

STRIKING THE RIGHT CHORD ON COMMS

2 MIN READ | CASE STUDY



CONTENT

01 DRIVING INTERNAL ENGAGEMENT

02 EXTERNAL IS INTERNAL

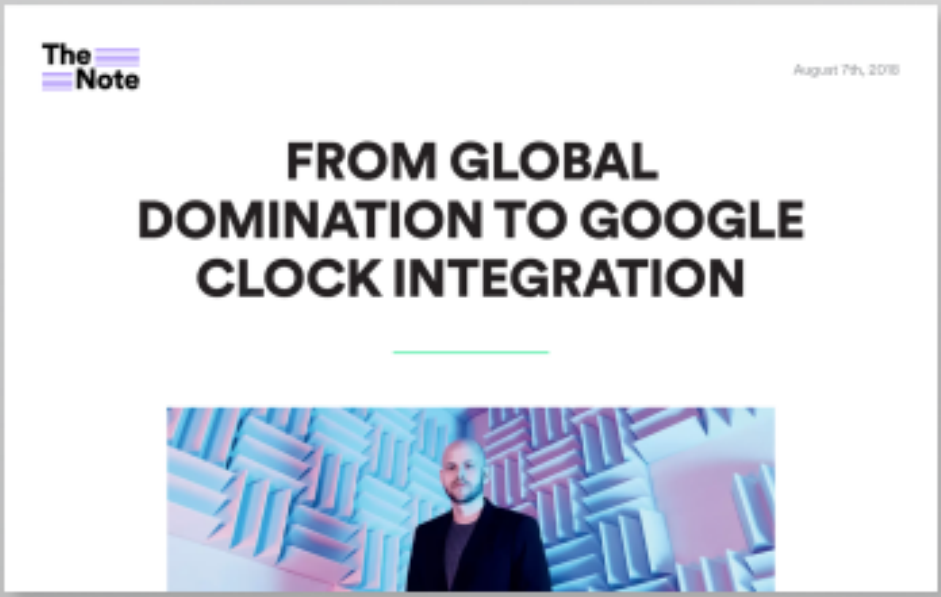
03 REPUTATION BUILDING, INSIDE OUT

01 DRIVING INTERNAL ENGAGEMENT

When Spotify went public in 2018, it was important that it begin developing communication strategies to enhance and protect its reputation for a global audience—including its growing employee base. The brand partnered with SJR to execute a comprehensive internal communications program, including but not limited to:

- A three times weekly newsletter
- A global town hall with the CEO
- Executive positioning and internal strategic alignment

By designing Spotify's communications in familiar formats and in a tone that resonates with employees, SJR ensures the company's key messaging resonates with its people.



