

Communication Plan 2

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Executive Summary

This communication plan will be centered around Spotify, the music streaming website. The main communication mission is to strengthen brand trust, engagement, and cultural relevance.

This campaign targets Gen Z, Millennials and podcast listeners through a marketing strategy that utilizes audio and video advertising, and real time data tracking. The goals of this campaign is to increase awareness, engagement and reinforce Spotify's position as a responsible platform.

Background & Situation Analysis

Organization Overview:

Spotify created For the Record as a central hub to serve multiple audiences such as investors, employees, creators, and consumers especially after going public. The organization expanded this into a broader owned media ecosystem including sub sites, podcasts, and social media channels tailored to different audience segments.

Situation/Problem:

Spotify did have trust problems when they had to face a public relations crisis relating to Neil Young and Joni Mitchell removing their music to protest the platform's continued support of Joe Rogan and concerns about COVID-19 misinformation. The problem led to reputation risk which meant backlash from artists, medical experts, and the public. Lack of transparency is that the platform policies led to confusion and criticism. Spotify's response by Daniel Ek acknowledged these issues and introduced actions like publishing platform rules and the need to add content advisories, showing the company trying to regain trust and to manage the crisis.

SWOT Analysis:

Strengths: Spotify dominates the music streaming industry with over 675 million users and 250 million subscribers, withstanding about 31% of the global market well ahead of competitors. Its

presence in 180 plus countries allow it to maintain strong performance in established markets while rapidly growing in emerging regions at lower costs.

Weakness: 70% of Spotify's revenue goes to music rights holders, leaving relatively low profit margins compared to other tech and media companies. This limits profitability and puts Spotify at a disadvantage against platforms with much higher margins.

Opportunities: Spotify could introduce an AI powered conversational interface that lets users describe the kind of music experience they want in natural language and then generates personalized playlists. This would simplify navigation and make the platform more natural and accessible.

Threats: Apple Music benefits from the Apple One bundle, which packages multiple Apple services together. This makes music effectively low cost for users and allows Apple Inc. to sponsor its other revenue streams. The problem for Spotify is that it lacks the bundling advantage forcing it to compete as a standalone service.

Communication Objectives

1. Marketing insight/opportunity, partnering with podcast creators is highly effective because audiences deeply trust podcast hosts making them even more influential than social media influencers in shaping consumer purchasing decisions.
2. Key audience opportunity, Gen Z has rapidly growing spending power and is highly active on Spotify, making them a crucial target market. Their heavy engagement with both music and podcasts positions them as the platform's fastest growing and most valuable audience segment.
3. The way to reach the audience is by having a high marketing strategy to reach the highly engaged audience like users on the ad supported tier making it a powerful platform for

brands to deliver targeted, multi format advertising, increasing the effectiveness of their campaign.

Target Audiences

Primarily Audience:

Demographics: Gen Z and Millennials, 55% of users who are 18-34, gender 56% female and 44% male.

Geographics: Europe, North America, and Latin America.

Psychographics: Gen Z values education and meaningful, engaging careers over just high salaries. They are financially cautious, often saving money but are still willing to spend on things truly wanted while dealing with the feeling of long term financial security due to economic pressures like inflation.

Behavioral: They use music/podcasts as a form of self analysis, turning daily routines into chores, commuting, or studying.

Secondary Audience:

Demographics: Podcast Enthusiasts/ Gen X age 45 and up.

Geographics: Europe, North America, and Latin America.

Psychographics: Using audio for self improvement or in depth knowledge rather than passive streaming.

Behavioral: High consumption of educational, true crime, or news content, often using Spotify on desktop at work or on smart speakers at home.

These target audiences were created based on charts on the spotify website of the age demographics that tend to listen to music the most and plus what they share on social media how they use Spotify for whatever activities they are indulging in. With Gen Z and

millennials it's more common that they use Spotify to listen to music while they study, work, exercise, and do chores. For Gen X it is stated that they use spotify to mainly listen to podcasts that match their interest when they are possibly on a drive or cooking. Podcasts are treated like an audio book for them since it'll be easier for them to gain knowledge instead of reading a book which is nothing wrong with reading a book, but it's easier to listen to a podcast when you are driving.

Key Messages

1. With Messages on Spotify, users are always in the driver's seat. Users have the choice to accept or reject message requests from friends and family. Spotify's [Terms of Use](#) and [Platform Rules](#) against illegal and harmful content still apply to Messages, so if something doesn't feel right, you can easily report that content or account. You can report by holding down on the message in question, selecting "Report," and choosing how the message violates our [Terms of Use](#) and/or [Platform Rules](#). You are also able to block other users and opt out of Messages entirely through Settings.
2. To help ensure a secure sharing experience, conversations are protected with industry-standard encryption in transit and at rest. This means your data is protected by encryption when it's stored and when it's on the move. In keeping with our platform best practices, Spotify will utilize proactive detection technology to scan messages for certain unlawful and harmful content, and our moderators will review reported content. This two-pronged approach helps us offer a safer environment while respecting user privacy.

Strategies & Tactics

The strategies that will be followed is that we will simplify ad creation. Brands can easily produce audio ads without the need of a large team. Having targeted control by having campaigns be tailored to specific audiences, goals and behaviors. We're allowing brands to quickly adjust and optimize performance by allowing real time analytics. Supporting integrated campaigns works well with multi channel marketing strategies.

Objective One: Run audio and video ads together Multi-format campaigns deliver better results across the entire purchase funnel. Our data shows that campaigns incorporating both audio and video ad formats drive 7% higher Awareness, 27% higher Purchase Intent, and 66% more Incremental Sales than audio-only campaigns.

Strategy implementation: Reinforce messaging with video ads that provide more visual detail and storytelling.

Tactic: Design audio ads for storytelling and video ads for visual impact.

Objective Two: Repurpose existing creative Upload existing creative assets to Ads Manager to ensure a cohesive marketing campaign across all platforms—and save time and resources. For example, you might use social ad videos to launch a video takeover shown to users when they're actively browsing and using their screens.

Strategy Implementation: Maximize existing creative assets by repurposing them across platforms to maintain a consistent brand message while reducing time and production costs.

Tactic: Cross channel alignment by using the same visuals, messaging, and tone across Spotify, Instagram, TikTok, etc.

Objective Three: Track results to boost performance Use Ads Manager to track audience metrics and customer data. With this information at your fingertips, you can understand how the ads within your integrated campaign are performing, and tweak your strategy accordingly to improve results.

Strategy Implementation: Continuously improve campaign performance through real time data and insights.

Tactics: Monitoring key metrics by tracking impressions, reach, engagement, completion rates, and conversions.

Timeline & Budget Overview

Week 1-2 planning phase: Find the target audience and plan formats.

Week 3-4 creative development: Produce or reproduce audio/video ads.

Week 5-6 campaign launch: Launch ads across formats. Use video takeover and streaming placements. Begin initial data tracking.

Week 7-8 Optimization: Monitor performance metrics and adjust targeting and budget allocation.

Week 9-10 Evaluation: Analyze results. Measure ROI and audience engagement.

Media Spend 60%-70% \$30,000-\$35,000

Creative Production 15%-20% \$7,500-\$10,000

Data & Optimization 10%-15% \$5,000-\$7,500

Contingency 5%-10% \$2,500-\$5,500

Evaluation & Measurement

The main goal is to track performance metrics and to compare them to campaign goals and analyze what worked and use those insights to help improve future marketing efforts.

Conclusion

The plan is to show how Spotify has had many improvements over the years and how people in the world benefit from this app and what it offers to help mellow down or motivate you with your daily activities.

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