



REVOLUTIONIZING YOUTH MUSIC EDUCATION IN THE DIGITAL AGE

MEDIA KIT

Elizabeth Dwyer

EXECUTIVE SUMMARY

In the age of digital learning amid the COVID-19 pandemic, focus on arts education in the push for at-home learning is essential to preserving successful academic growth of the nation's youth. Spotify has partnered with the Harmony Project, an LA-based nonprofit, in order to provide younger generations with instrument instruction and music exposure initiatives. would allow Spotify to draw on its resources in order to educate the youth population in music. Starting March 4, Spotify and the Harmony Project will release a six-part spotlight series of accomplished musicians whose love for music began at a young age. Clips will include success stories such as Justin Bieber, Lady Gaga, Katy Perry and Miley Cyrus. Each video will feature video clips from the artist's youth stitched with exclusive interviews detailing the impact early access to music had on the individual's passion for music.

Following the six-week release of this series, Spotify will host a benefit concert and red carpet event to raise funds for Harmony Project on April 4. Musicians will play on stage with youth music groups, and songs will be tailored to the acoustics with spotlights of the instruments involved in each set.

Finally, Spotify will launch free instrument learning sessions for people below the age of 18. The company will bring in professionals in the music industry, and several courses will cover different instruments such as piano, guitar and drums. These courses will be offered via Zoom for those unable to attend, and recordings will be posted on Spotify's YouTube channel after each event.



MEDIA PITCH EMAIL

To: Julia Edelstein, <julia_edelstein@meredith.com>
From: Elizabeth Dwyer, <elizabethdwyer@ufl.edu>
Subject: PITCH: Spotify merges with the Harmony Project to expand music education to youth

Dear Ms. Edelstein,

I have enjoyed reading recent articles from your publication; your magazine is the leading source for content covering domestic living, wellness and youth education. I have an article that would work well with your next issue.

Spotify is set to collaborate with the Harmony Project to expand music education and appreciation to younger generations.

Some highlights of this partnership include:

- A six-part series highlighting successful musicians' relationship with music at a young age.
- A gala with Spotify creators and Harmony Project benefactors.
- A benefit concert with sets from Spotify artists and students in the Harmony Project.
- Free courses offered online and in person for instruments including piano, guitar and flute.

This piece will expand on the music education aspect of your content while informing readers on new at-home learning resources for parents.

If you accept this story, you will be granted access to exclusive interviews with artists such as Miley Cyrus, Justin Bieber and Lady Gaga prior to the "Harmony Grows" benefit concert in addition to three tickets to the event.

Please let me know if you are interested.

Very respectfully,
Elizabeth Dwyer

(201)580-0772
elizabethdwyer@ufl.edu

OUR CSR STORY

Since its launch in 2008, Spotify has become the largest audio streaming platform in the world. In 2022, the company now amasses 381 million users across 184 markets. Spotify encourages music streaming and sharing by mimicking social media platforms with user profiles, listening activity displays and music sharing options.

While Spotify directs multiple CSR efforts in relation to creator support, the brand does not currently work with programs directed toward the youth. With Spotify's expansive artist and creator network, the brand is in a prime position to shift focus toward a music education program like the Harmony Project, an LA-based nonprofit aiming to bring music education to the nation's youth.

A partnership between Spotify and Harmony Project would allow Spotify to draw on its resources in order to educate the youth population in music. Positive outcomes from this partnership could include positive word-of-mouth, increased usership among family units and partnership with Spotify creators as external philanthropic efforts.

The CSR initiative would positively impact the Harmony Project as it would draw attention to the nonprofit organization while increasing conversation surrounding education in the arts. The spotlight series has the potential to draw in fans of the featured artists, interested donors, young music lovers and their families. We believe this CSR effort would enhance the Harmony Project's name and reputation, as it has the ability to increase public interest in the program and spark conversations surrounding its mission. Increased public interest could lead to large donations, and growth in Harmony Project volunteer numbers.

