



 **Spotify[®]**
audio campaign

HOW DO WE TELL THE WORLD SPOTIFY IS THE GO-TO DESTINATION FOR AUDIOBOOKS?

Make
sound



the star **of**
the campaign.

OOH | MOBILE



Once upon a time, reading meant leisurely Sundays, a quiet corner, the smell of old books,
and shelves upon shelves of possibilities...

Today, we're busier than ever, away from home more than ever, and have less "me" time than ever.

We need a place where we can sit back, relax and catch up on the stories that
SHAPE us, MOVE us, and GROOVE with us.

Spotify Audiobooks doesn't wait for the world to get quieter.

It turns wherever you are into an oasis – an escape from your ordinary, hum drum life.

It creates a space that feels comfortable, familiar and with a Premium subscription (almost) free.

Wherever you are. Whatever you're doing. Just pop in your pods. Press play and get away.

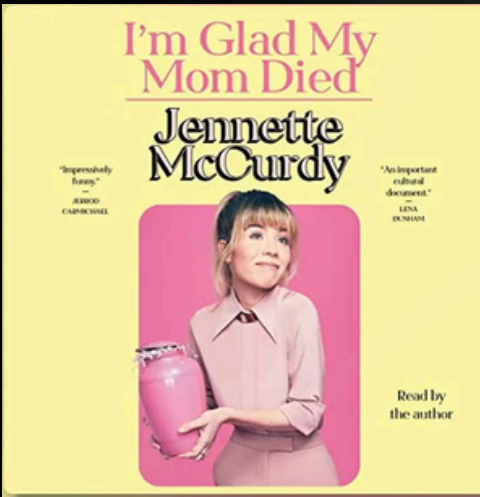
Shh...

This is a Library.



OOH

- Branded soundproof single-person booths will be placed in bustling tech hubs, near college campuses, travel depots like airports, bus terminals, train stations and airports.
- Geofenced triggered access to Spotify Audiobooks for up to 24 hours while near each pod for Spotify Premium Trial Users.



24 Hours Free

Redefine reading with nearly 10 additional hours of audiobook listening. Snack all you want. Make as much noise as you'd like. Take your sweet time. This is your library.

Hide announcements

Play Save ...

IN-APP MOBILE EXPERIENCE

Existing Premium users will receive an additional nine hours of bonus audiobook time in their subscription during the length of the campaign advertised in app.