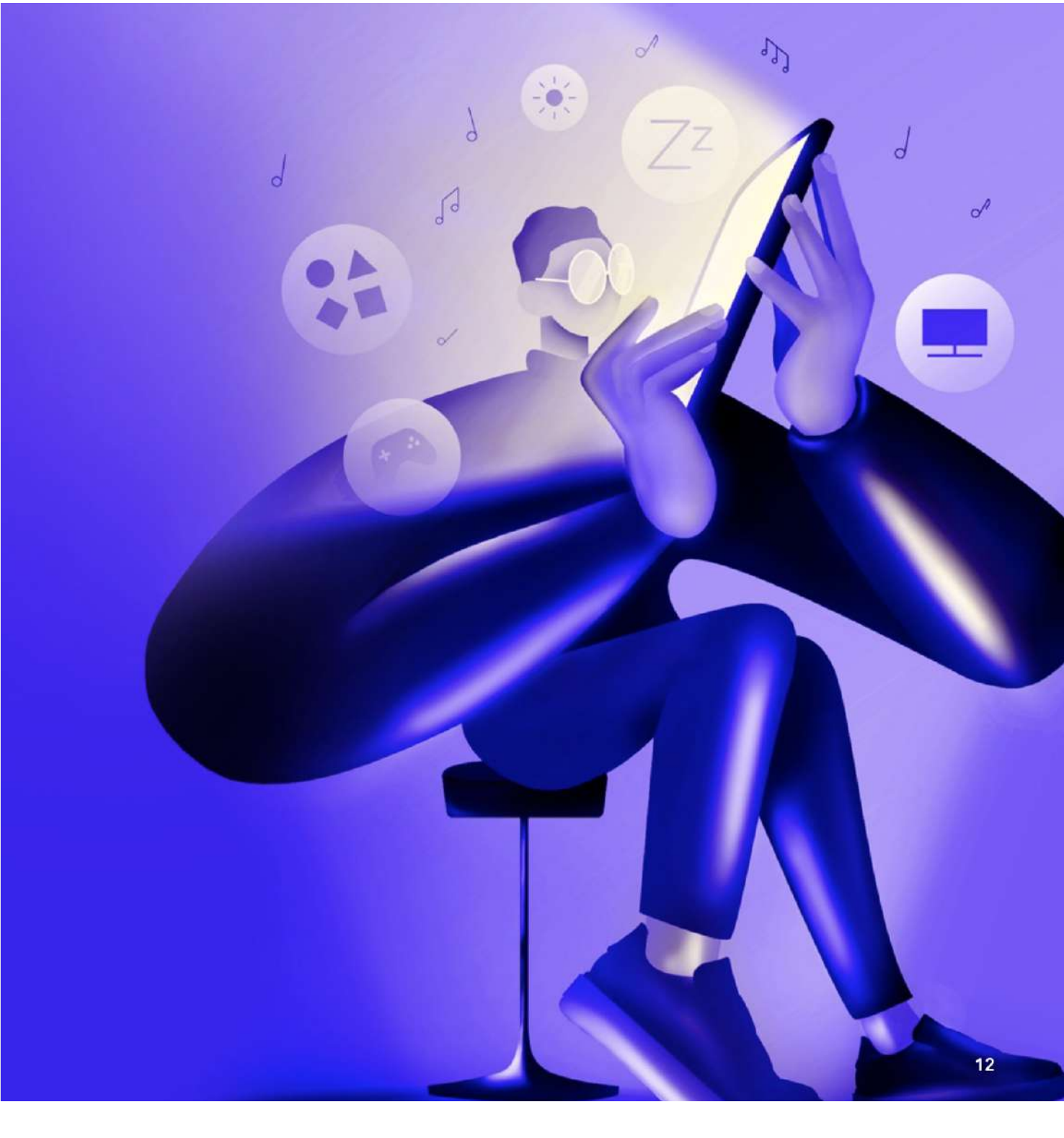


MUSIC FOR EVERYONE

6 MIN READ | CASE STUDY



CONTENT

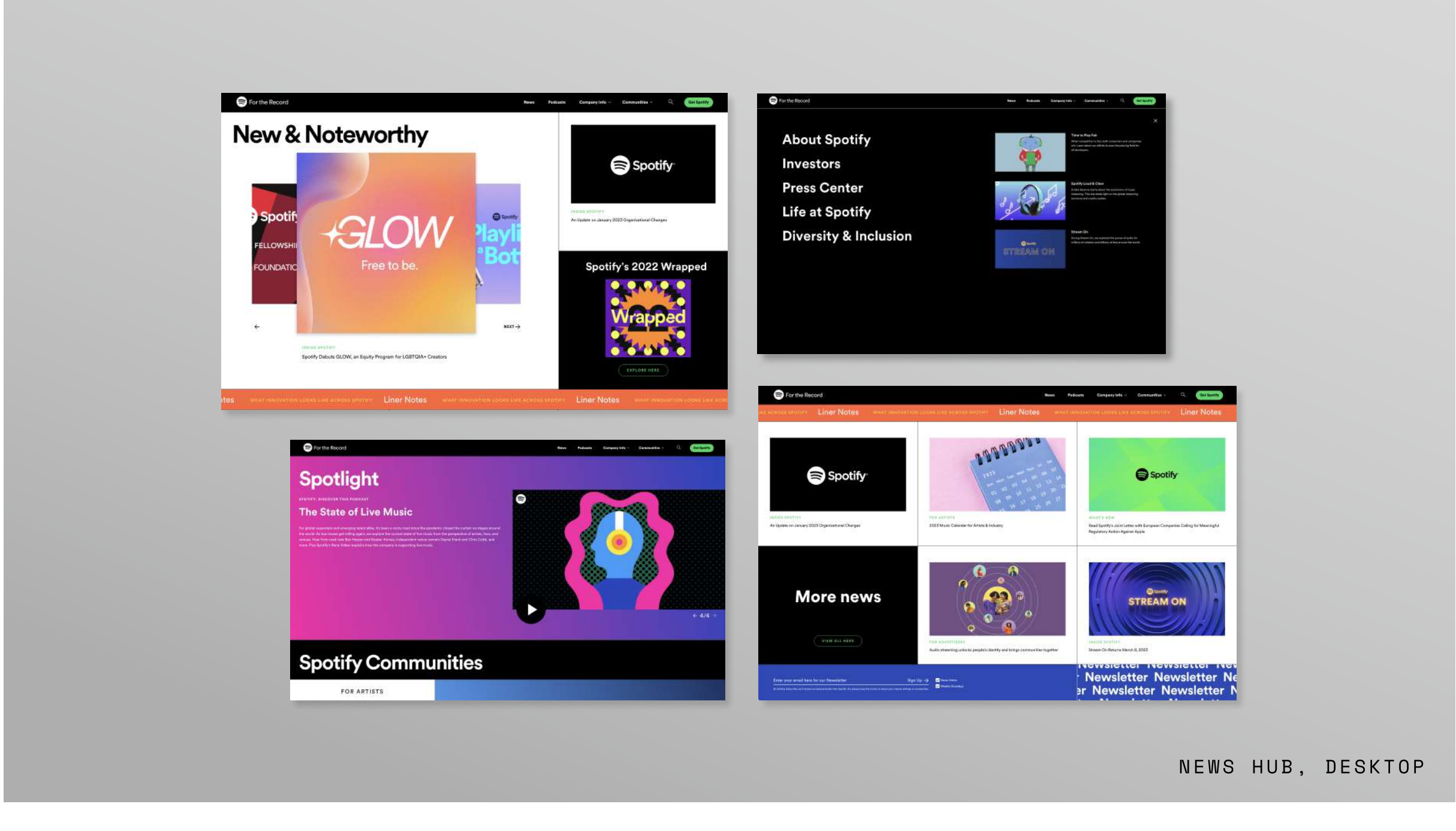
- 01 CONTENT TO SUPPORT CORPORATE REPUTATION
- 02 A BUSTLING HOME FOR COMPANY COMMUNICATIONS
- 03 DRIVING CORPORATE THOUGHT LEADERSHIP

01
CONTENT TO SUPPORT CORPORATE REPUTATION

Since Spotify's direct listing in 2018, its global corporate communications team has relied on SJR to frame owned and earned media strategies that enhance and protect its reputation.

