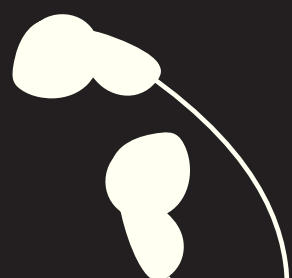


Spotify



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.**



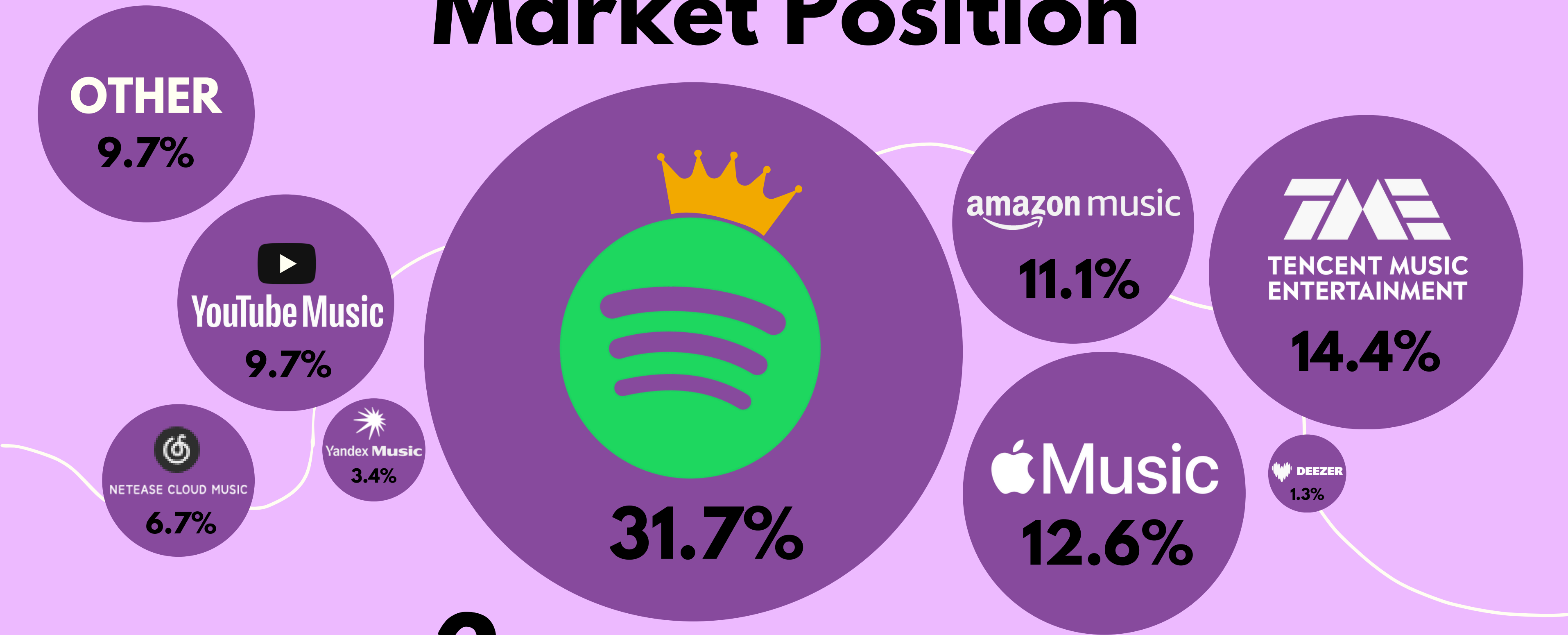
# Brand Truth

**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.

Source: Statista

# 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.**



A low-angle, upward-looking photograph of a group of young people (Gen Z) huddled together, holding hands, against a clear blue sky. The people are wearing casual clothing like t-shirts and shorts. A green semi-transparent box with a yellow star is overlaid on the center, containing text.

**Gen Z  
desires to  
have a  
personal &  
unique  
identity.**



A low-angle, upward-looking shot of a group of young people in a huddle, looking towards the center. The background is a clear blue sky. The people are wearing various casual clothing like t-shirts and shorts. Two yellow starburst graphics are placed near the text boxes.