Spotify is committed to true diversity and accessibility in the music industry, which is why the brand has decided to partner with the Harmony Project and expand music education to the youth.



FAST FACTS



- Spotify has partnered with the Harmony Project to increase music education accessibility in the age of digital learning
- Starting **March 4**, Spotify and the Harmony Project will release a six-part spotlight series of accomplished musicians whose love for music began at a young age.
 - Clips will include success stories such as Justin Bieber, Lady Gaga, Katy Perry and Miley Cyrus.
- Following the six-week release of this series, Spotify will host a benefit concert and red carpet event to raise funds for Harmony Project on **April 4**.
- Finally, Spotify will launch free instrument learning sessions for people below the age of 18.
 - The company will bring in professionals in the music industry, and courses will cover instruments such as piano, guitar and drums. These courses will be offered via Zoom for those unable to attend, and recordings will be posted on Spotify's YouTube channel after each event.

EVENT DETAILS

WHAT: Spotify will bring together stars including Justin Bieber, Lady Gaga and Katy Perry for its benefit concert with the Harmony Project. The event will merge artists and young music listeners' passions for music through group-based singalongs while emphasizing the impact music education can have on the development of young learners.

WHERE: The Wiltern, 3790 Wilshire Blvd, Los Angeles, California, 90010

WHEN: March 18, 2022; 4:00PM – 7:00PM followed by a reception

HASHTAGS: #musicathome, #SpotifyHarmonyProject #musicforeveryone

FOR MORE INFORMATION: <https://newsroom.spotify.com/>



BRAND IMAGING



Spotify®



Spotify



Spotify®

MOOD BOARD



Bookmania Black
Circular Medium
Circular Medium Italic
Circular Bold



SOCIAL MEDIA



Music enjoyment is a family affair. With a star-studded lineup including Justin Bieber, Miley Cyrus and Katy Perry, Spotify's concert benefitting the Harmony Project on April 14 will showcase the uniting power of music learning and listening.

Music is one of the most important building blocks of successful education. With Spotify and the Harmony Project's joint initiative, youth participating in digital learning can become global citizens from the comfort of their homes.



SOCIAL MEDIA



Classrooms look a little different with the introduction of Spotify's new collaboration with the Harmony Project. As digital learning continues to lead the nation's modern education front, creativity among the youth remains important as ever.



How does music bring you closer to the people around you?

Pictured above are sisters Lia and Daniella Johnson who enrolled in Spotify and the Harmony Project's joint music learning initiative in February. With Lia (7) on the keyboard and Daniella (13) on the trumpet, the two have discovered the power of music and creativity can have in bringing loved ones closer.

"We're both so proud of how far we've come," said Daniella. "I love watching Lia improve after every lesson. Thank you, Spotify!"

WHY'S WHO



DANIEL EK

CEO, Spotify



DUSTEE JENKINS

Head of Global
Communications and
Public Policy



NATALIE JACKSON

Executive Director,
Harmony Project

KEY MESSAGES

Key message:

“Access to music unlocks creativity.” Spotify is partnering with Harmony Project to expand music accessibility and education to younger listeners.

Supporting Message #1: Tagline: We believe music is for everyone.

“We’re in a privileged position. We have the influence to make a real impact. And we’re using it to shape a better future for society.”

“We want to help shape a world that is welcoming for people of all backgrounds and identities that centers justice and equity in everything we do and brings wellness and joy to all.”

Supporting Message #2: Tagline: We are committed to working with creators on philanthropic efforts.

“We’re supercharging social change through storytelling, building close relationships with best-in-class nonprofits and internal teams around the topic of representation.”

According to Spotify, featured artists can play a major role in driving positive social change.

Supporting Message #3: Tagline: We encourage embracing creativity at all ages.

Spotify is committed to “uplift and amplify” the voices of aspiring artists and those who do not have equal access to music.

“Our goal is to support our people globally and the causes they believe in and amplify their individual impact. Collectively we can do so much more.”