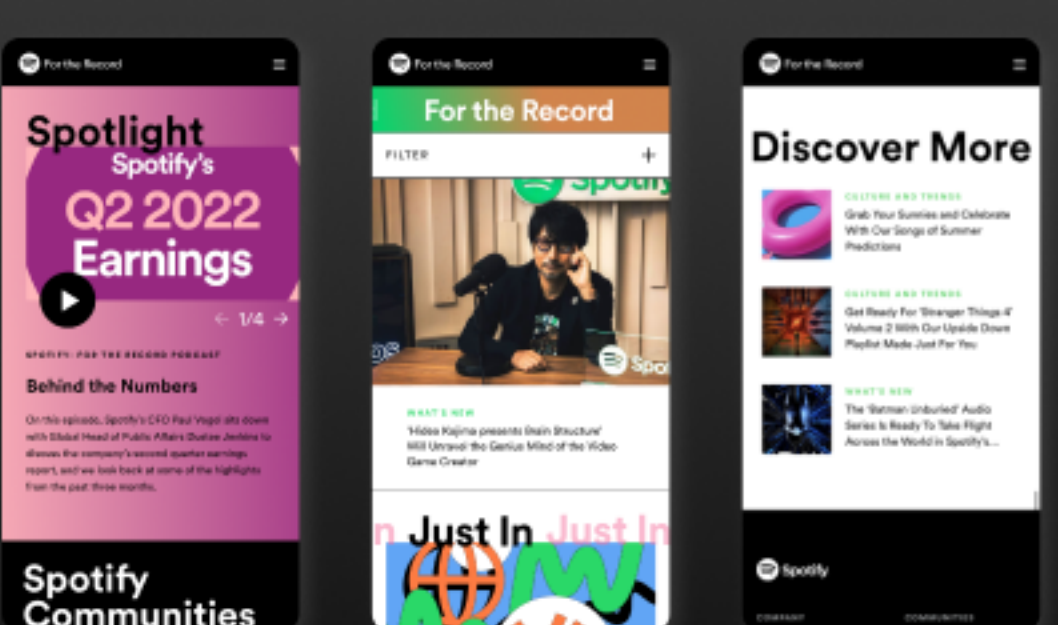
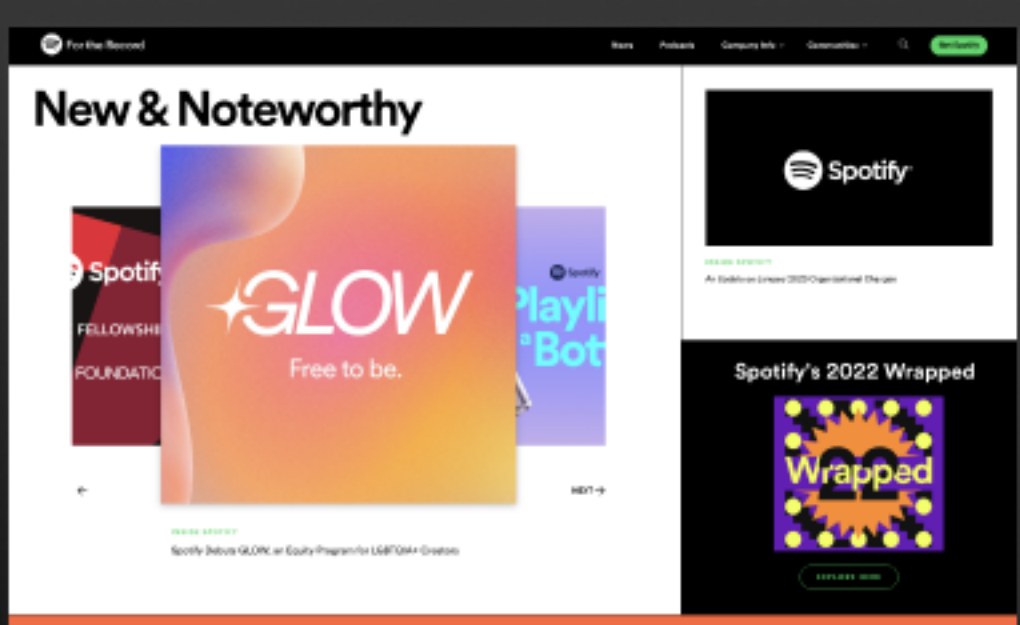
GLOBAL TOWN HALL AND WEEKLY NEWSLETTER

02 EXTERNAL IS INTERNAL

What Spotify says to the public, it says to its people, too. That's why SJR helped Spotify build a world-class newsroom with external communications that reinforce the company's brand position for fans, the media and employees alike.

For the Record (FTR) tells Spotify's story in its own voice, on its own terms. A catalyst for significant growth, FTR has a daily publishing cadence that takes the form of articles, Q&As, infographics, videos, and media kits. For larger campaigns like Wrapped and Stream On, FTR also hosts curated landing pages—one-stop news destinations.