**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

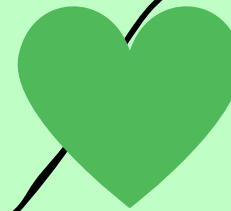
Spotify Team A





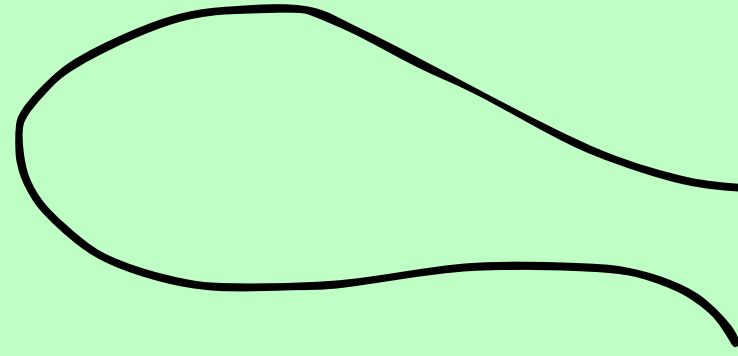
# Third Place:

**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



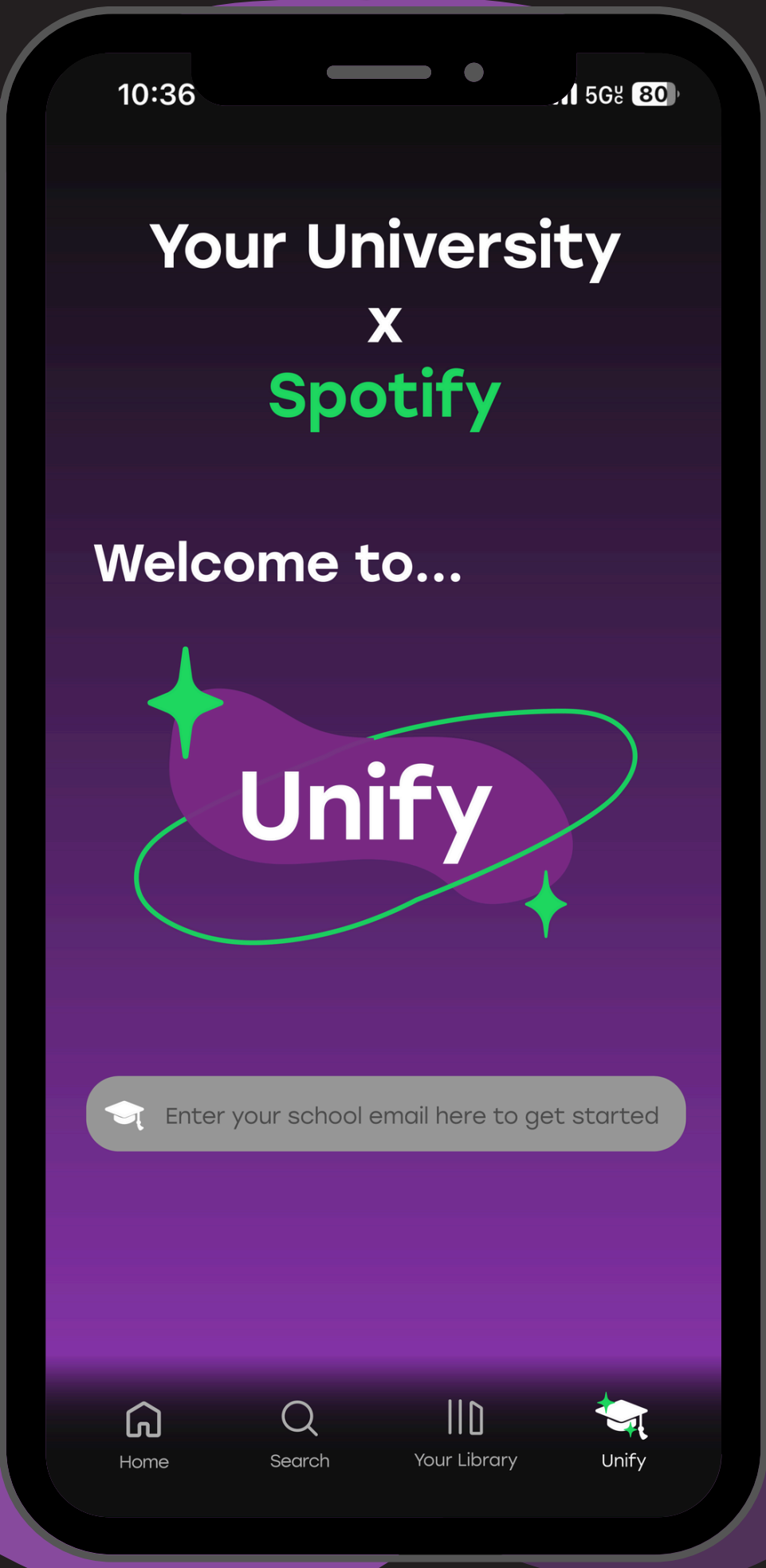


**Unify** is a community hub created by the Spotify Blend algorithm along with real listeners from college campuses.

**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



Enter your school email here to get started



Home



Search



Your Library



Unify

10:36

5G% 80



University of Florida



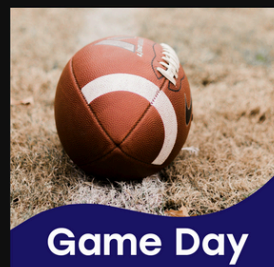
## Win a Free Concert For Your School

UF's Current Rank: 1<sup>st</sup>

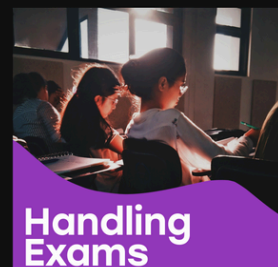
[Click Here to See Scoreboard](#)

## We Are in This Together

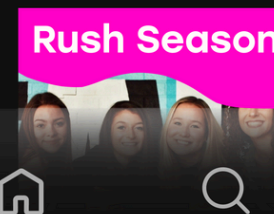
What Your Peers Are Listening to...



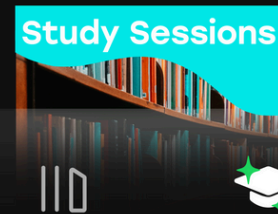
Game Day



Handling  
Exams



Rush Season



Study Sessions



Home



Search



Your Library



Unify

10:36

5G% 80



University of Florida

