



## 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.

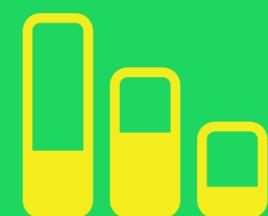
## IDEA:

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**