SJR has executed a range of tactical executions including but not limited to:

- Owned editorial and multimedia content
- Executive positioning
- Internal comms
- Crisis response



NEWS HUB, DESKTOP

02
A BUSTLING HOME FOR COMPANY COMMUNICATIONS

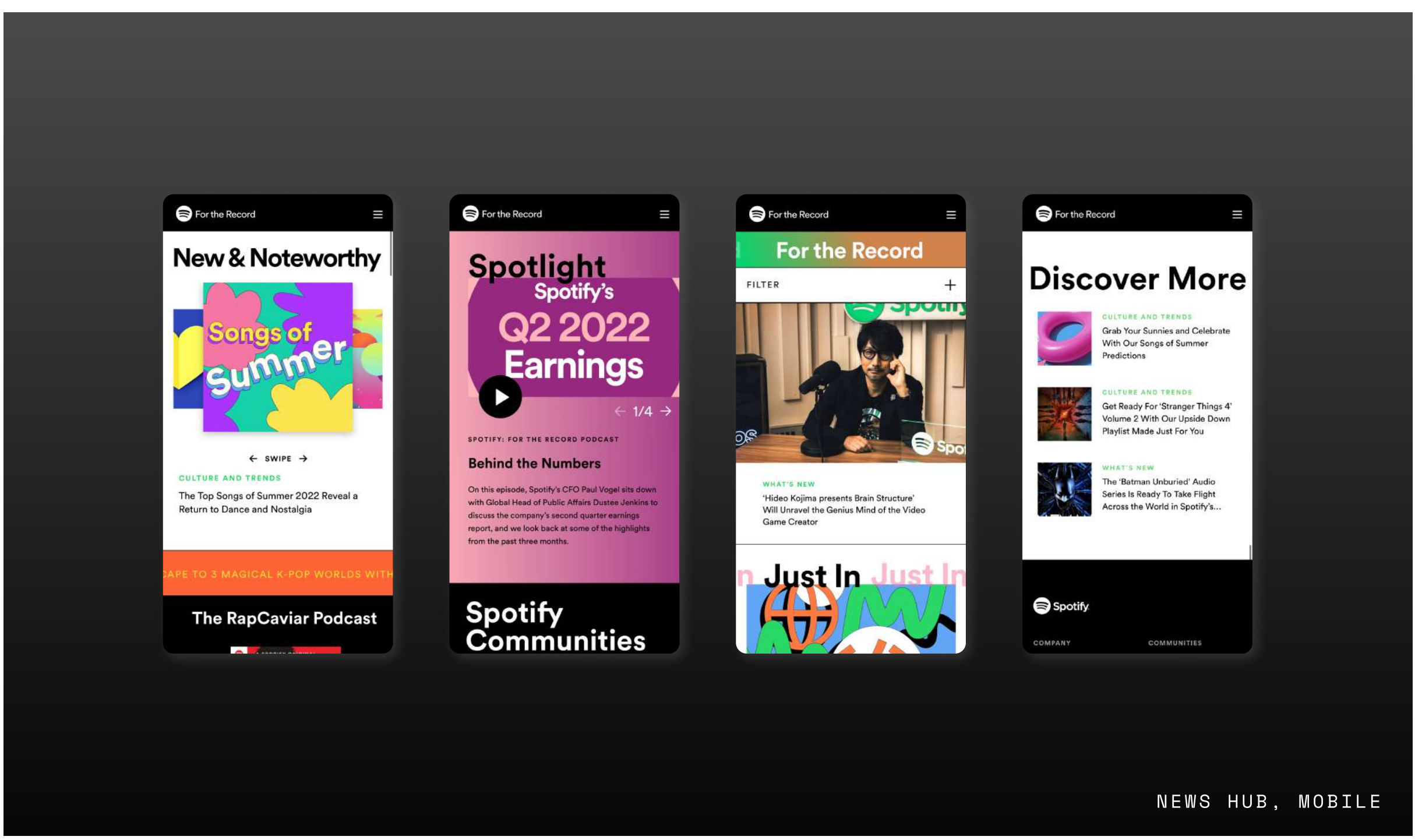
In its effort to achieve both growth and transparency, Spotify turned to SJR to revolutionize its communications and owned channel strategy. The result?

For the Record, a storytelling hub that is now an industry touchstone.

This go-to outlet for Spotify's global news includes rapid response announcements and editorial initiatives that fuel earned media as well as internal communications and consumer engagement.

A catalyst for significant growth, the daily publishing cadence takes the form of articles, Q&As, infographics, videos, and media kits. For larger campaigns and events (e.g., Wrapped and Stream On), FTR also hosts curated landing pages to serve as one-stop news destinations.

Other owned channels have also expanded with @SpotifyNews on Twitter and Instagram, three distinct For the Record podcasts, and the For the Record newsletter.