UF's Current Rank: 1<sup>st</sup>

[Click Here to See Scoreboard](#)

## Trending on Campus

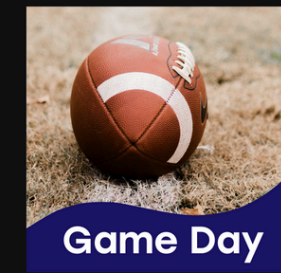
This week's trends...

See what's been trending on your campus.



Whoo! Goldberg

Bits and Pieces



Game Day

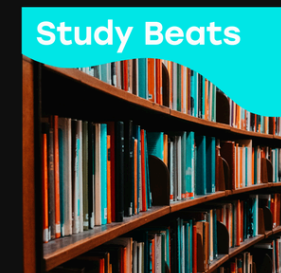


Tune in...

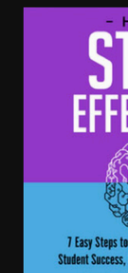
Lock in with podcasts and audiobooks recommended by students at your campus along with playlists of the best study music.



Handling  
Exams



Study Beats

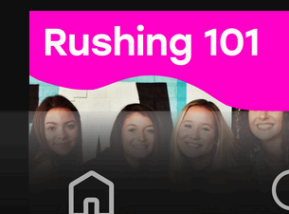


STUDY  
EFFECT

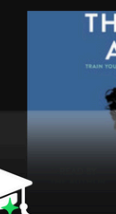
7 Easy Steps to Max  
Student Success, Not

Tune out...

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



Rushing 101



Home



Search

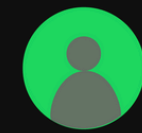


Your Library



Unify





# University of Florida

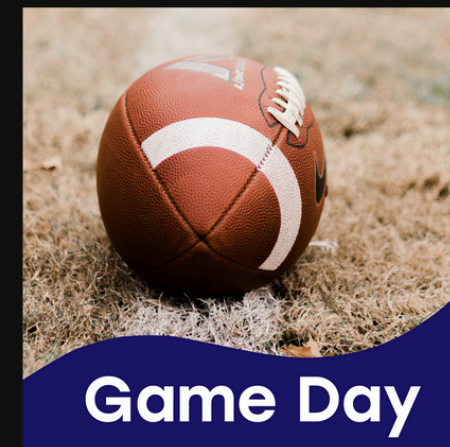
## UF's Current Rank: 1<sup>st</sup>

[Click Here to See Scoreboard](#)

## Trending on Campus

### This week's trends...

See what's been trending on your campus.



