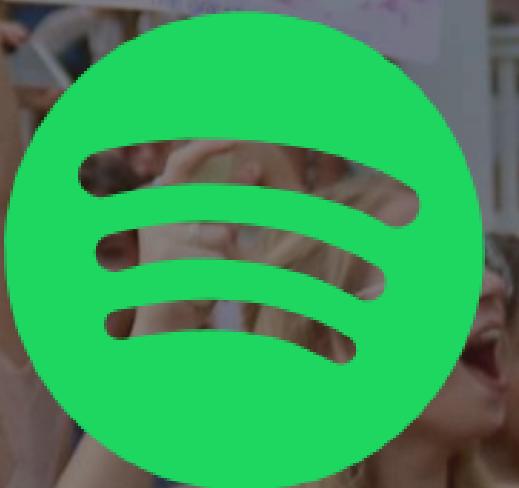


Community



RUSH

X



Spotify®



@NEWSLETTER

WE INFORM. YOU DECIDE.

CAMPUS ▾ METRO ▾ INVESTIGATIONS SPORTS ▾ THE AVENUE ▾ OPINIONS ▾ MULTIMEDIA ▾ EL CAIMÁN SPECIALS ▾ TIPS 

TUESDAY, JUNE 04, 2024

**the independent florida
alligator**


ADVERTISEMENT

NEWS | CAMPUS STUDENT LIFE

Spotify Partners with UF Panhellenic Council to Kick-Off Recruitment



Annie Wang
Sophomore at UF,
writer for The Alligator

A photograph of a large, red brick building with a prominent white clock tower and a green dome. The building has multiple gables and arched windows. The sky is blue with some clouds.

Howard University



 **Washington, D.C.**

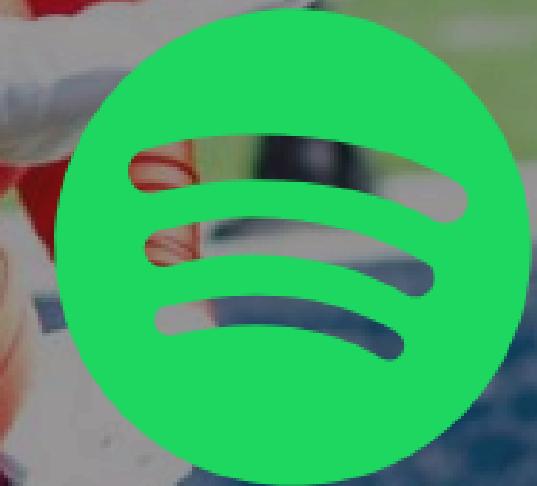
 **Enrollment:**
Around 10,000 students (Fall 2023)

 **HBCU (Historically Black College/University)**



Authenticity

X



Spotify®



EQ

The Washington Post
Democracy Dies in Darkness

Subscribe Sign in

Style Arts & Entertainments Power The Media Fashion Of Interest

Spotify Partnership with Howard University Brings the Beat to Centennial Homecoming Celebration

Jasper Smith
Senior at Howard,
writer at WP

A silhouette of the University of Pennsylvania's historic red brick building, featuring a central tower and two smaller towers with green domes, is positioned on the left side of the slide. The building is set against a background of a clear blue sky.

University of Pennsylvania



Location: Philadelphia, Pennsylvania



Enrollment:
25,860 students (Fall 2023)