NEWS RELEASE

Spotify Set to Bolster Harmony Project's Mission to Expand Music Education to Nation's Youth

LOS ANGELES (Feb. 11, 2022) – Spotify and Harmony Project will begin expanding music education to youths with limited resources. Spotify will be releasing a special six-part spotlight series highlighting the success stories of famous musicians including Justin Bieber, Lady Gaga, Katy Per and Miley Cyrus.

Following the video series, Spotify will host a benefit concert and launch free instrument learning sessions for children under the age of 18. Musicians will play on stage with youth music groups, and songs will be tailored to the acoustics and spotlights of the instruments involved in each set.

Both Spotify and Harmony Project hope to continue to celebrate the positive impact music can have on young children across the nation.

"I am overjoyed by Spotify's collaboration with Harmony Project," said Justin Bieber, two-time Grammy winner and participant in the spotlight series. "I think it's really important to show kids that I was just like them when I was 13."

Bieber, who was discovered in 2007 by a music executive after posting a video of himself singing on YouTube, said he hopes the partnership can help instigate creativity among the youth. "Music has the power to change their lives just like it changed mine."

Following the series release and benefit concert, Spotify and Harmony Project will bring in professionals in the music industry to lead several free courses covering different instruments such as piano, guitar and drums. These courses will be offered via Zoom for those unable to attend, and recordings will be posted on Spotify's YouTube channel after each event.

"This is an incredible opportunity to merge Spotify's creative company persona and resources with Harmony Project's music accessibility mission," said Margaret Martin, founder of Harmony Project. "Music can spark passion for all ages, and I think this project will really display that in a refreshing way."

Funds raised from the spotlight series and the benefit concert will help to expand Harmony Project's existing facilities and staff while elevating the organization's musical instrument collection and education resources.

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About Harmony Project

Harmony Project is a 501(C)3 nonprofit organization based out of Los Angeles, California dedicated to providing children in underserved communities with the gift of music through free instrument and instruction. Since its beginning in 2001, the organization has stretched its efforts across the nation to affiliate programs, with those taking root from Arizona to New York. Along with its peer mentorship program, Harmony Project currently provides help to over 2,000 youths in the Los Angeles area and works to help students with academic, social and emotional support. For more information, please visit www.harmony-project.com.

About Spotify

Based in Stockholm, Sweden, Spotify is the world's largest music and podcast streaming platform. Since its creation in 2008, the site has expanded to over 180 countries while opening an inclusive and accessible space for over 406 million users and artists to express their creativity. For more information, please visit <https://newsroom.spotify.com/company-info/>.

SPEECH

Good afternoon everyone, my name is Elizabeth Dwyer and I am the CEO of Spotify. I am here today to speak about our brand's intention to bolster music education in the age of digital learning.

As the impact of COVID-19 continues to spread throughout the world, one major change families across the United States have made is the shift to online learning. While this transition may be viewed as largely successful, educational focus on the arts has been tossed aside due to lack of funding, resources and accessibility.

I am proud to announce that Spotify is committing to strengthen nationwide focus on arts education through music programs for the youth of America. We have partnered with the Harmony Project, a Los Angeles-based nonprofit focused on providing underprivileged youth access to music learning.

Our project, launching March 4th, consists of a six-part video series on social media, a benefit concert and gala at The Wiltern in LA on April 4th, and online music instruction courses aiming to expand music accessibility. The Harmony Project was founded on the basis of harnessing the transformative power of music to increase access to higher education for underserved students by removing systematic barriers to achievement through academic and social support.

Spotify's mission is to "unlock the potential of human creativity." While we have given over a million creative artists the opportunity to share their work to over 400 million users around the world, it's time to turn our focus to younger generations in need.

The combined forces of Spotify and an effective arts-based youth development program like the Harmony Project will set the stage for true change in modern at-home education.

Amid COVID-19, the youth of America has been largely stripped of their access to music listening, learning and exploration.