### Tune in...

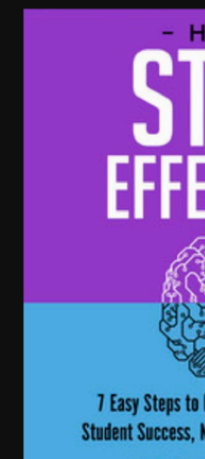
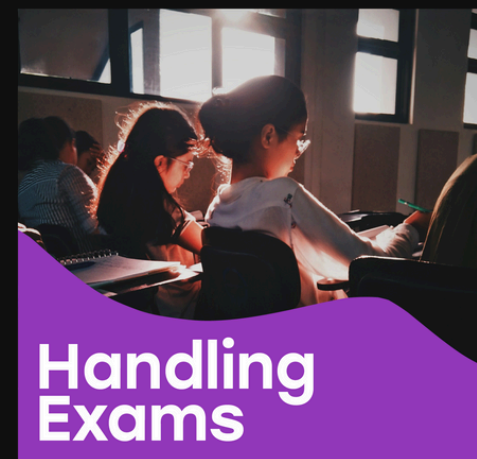
Lock in with podcasts and audiobooks recommended by students at your campus along with playlists of the best study music.





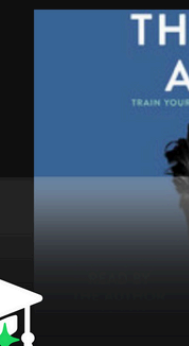
## Tune in...