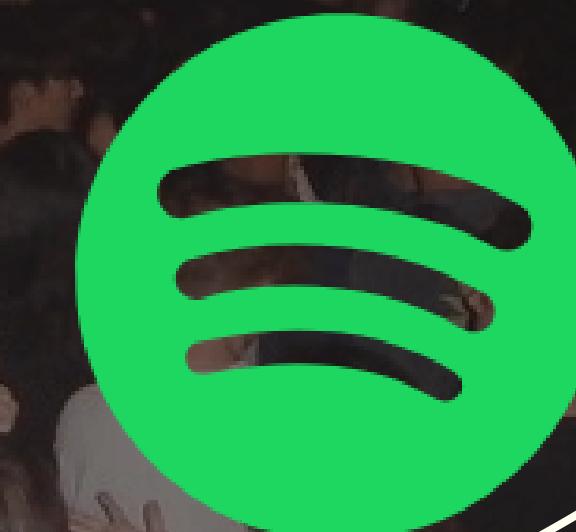
Private Ivy League Research University

Resource Engagement



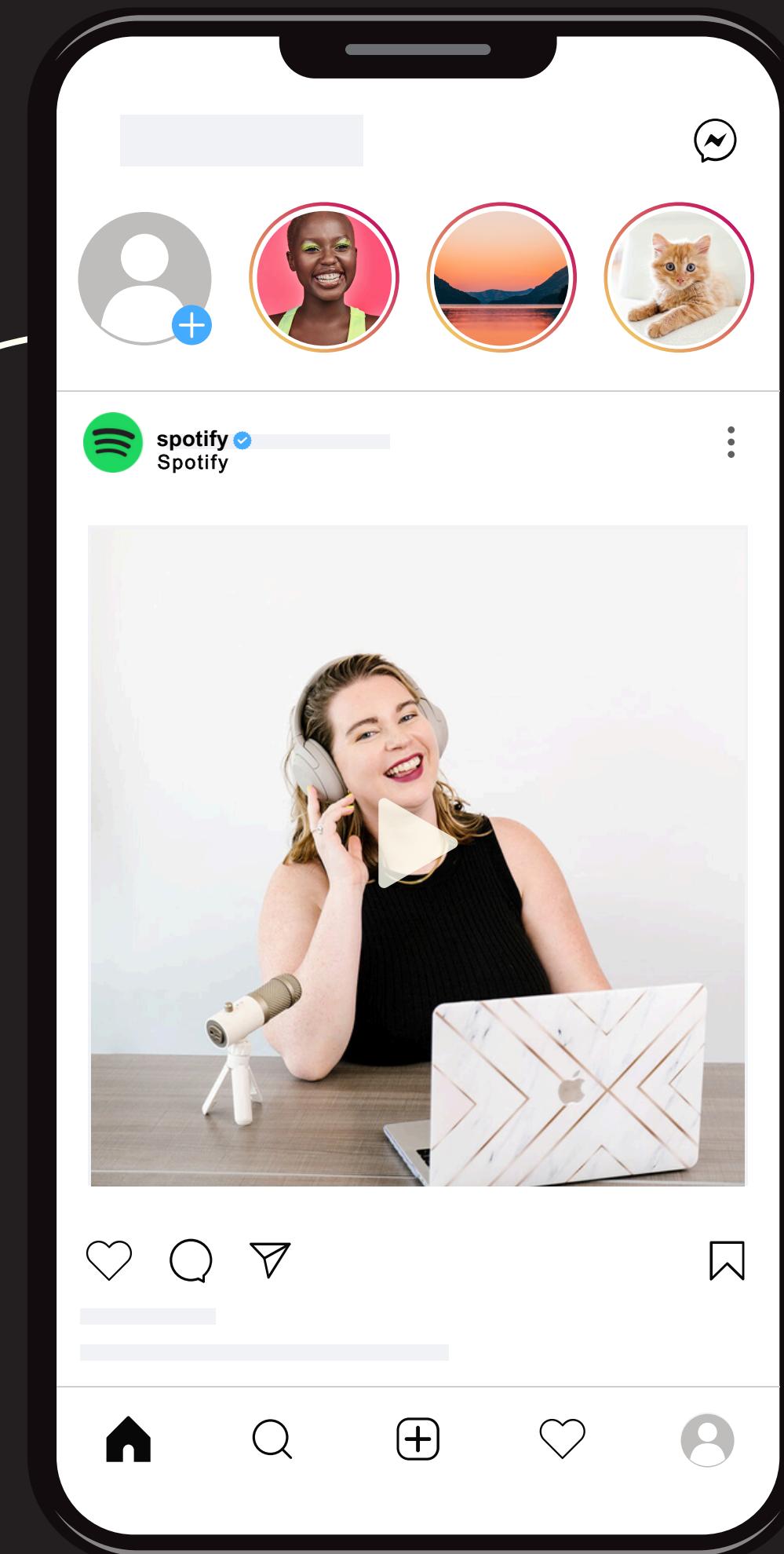
