



CASE STUDY



**GLOBAL MARKETING CAMPAIGN
OVERSHADOWS SUBSCRIPTION PRICE HIKES**

BRAND TRACKING WITH QUESTBRAND

Companies must monitor their brand health in real-time to ensure that their actions effectively build brand equity and positive consumer sentiment. Our industry-leading platform, **QuestBrand** by The Harris Poll, provides the real-time insights into consumer perceptions that companies need. This always-on business intelligence tool surveys thousands of people daily to keep a continuous pulse on the brand metrics essential to business leaders.

In this case study, we explore Spotify's timely "My Spotify" campaign. The campaign launch coincided with subscription price hikes, strategically reminding users of Spotify's best benefits while asking them to pay more. Did the campaign boost consumer brand sentiment in the US and UK?

In June, **Spotify released their largest global marketing campaign since 2023's end-of-year "Unwrapped."** "My Spotify" launched in the United States, United Kingdom, Canada, Ireland, Australia, and New Zealand. The campaign is expected to enter more global markets in the upcoming months.

The "My Spotify" campaign **celebrates Spotify's unparalleled ability to personalize each user's listening experience.** The more a user engages with the platform, the more Spotify learns their music preferences. The company says that all 615 million+ users enjoy a uniquely tailored soundtrack.

"Spotify's world-class personalization is at the heart of this campaign, celebrating the unique relationship between each listener and their Spotify. Our goal is to **capture those hyper-personal moments** that occur when fans use Spotify. With our products and features, we strive to connect fans with the audio they love in a way that can't be found anywhere else." - **Marc Hazan**, Spotify's Vice President of Partnerships and Marketing

"My Spotify" interacts with users in-app through page banners and personalized messages that celebrate their listening stats and habits. Beyond the platform, the campaign includes **digital, social, and physical marketing** (such as billboards).