Spotify and the Harmony Project are here to change that.

Instrument exposure and music appreciation at a young age are crucial in expanding students' creativity, learning and worldview. The nation's battle with the pandemic and online learning is not over, and we must place a greater emphasis on the educational wellbeing of younger generations by expanding remote learning efforts to the arts.

Taking steps toward a more well-rounded at-home education is essential in preserving a comprehensive learning environment for younger generations while equipping them for successful reentry into the world around them post-pandemic.

So, where do we come in?

SPEECH CONT'D

As the leading music and podcast streaming platform in the world, Spotify has built our brand through a commitment to accessibility. Music access should know no limitation based on an individual's race, nationality or gender. Today, we're expanding that mission to age.

Starting next week, our partnership with the Harmony Project will begin with a six-part video series released on social media. These videos will be released weekly, and each will highlight a successful musician's journey in the music industry beginning with his or her exposure to music at a young age. You'll get to hear from stars like Lady Gaga, Justin Bieber, Katy Perry and Miley Cyrus.

Following the release of the series, we will be co-hosting a gala and benefit concert on April 4th at The Wiltern in Los Angeles. This concert will be unlike any event hosted by our company, as performances will be joint sets from Spotify creators and students in the Harmony Project who will be able to display the skills they have learned through the project's instrument instruction courses.

Finally, Spotify and the Harmony Project will be livestreaming instrument instruction courses taught by professional musicians for students across the nation. These free, in-person lessons will also be posted to Spotify's Youtube account for asynchronous viewing and review. Lessons will cover a variety of instruments including piano, guitar and flute.

Despite the challenges facing families today, becoming acquainted with the resources around us can have a positive impact on the growth of our children. We're trying to keep music and world exploration alive in these troubling times for the sake of the youth.

Music is essential to the academic paths of generations learning in the world of COVID-19. Our hope is that this project gives those in need the resources to become global citizens from their homes.

As school closures and shut downs continue to plague our education system, the arts are becoming lost in academic programs. Spotify and the Harmony Project are here to help.

The mentoring, academic support and sense of community students can gain from this partnership can work to counteract the shortcomings of the new age of digital education.

This is just the beginning. Our hope is that we inspire the youth to tune in to their passion for music while drawing attention for the need of programs like this around the world.

For more information on this project and other philanthropic endeavors of our brand, please visit our For the Record page at newsroom.spotify.com. Make sure to follow along with our video series on social media via Instagram, Facebook and Twitter with the handle @Spotify.

We're doing our part to effect change among the youth. It's your job to spread the word and motivate younger generations to access the resources being made available to them at this time.

We look forward to taking further steps to achieve true music accessibility. Join us.

MEDIA ADVISORY

SPOTIFY TO HOST STAR-STUDED CONCERT BENEFITING HARMONY PROJECT FOR MUSIC EDUCATION TO UNDERPRIVILEGED YOUTHS

LOS ANGELES

WHAT: Spotify will bring together stars including Justin Bieber, Lady Gaga and Katy Perry for its first benefit concert March 18. This event, benefitting the Harmony Project, will merge artists and young music listeners' passion for music through group-based singalongs while emphasizing the impact music education can have on the development of young learners.

WHY: The concert will benefit Harmony Project, an LA-based nonprofit aiming to provide younger generations with instrument access and education. Spotify's devotion to music accessibility coupled with Harmony Project's commitment to music instruction and accessibility will work to expand music education to the nation's youth.

WHERE: The Wiltern, 3790 Wilshire Blvd, Los Angeles, California, 90010

WHEN: March 18, 2022; 4:00PM – 7:00PM followed by a reception

WHO: The event will host artists who discovered their passion for music at a young age, including: Lady Gaga, Justin Bieber, Katy Perry and Miley Cyrus. Interview and photograph opportunities will be available at the 3:00PM reception in The Wiltern main hall.