**THE ECON
SCREAM**

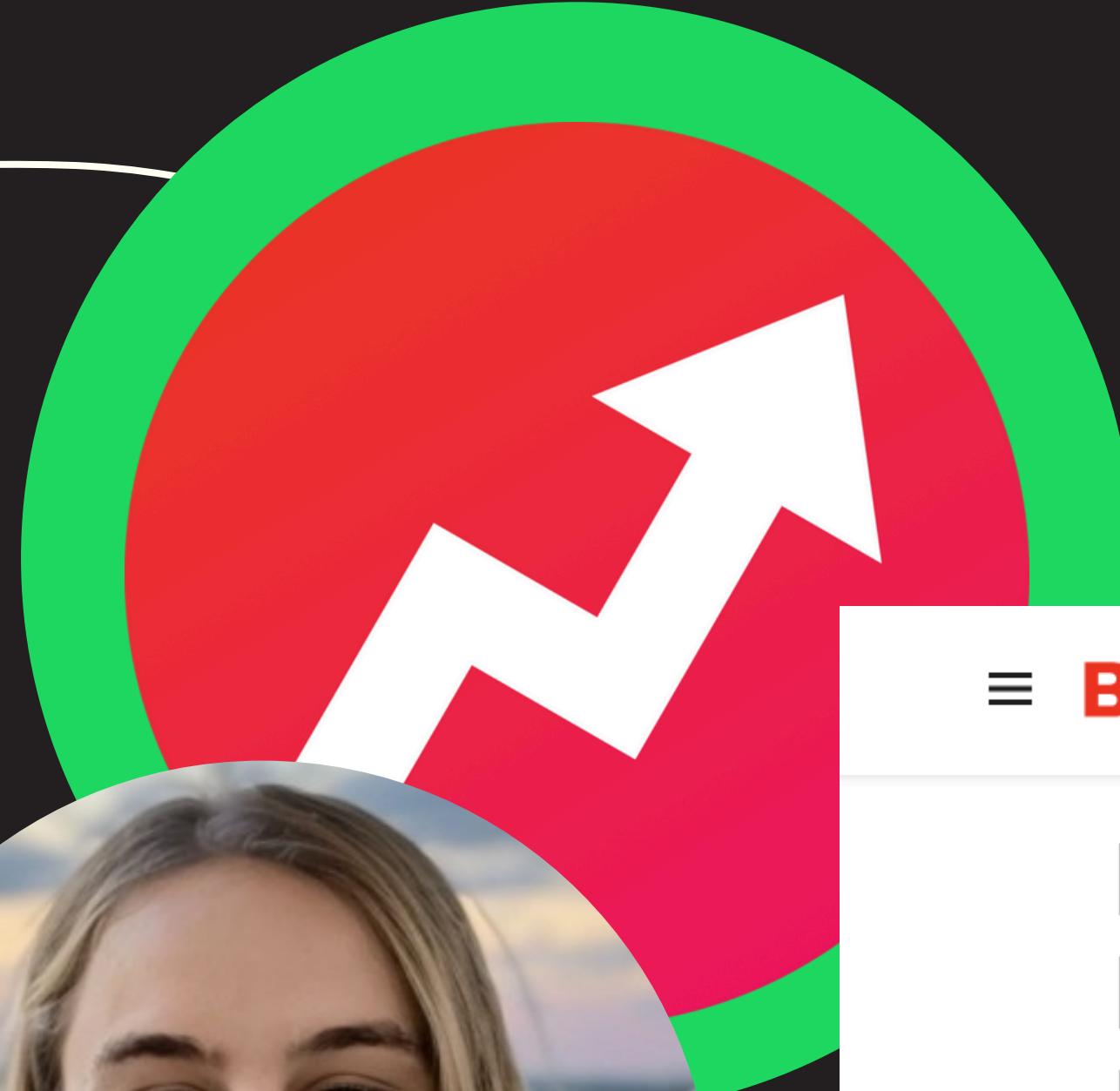
X



Spotify®

Tori Dunlap





≡ **BuzzFeed**

Quizzes

TV & Movies

Shopping