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



## Tune out...

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



Home



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# Pilot Schools

## University of Florida



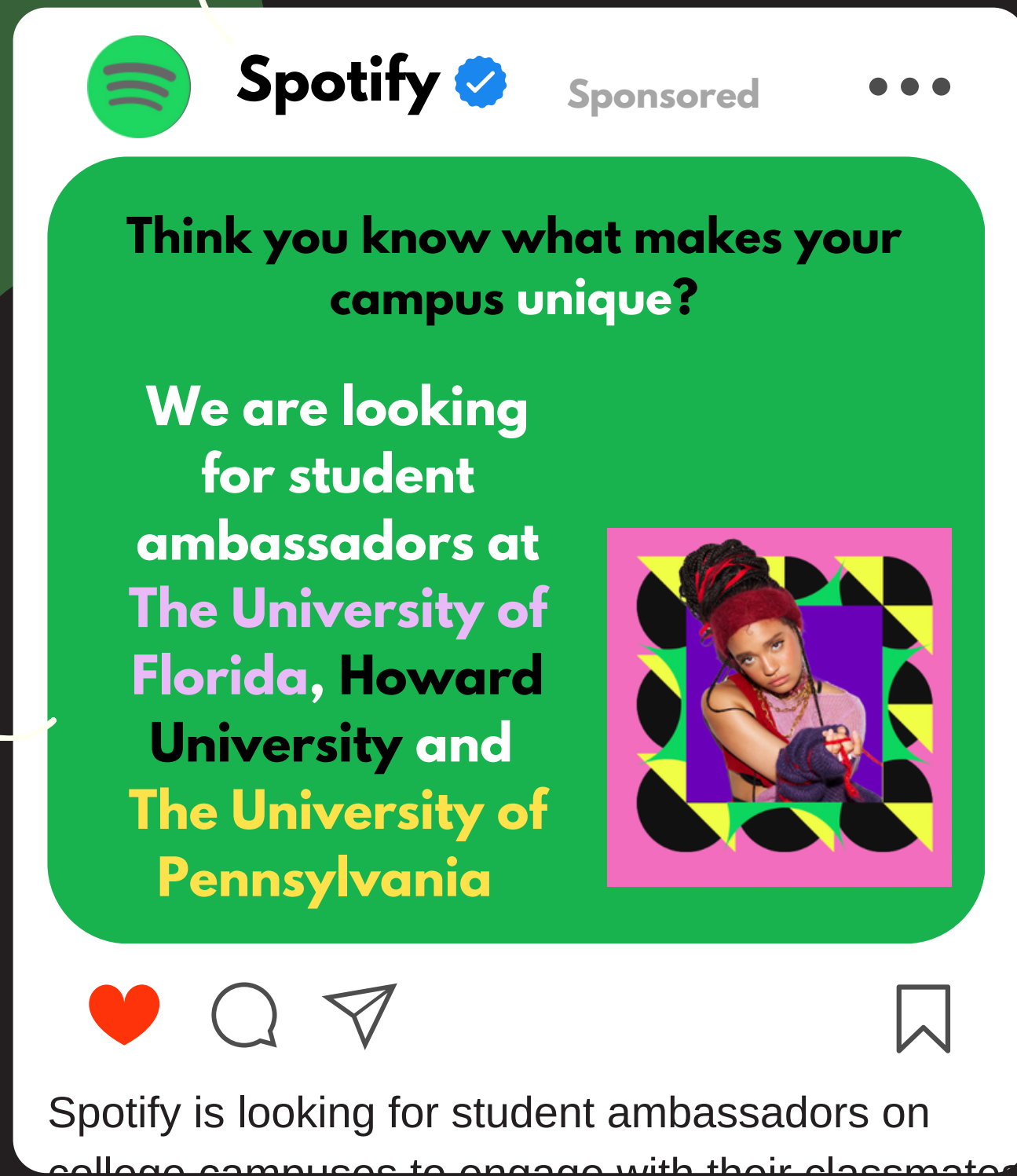
## Howard University

## University of Pennsylvania





# The Unify Ambassador Program



**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

University of Pennsylvania



**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**

University of Florida



**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**



*Authenticity*

*Community*

Unify

*Resource Engagement*





**University of Florida**

**UF**



**Location: Gainesville, Florida**



**Enrollment:**

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



**Southeastern Conference (SEC)  
School**



# Community



**RUSH**

**x**



**Spotify®**





**Annie Wang**  
Sophomore at UF,  
writer for The Alligator

[@NEWSLETTER](#)

the independent florida

# alligator

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TUESDAY, JUNE 04, 2024

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## Spotify Partners with UF Panhellenic Council to Kick-Off Recruitment

# Howard University



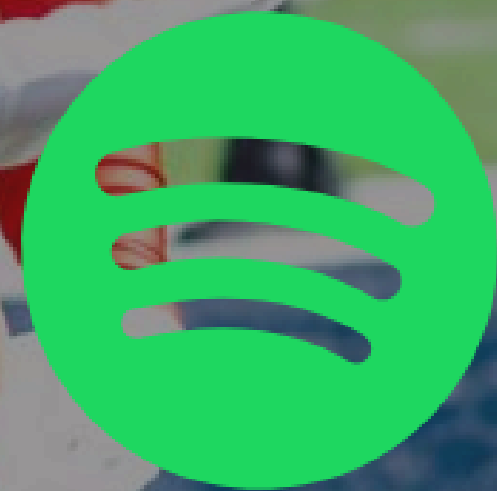
 **Washington, D.C.**

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

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



# Authenticity



Spotify®





**Jasper Smith**  
**Senior at Howard,**  
**writer at WP**







# University of Pennsylvania



**Location: Philadelphia, Pennsylvania**



**Enrollment:  
25,860 students (Fall 2023)**



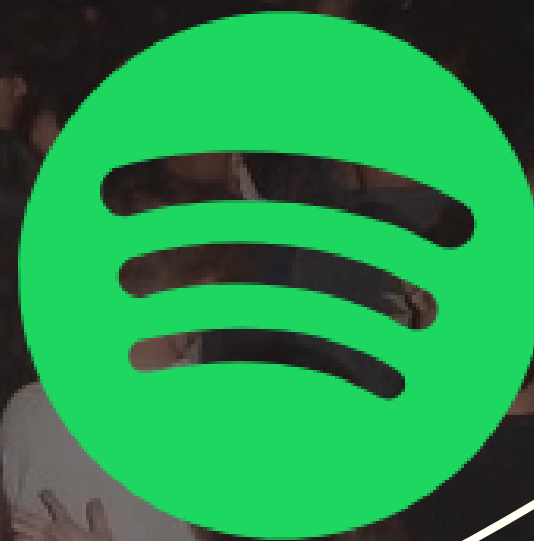
**Private Ivy League Research University**