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Based in Stockholm, Sweden, Spotify is the world's largest music and podcast streaming platform. Since its creation in 2008, the site has expanded to over 180 countries while opening an inclusive and accessible space for over 406 million users and artists to express their creativity. For more information, please visit <https://newsroom.spotify.com/company-info/>.



JIM RYAN - FORBES MAGAZINE

INTERVIEW DATE: THURSDAY, MARCH 3, 2022

TIME: 11:45 AM PST

LOCATION: THE WILTERN THEATER, 3790 WILSHIRE BLVD, LOS ANGELES, CA

ABOUT THE OPPORTUNITY

- In order to write a powerful story about the emerging partnership between Spotify and the Harmony Project, Jim is seeking more information about the details of the project.
- Jim looks to release details regarding the upcoming concert and gala as well as information about accessibility of the instructional courses.
- This is a fantastic way to illustrate the goals of this partnership while sparking conversation surrounding the positive impact this campaign can have on families in the age of COVID-19.

INTERVIEW GOALS

- The first goal is to inform the public about the importance of music programs in the age of digital education.
- The second goal is to share details of the upcoming video series, concert and gala.
- The third goal is to share details of the online music instruction program while outlining the positive benefits this project can have on the community.

KEY MESSAGES

- The concert and gala are being held to highlight the importance of music exposure in formative years.
 - To emphasize the role instruments play in the art community.
 - Audience members will hear testimonies from successful artists on how music has changed their lives.
 - Students in the Harmony Project will have the chance to showcase the skills they have learned through instrument instruction courses.
- Spotify's commitment to accessibility is not limited to the digital world.
 - Broadening music experience equity to all ages through in-person events and resources.
 - Expanding brand resources beyond digital innovations.
- Spotify is set to revolutionize the arts in a digital learning space.
 - Increased emphasis on the importance of music learning among youth.
 - Aligning brand persona with initiatives outside of the Spotify application.

ABOUT INTERVIEWER

Jim Ryan is a Chicago-based writer and broadcaster who has chiefly covered the changing music industry for over 25 years. In addition to writing for Forbes Magazine, he makes frequent contributions to WGN Radio and the Daily Herald.

Email: radiojimryan@gmail.com

ABOUT OUTLET

Forbes is an American business magazine founded by the Forbes family in 1917. Published eight times per year, the publication offers articles on finance, industry, investing, technology, communications, science, politics and law. Forbes also offers digital articles on the publication's home site as well as latest insights and inspiration from experts across the globe in the Forbes email newsletter.

Website: <https://www.forbes.com/>. Twitter and Instagram: @Forbes

Q&A

- Spotify's philanthropic efforts have mostly been related to artists and the music industry itself. Why is the brand making a push to reach out to the kids of America?
- What do you hope the youth takes away from the campaign? What relationship do you think it will form between younger demographics and the Spotify brand?
- There are hundreds of youth music instruction programs across the country. Why the Harmony Project?
- The pandemic has been going on since 2020, why is Spotify taking these steps toward digital education in the arts so late in the game?
- It's great that you're pulling big names into the picture for the concert and gala like Lady Gaga and Miley Cyrus, but it's safe to say that these are one-in-a-million success stories. Do you think it paints an unrealistic picture of the music industry for the children?

Creativity is missing from at-home learning with COVID-19

While distance education amid the COVID-19 pandemic has seen major innovations via platforms such as Zoom, a fundamental aspect of childhood learning development has been missing since the worldwide transition from classroom to computer.

While students continue to study subjects such as math, English and science from home, the creative aspect of young academic careers, specifically music education, has been tossed aside in the scramble to establish successful distance learning in schools.

A lack of instruments, instructors and audio quality pose threats to music education in the wake of COVID-19. However, student success can be contingent on music accessibility and understanding.

Ruben Dammers found effective music education can lead to higher levels of student motivation and on-task behavior. According to a Gallup survey, 97% of participants said playing an instrument helps a child appreciate arts and culture, and 71% said that teenagers who play an instrument are less likely to have discipline problems.