SPOTIFY'S BRAND MOMENTUM - GEN Z VS US ADULTS - 12 WEEK MOVING AVERAGE

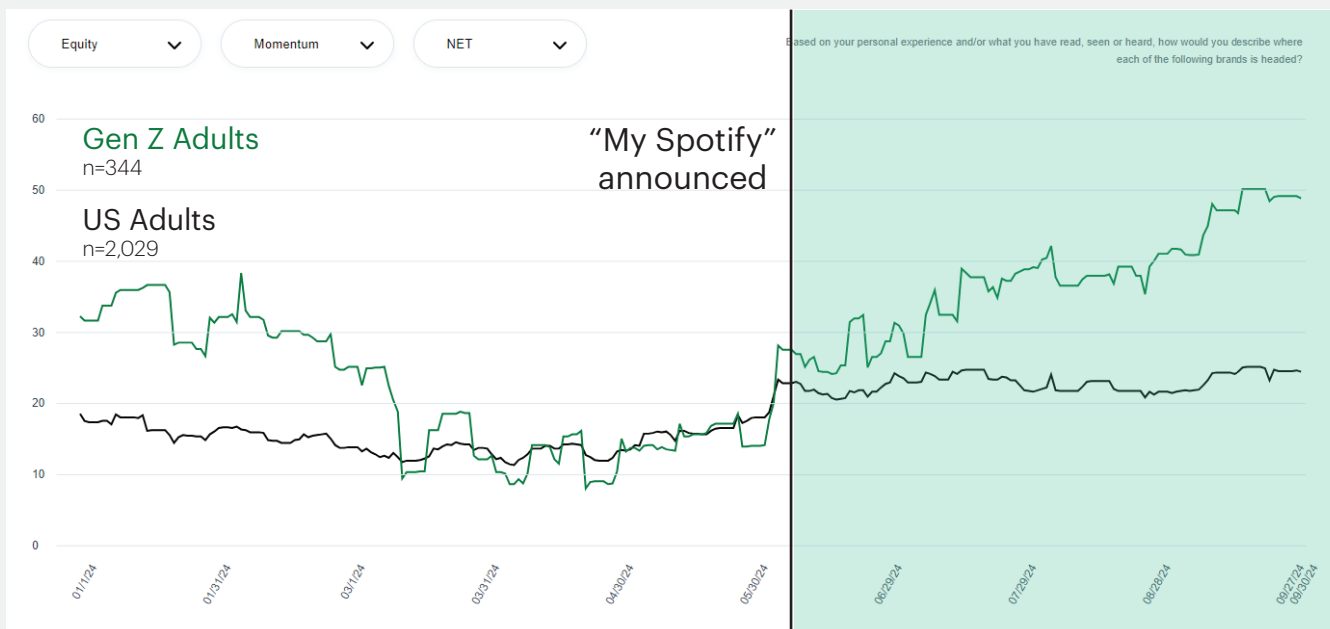


Figure 1. QuestBrand. Base: General population of US adults ages 18+, n=2,055. Base: US Gen Z adults, n=349. 1/1/24-10/1/24.

The campaign also **highlights the many personalization features** that are only found on Spotify - such as their daylist, AI DJ, Daily Mix, Blend, and “Made For You” hub. Spotify wants to be seen as more than an audio platform. Beyond hosting playlists, **Spotify allows users to create their own listening worlds that reflect their particular music tastes.**

Spotify partnered with several celebrities for **the campaign**, including Carly Mark, Ewen Bremner, Gia Kuan, Lucy Bronz, Salma Paralluelo, and Alejandro Balde. Celebrities aren’t the only faces plastered across the campaign. **“My Spotify” also features non-famous Spotify users**, returning the campaign’s focus back to the everyday Spotify user.

“My Spotify” launched around the same time that **Spotify increased the price of a premium subscription for both US and UK users.** This was Spotify’s second price hike in two years. Subscription increases **went into effect in the UK** at the beginning of May, and **June for US subscribers.** **“My Spotify’s” summer release strategically stressed Spotify’s unparalleled listening experience at the same time that the company asked users to pay more for the service.**