# Resource Engagement

**THE ECON  
SCREAM**

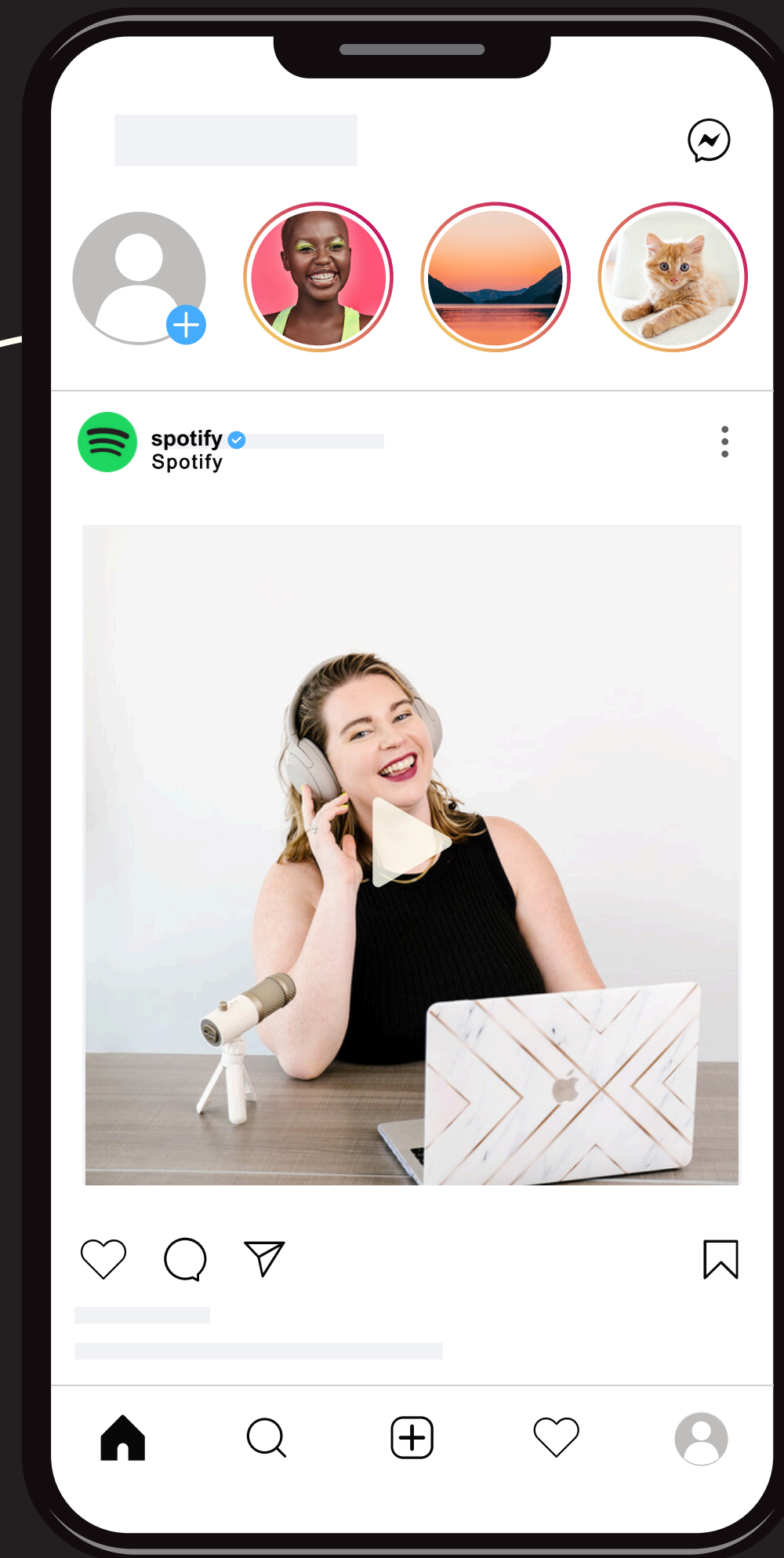
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**Spotify®**