Instrument exposure and music appreciation at a young age are instrumental in expanding students' creativity, learning and worldview.

As the Omicron variant spreads, thousands of schools have delayed students' return to in-person classes after holiday breaks or switched to online learning. According to a study by Fabrizio Zilibotti, students living in the poorest 20% of neighborhoods in the U.S. will suffer the most due to school closures.

The nation's battle with the pandemic and online learning is not over, and we must place a greater emphasis on the educational wellbeing of younger generations by expanding remote learning efforts to the arts.

In 2007, Ellen Winner and Lois Hetland found music and arts programs teach specific sets of thinking skills which are not addressed in other parts of a basic middle school curriculum.

OP-ED CONT'D

Leaving music behind in the movement toward education stability amid COVID-19 has much broader implications than impacting learning ability and creativity. In the age of music streaming platforms like Spotify, careers in music and creativity have expanded to become an integral part of the working world. According to Spotify in 2020, 57,000 artists represent 90% of monthly streams on the platform. This is a number that has quadrupled since 2014.

Music is everywhere, from our advertisements to our headphones as we walk to work. It has become a pillar of our society and can act as a bridge to connect different groups and cultures around the world.

Now is the time to push for creative resources for the children of America. Allowing the youth to become global citizens from their bedrooms can set the stage for a successful reentry into the world around them post-pandemic.

Igniting the movement toward a more well-rounded at-home education is essential in preserving a comprehensive learning environment for younger generations.

Despite the challenges facing families today, becoming acquainted with the resources around us can have a positive impact on the growth of our children. Whether it be reformed music programs in schools, Youtube tutorials or Zoom classes, keep music and world exploration alive in these troubling times for the sake of the children.

This article was written by Daniel Ek, chief executive officer of Spotify.

Submission to be sent to the Los Angeles Times through oped@latimes.com
Pieces run from 400 to 750 words

SITUATION ANALYSIS

Introduction

Since its launch in 2008, Spotify has become the largest audio streaming platform in the world. With more than 70 million songs and 3.2 million podcasts, this application offers both free and monthly subscription options for its users (AboutSpotify). In 2022, the company now amasses 381 million users across 184 markets (AboutSpotify). Spotify encourages music streaming and sharing by mimicking social media platforms with user profiles, listening activity displays and music sharing options.

Background research

Spotify's company media presence is vast, as the organization employs digital marketing strategies across several accounts via Instagram, Twitter and Facebook. On Instagram, the company holds 24 verified accounts including @SpotifyCharts, @SpotifyAds and @SpotifyPodcasts (Instagram). Spotify's largest social media account is @Spotify, with about 7.5 million followers (Instagram).

Conversation surrounding this organization maintains a generally neutral sentiment. In recent weeks, news stories have covered the release of misinformation via Spotify podcasts, specifically vaccine-related news on shows like "The Joe Rogan Experience." As the organization does not equip listeners with misinformation or trigger warnings, artist Neil Young has called for the immediate removal of his songs from the platform (Andrew). This recent news story has drawn attention to the organization and its role in spreading misinformation amid the COVID-19 pandemic.

Despite recent negative media attention, Spotify's presence in the news generally relates to the innovations the organization offers the technology and music industries. The company's role in "the decline of music piracy," the "de-genrefication of music" and personalized user experience draws attention from technology enthusiasts and music lovers alike (Robinson).

SWOT Analysis

Spotify's company strengths continue to increase as the platform expands its accessibility to more devices. As the current leader in the music streaming industry, the brand's public reputation is one of innovation, creativity and longevity. With an ever-expanding music library and highly personalized listening selections, Spotify has made its way to a keystone of popular culture. Making, sharing and listening to Spotify playlists has become a pillar of the new age of social media. The application is also accessible to users of all economic statuses, as Spotify offers free listening with advertisements. Upgrading to a monthly subscription for \$9.99 per month offers users full control of their listening experiences, with unlimited song skips and no advertisements (Gaille).