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



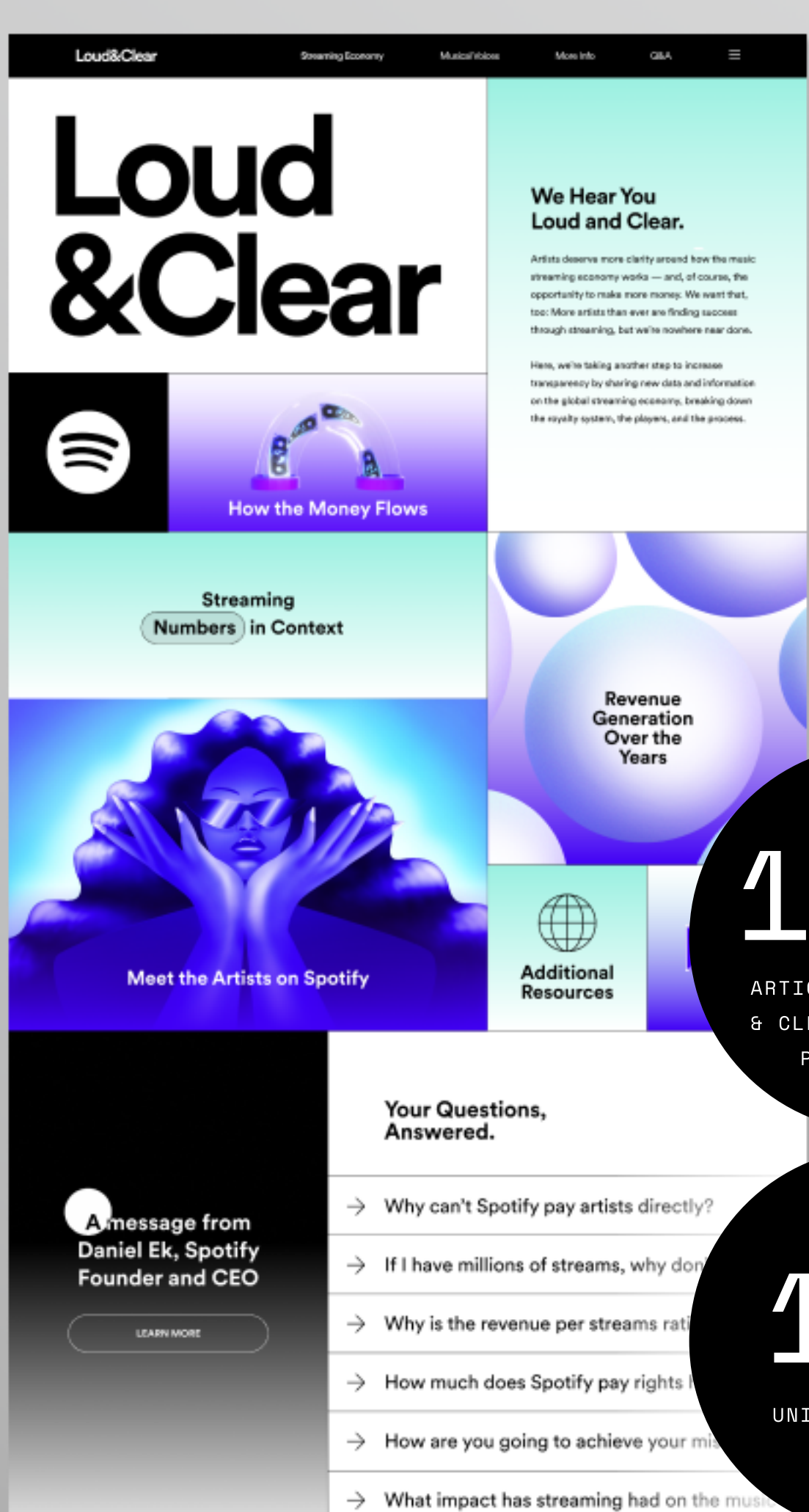
NEWS HUB, DESKTOP & MOBILE

03 REPUTATION BUILDING, INSIDE OUT

To drive its corporate reputation and clear up misconceptions—both for the public and its people—Spotify leveraged its microsite, Loud & Clear.

With Spotify facing criticism around its artist payments system, and given the centrality of the issue, we focused the microsite directly and solely on the reality of artist payments—helping artists, consumers, and others fully understand the issues at hand.

- 100-plus articles about Loud & Clear in top-tier publications.
- The microsite reached 100 unique countries.



100+
ARTICLES ABOUT LOUD & CLEAR IN TOP-TIER PUBLICATIONS

100
UNIQUE COUNTRIES REACHED

THOUGHT LEADERSHIP MICROSITE

BY EQUIPPING SPOTIFY WITH INTERNAL AND EXTERNAL COMMUNICATIONS HUBS, SJR HAS ENABLED THE STREAMING LEADER TO CONTROL ITS OWN NARRATIVE WITH ITS EMPLOYEES, PARTNERS, AND USERS