



## CHALLENGE:

Increase adoption of the Data Saver feature, a competitive differentiator, with standout short-form content in the crowded music app market.

## EXECUTION:

3 short form content formats launched: "Mini Sketches", "Interrupted Story Time", and "ABC Challenge". 13 content pieces featuring the biggest GenZ based content creators. Leverage organic reach and engagement.

## IDEA:

Using Gen-Z influencers platforms & three orchestrated popular online formats to promote Spotify's Data Saver mode.

## INSIGHT:

As data costs rise, Young Egyptians are hyper-aware of their consumption because losing their mobile data is a nightmare.

## CONCLUSION:

More than a streaming platform, Spotify became a youth ally—helping Gen Z save data while connecting with them through authentic content.

**126.8M**  
Views

**+14%**  
(MAU's)

**20.8K**  
Shares

**45K**  
Saves

**3.4K**  
Comments

**897K**  
Likes