Spotify's company weaknesses deal largely with company-artist relations. "Streaming music platforms offer a tiny fraction of a cent every time a song is streamed, which means that thousands of streams are needed to equal any substantial payout" for artists whose work is featured on the platform (Gaille). While the company maintains a large social media presence across multiple platforms, Spotify rarely advertises on third-party sites.

This organization's status as the leading audio streaming platform in the world has allowed the brand to expand from music to podcast streaming. In the future, Spotify could continue to expand to video streaming (Gaille). The social aspect of Spotify has merged the company's streaming features with social media. With further application updates, the brand could expand this feature by including messaging options between followers to increase music-centered conversations through the application.

An increase in user-downloaded media coupled with trending purchases of cassettes and records could prove to be a threat to the music streaming industry and Spotify's brand. While podcasts may not come in a physical form, a rise in manual playlist construction has surfaced via social media platforms such as Tik Tok. As users continue to physically compile record and CD collections, Spotify may see a decrease in music streaming.

Organization and CSR Implications

Spotify currently invests in programs such as Sound Up, a "global initiative providing education, workshops and support for aspiring podcasters" (LifeatSpotify). The brand also aims to provide support through the content shared on the application with initiatives like Unlike Any Other, which is "a digital audio experience aimed at empowering LGBTQIA+ creators to embrace their uniqueness through music and podcasts" (LifeatSpotify). The company currently holds "20 partnerships providing COVID financial relief to the music community" and has donated \$20 million "to global orgs supporting creators financially impacted by COVID" (LifeatSpotify).

ORGANIZATIONAL ANALYSIS

Spotify's "mission is to unlock the potential of human creativity—by giving a million creative artists the opportunity to live off their art and billions of fans the opportunity to enjoy and be inspired by it" (AboutSpotify). Its vision is to become "a cultural platform where professional creators can break free of their medium's constraints and where everyone can enjoy an immersive artistic experience that enables us to empathize with each other and to feel part of a greater whole" (Garcia).

Public perception

In 2020, "Spotify took first place in brand intimacy among US consumers" in terms of "brand intimacy" and satisfaction with user experience (Reyes). Spotify's highly personalized user experience coupled with the social media aspect of the application is "likely why users feel as though they have an emotional connection with Spotify: Not only does the platform cater to their tastes and behaviors, but it's also very publicly working to add in even more aspects that will allow them to share and benefit" through the site (Reyes). The engaging nature of the brand fosters a deep relationship between users, creators and Spotify itself.

External environment

Despite the brand's popularity, several music streaming platforms have emerged in recent years. Spotify's main competitor is Apple Music, which accounts for 15% of global music platform subscriptions in comparison to Spotify's 31% (Porter). As competitors such as Amazon Music and SoundCloud continue to gain traction, Spotify must continue its innovations in the audio streaming industry to maintain its lead.

PUBLICS ANALYSIS

Identify and analyze your key publics

While Spotify directs multiple CSR efforts in relation to creator support, the brand does not currently work with programs directed toward the youth. With Spotify's expansive artist and creator network, the brand is in a prime position to shift focus toward a music education program like the Harmony Project. The Harmony Project is Los Angeles's "largest music education organization dedicated exclusively to youth from low-income families and under-resourced communities" (HarmonyProject).

One public benefiting from this CSR program is Spotify employees. Working to fund and educate music appreciation among the nation's youth will allow the Spotify team to align the brand's creative efforts with a cause directed toward music learning and accessibility.

Spotify customers would also benefit from this CSR partnership. As Spotify and the Harmony Project continue to highlight the positive outcomes and events of the campaign, these stakeholders would be able to see their subscription money and support for the brand directed toward philanthropic efforts related to Spotify's company mission.

Spotify shareholders may see positive feedback from this CSR campaign. As public perception of the brand may become increasingly positive, so may site use. This could increase the overall stock value while expanding user demographics to younger audiences.

CONTACT

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