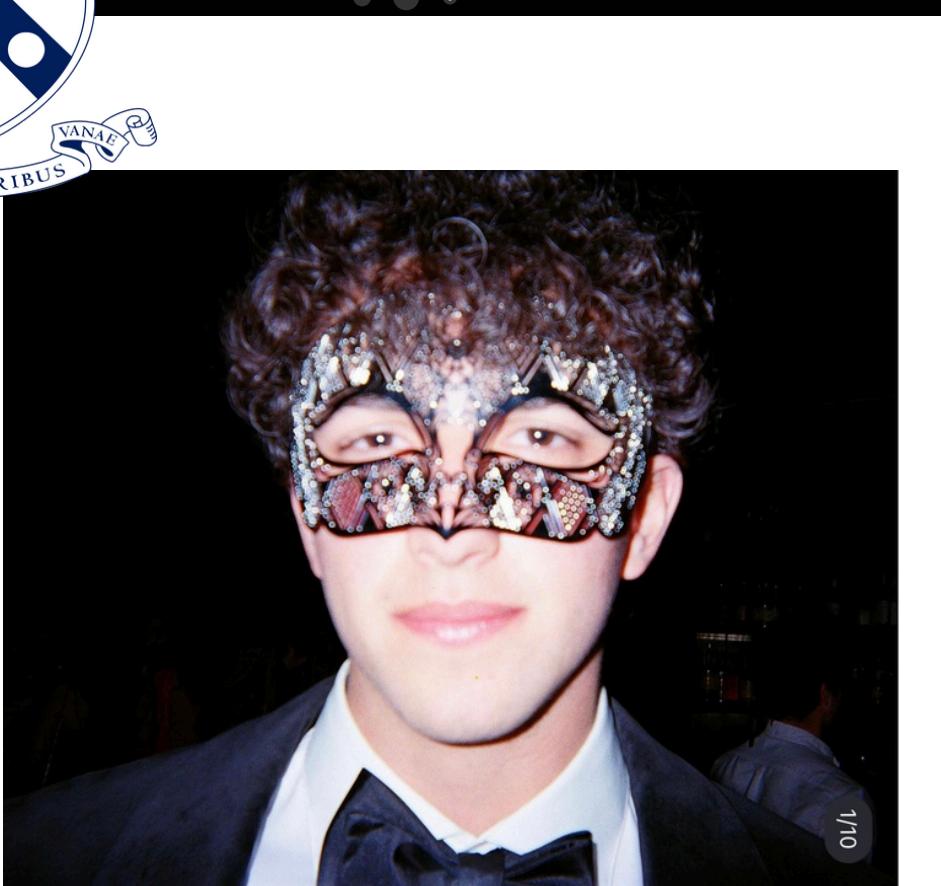
Videos

News

Tasty

Podcast Host Tori Dunlap Partners With Spotify to Ignite UPenn Just Before the Legendary Midnight Scream