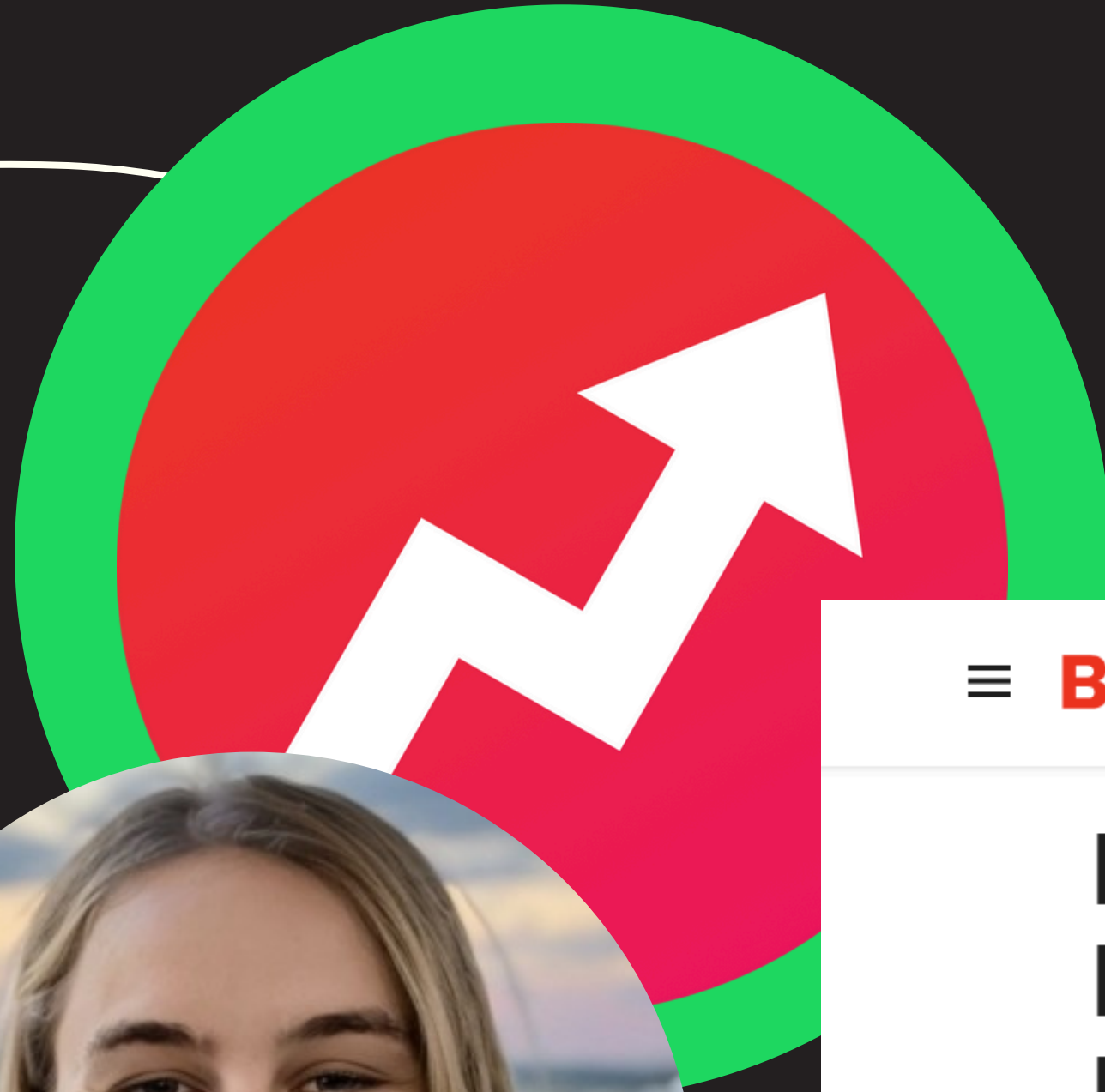


# Tori Dunlap





**Kirsten Bakstran**  
writer at BuzzFeed



≡ **BuzzFeed** Quizzes TV & Movies Shopping Videos News Tasty

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





**@Jackhrogers**

 **26.7k followers**

 **4k followers**



**@Raggedyroyal**

 **241.2k followers**

 **161K followers**



**@Averykatherinewood**

 **2.3 mil. followers**

 **526k followers**

# Timeline

July:  
Ambassador  
Applications Open

**AUGUST:**  
Unify Launch  
at Pilot Campuses

August-October:  
Activation Events

November-December:  
Data Analytics

January-June:  
Roll Out Campus  
Engagement Competition





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](#)



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Search



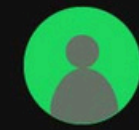
Your Library



Unify

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 %



## 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.

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Unify

## **Campus Activation Events**

**7% Student Body  
Participation**

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

## **App Engagement**

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

**Daily/monthly listeners**

## **Subscriptions**

**Increase premium  
subscriptions by 5%**

## **Followers**

**Increase followers  
across channels by 4%**

## **Time Spent On Spotify**

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

## **Media Consumption Type**

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



**Budget \$1 M**

**Advertisements**

**Influencers**

**Agency Rates**

**Launch Events**