SPOTIFY’S BRAND ATTRIBUTES AMONG AMERICAN GEN Z ADULTS - PRE VS POST CAMPAIGN LAUNCH

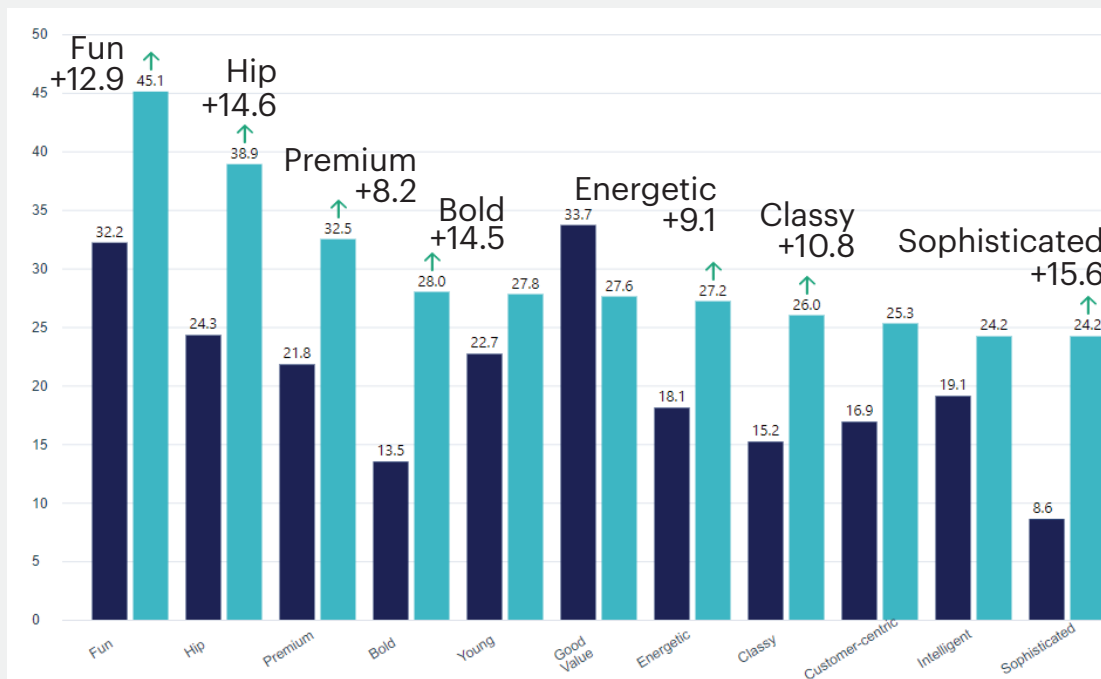


Figure 2. QuestBrand. Base: US Gen Z adults. Pre: 1/1/24-6/9/24, n=196. Post: 6/10/24-9/30/24, n=148.

Looking at data from QuestBrand, we can see that **Spotify’s net brand momentum significantly increased among American Gen Z adults after the launch of “My Spotify”** (figure 1). Momentum captures how consumers think a brand is performing relative to its competition. Spotify’s increased momentum signals that Gen Zers think that **Spotify is strengthening its value proposition and gaining market share.**

Beyond brand momentum, the way that American Gen Zers described the Spotify brand likewise shifted after the campaign launch. After June 10th, **Gen Z adults more often described Spotify as “Sophisticated” (+15.6) “Hip” (+14.6), “Bold” (+14.5), “Fun” (+12.9), “Classy” (+10.8), “Energetic” (+9.1), and “Premium” (+8.2)** (figure 2).

Young Americans were not the only fans of the global “My Spotify” campaign. We saw similar positive changes in brand sentiment among Gen Zers in the United Kingdom.

Like in the US, **Spotify brand momentum significantly grew (+11.7) among British Gen Zers after the campaign launch** (figure 3). Additionally, Gen Z adults in the UK more often described the Spotify brand as **“Smart”** (+15.9), **“Classy”** (+12.7), and **“Premium”** (+11.4).