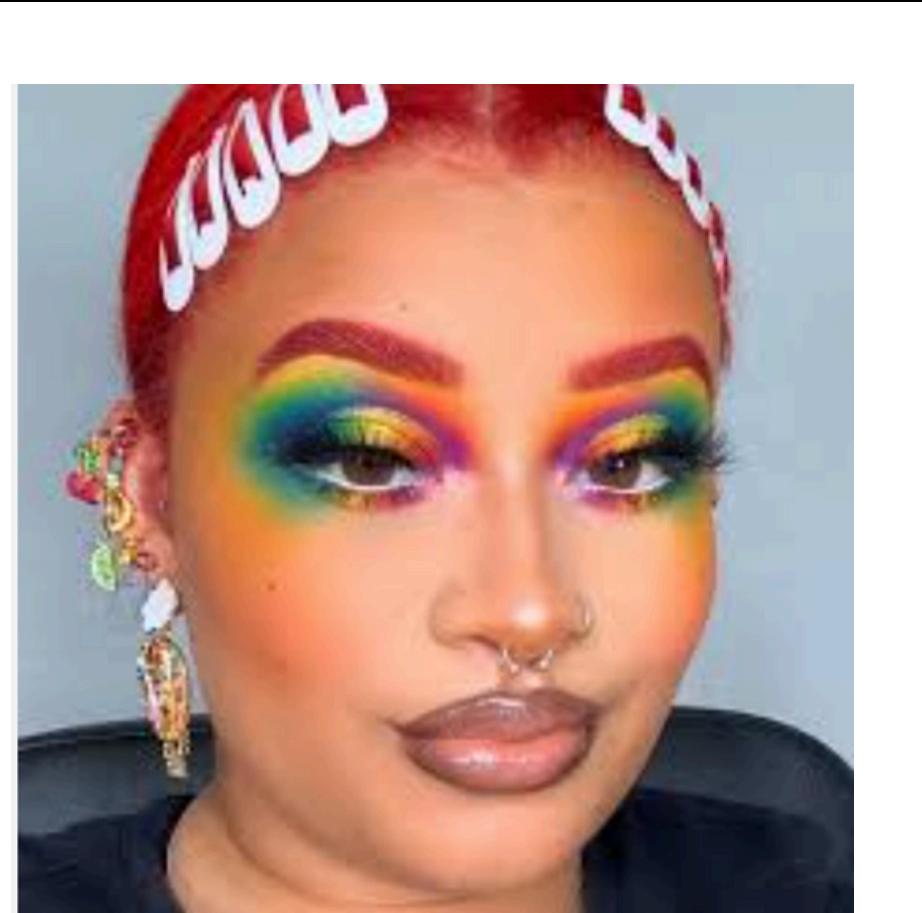
**Kirsten Bakstran
writer at BuzzFeed**



@Jackhrogers

 **26.7k followers**

 **4k followers**



@Raggedyroyal

 **241.2k followers**

 **161K followers**



UF | UNIVERSITY of FLORIDA

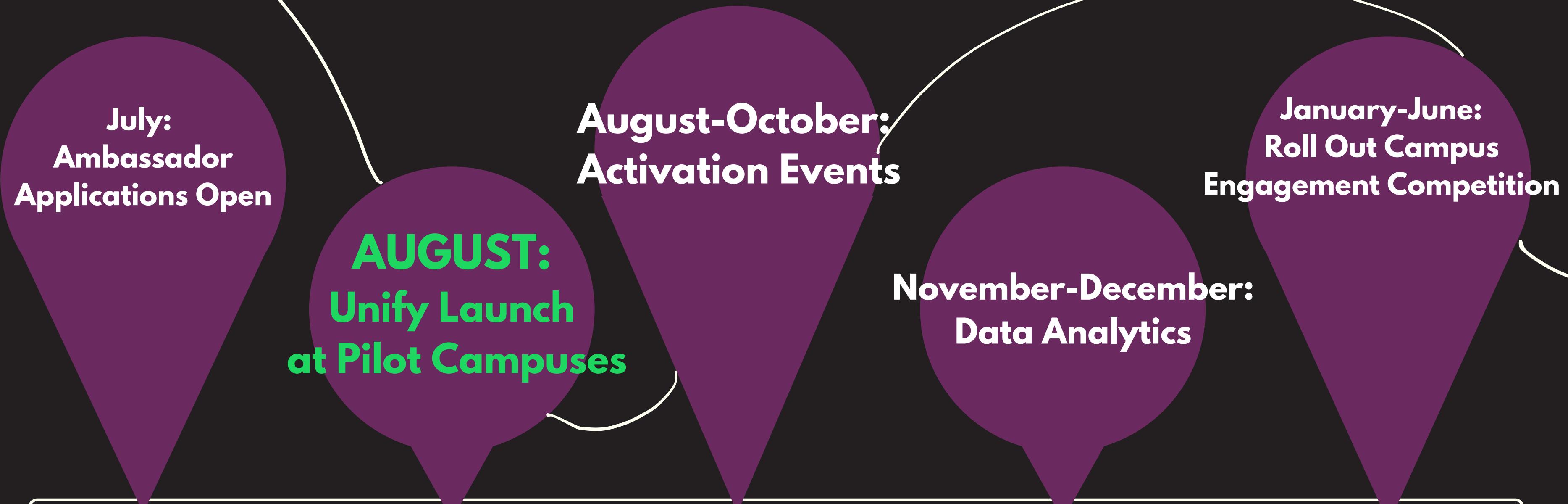


@Averykatherinewood

 **2.3 mil. followers**

 **526k followers**

Timeline



10:36

5G 80%



University of Florida

UF's Enrollment:

15.2%

Rank:

	University of Florida	15.2 %
	University of Pennsylvania	13.4 %
	University of Michigan	12.01 %
	Howard University	9.2 %
	CUNY Baruch College	5.0 %
	SUNY Binghamton	2.7 %

Scores are calculated by percentage of student body enrolled in Unify.

[Learn how to get your school's score up](#)



Home



Search



Your Library



Unify

10:36

5G 80



University of Florida

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Unify

Campus Activation Events

**7% Student Body
Participation**

**Student ID scans at
event sign-in**

Followers

**Increase followers
across channels by 4%**

App Engagement

**Increase stickiness ratio
among Gen Z by 20%**

Daily/monthly listeners

Time Spent On Spotify

**Increase time spent on
app by 10%**

Subscriptions

**Increase premium
subscriptions by 5%**

Media Consumption Type

**Increase podcast and
audiobook listens by
10%**

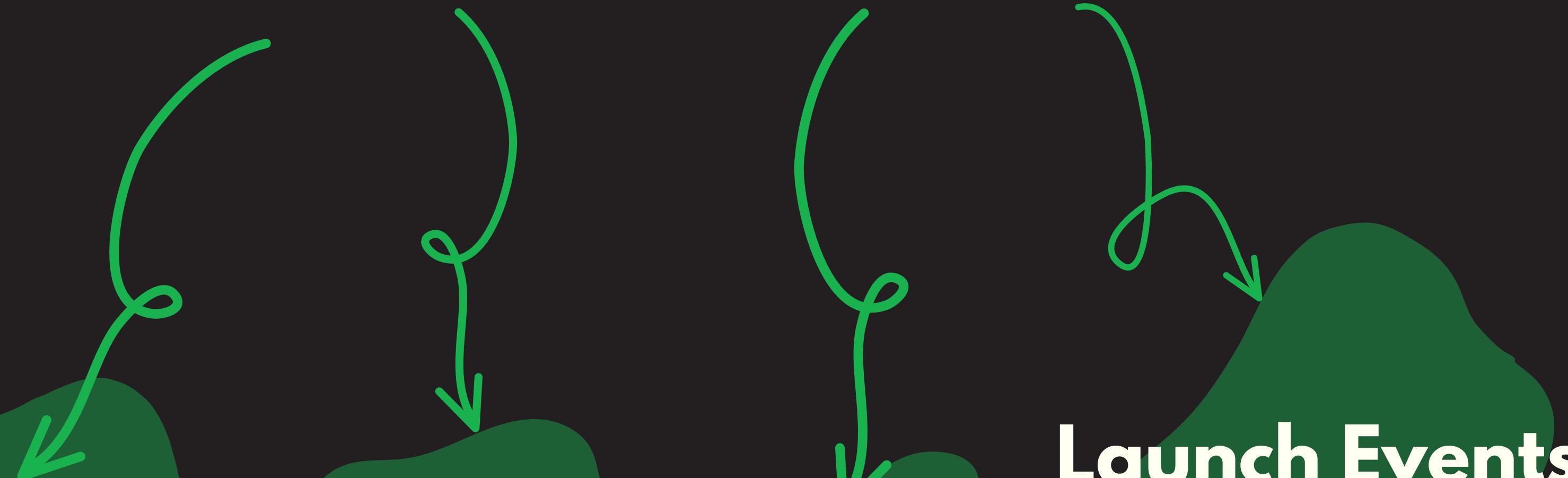
Budget \$1 M

Advertisements

Influencers

Agency Rates

Launch Events



Spotify



x



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