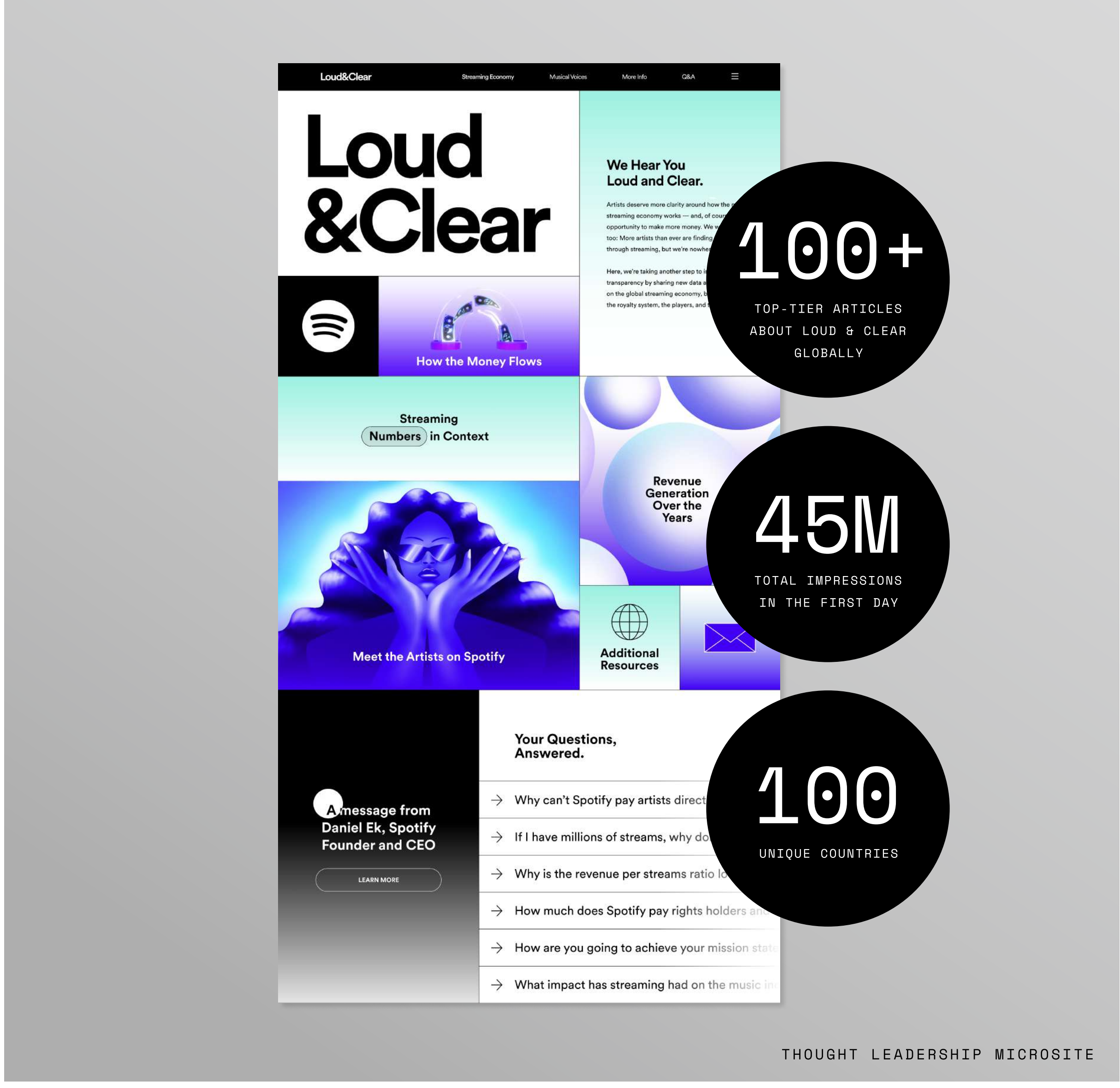
NEWS HUB, MOBILE

03
DRIVING CORPORATE THOUGHT LEADERSHIP

Spotify has long been a leader in the streaming industry, transforming the way we access artists and their music.

It has also been a target, having faced relentless criticism around its artist payments system. Given the centrality of the issue, the brand was compelled to enter the conversation and clear up the misconceptions.

To address the challenge, we developed Loud & Clear, a microsite focused directly and solely on the reality of artist payments, helping artists, consumers, and others fully understand the issues at hand.



THOUGHT LEADERSHIP MICROSITE

SJR CONTINUES TO SUPPORT SPOTIFY'S METEORIC RISE TO THE TOP OF MUSIC, PODCASTS, AND PUBLISHING—AND ITS FOUNDING PROMISE OF MUSIC FOR EVERYONE.