SPOTIFY'S BRAND EQUITY AMONG BRITISH GEN Z ADULTS- PRE VS POST CAMPAIGN LAUNCH

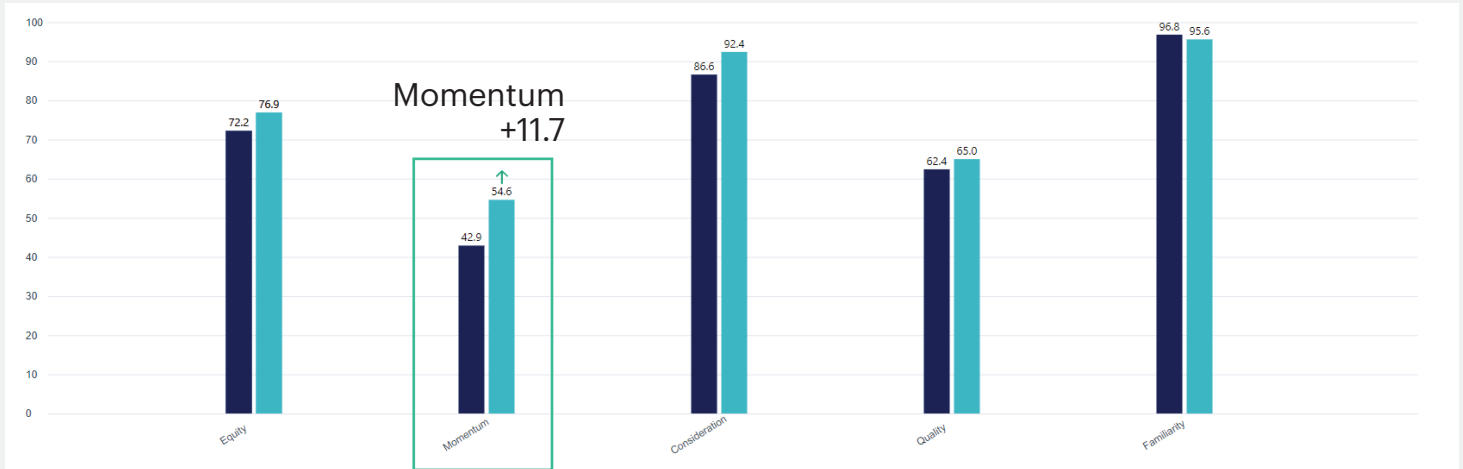


Figure 3. QuestBrand. Base: UK Gen Z adults. Pre: 1/1/24-6/9/24, n=166. Post: 6/10/24-9/30/24.

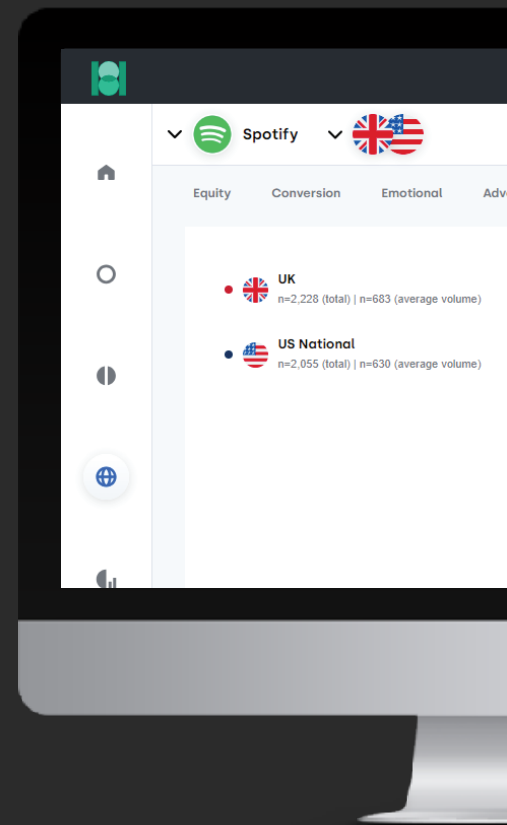
Spotify’s summer surge in positive brand momentum highlights the success of the “My Spotify” campaign. **Despite recent increased subscription costs, young consumers’ positive feelings towards the audio platform increased in both the US and the UK.**

Other brands can learn from Spotify’s clever marketing approach. If price increases are necessary, brands should look to articulate their value proposition. Hopefully, they can follow in Spotify’s footsteps - successfully drawing users’ attention to the positive aspects of their brand rather than a growing price tag.

WHAT DOES QUESTBRAND DATA SAY ABOUT YOUR BRAND?

QuestBrand offers real-time consumer insights for your brand. Don't wait to hear what consumers are saying about you and your competitors - schedule a demo to learn more.

[REQUEST A DEMO](#)



METHODOLOGY

This survey was conducted online within the United States between January 1, 2024 and October 1, 2024 among 2,055 US and 2,228 UK adults by The Harris Poll via QuestBrand.

ABOUT QUESTBRAND BY THE HARRIS POLL

QuestBrand is a brand management software tool created by The Harris Poll that collects real-time feedback for thousands of brands and their consumer segments for more informed brand and campaign monitoring. We help research professionals and in-house marketers better understand how their brand is resonating with customers and communities.

The Harris Poll is a global public opinion, analytics, and market research consultancy that strives to reveal society's authentic values to inspire leaders to create a better tomorrow. With a global research reach of more than 90 countries, Harris offers advisory services across sectors to world leaders, CEOs, and business decision-makers with state-of-the-art analytics, real-time software services, and practitioners in marketing, reputation, customer experience, trends, futures, and thought leadership/research-for-public release, The Harris Poll translates shifting social sentiment into a competitive marketplace advantage.