



Branded Experience Case Study Reebok



The Brief

- Reebok and Sony Music had inked a deal for a selection of Sony artists to be their brand ambassadors.
- Two of those artists; Birdy Nam Nam and Labrinth, remixed each other's tracks to promote collaboration and creative revisiting of classic tracks.
- The challenge was to communicate this partnership and to promote the Classics brand through unique collaborations.
- To target 18-24 year old music lovers



The Concept

What did we create?

We spent a day with both acts which was divided in to two parts:

- A live artist hosted **Soundrop** social virtual listening room session at Spotify HQ.
- A live performance by both acts in a well known London venue, attended by 150 lucky winners and live streamed on to both Facebook and **Spotify**.

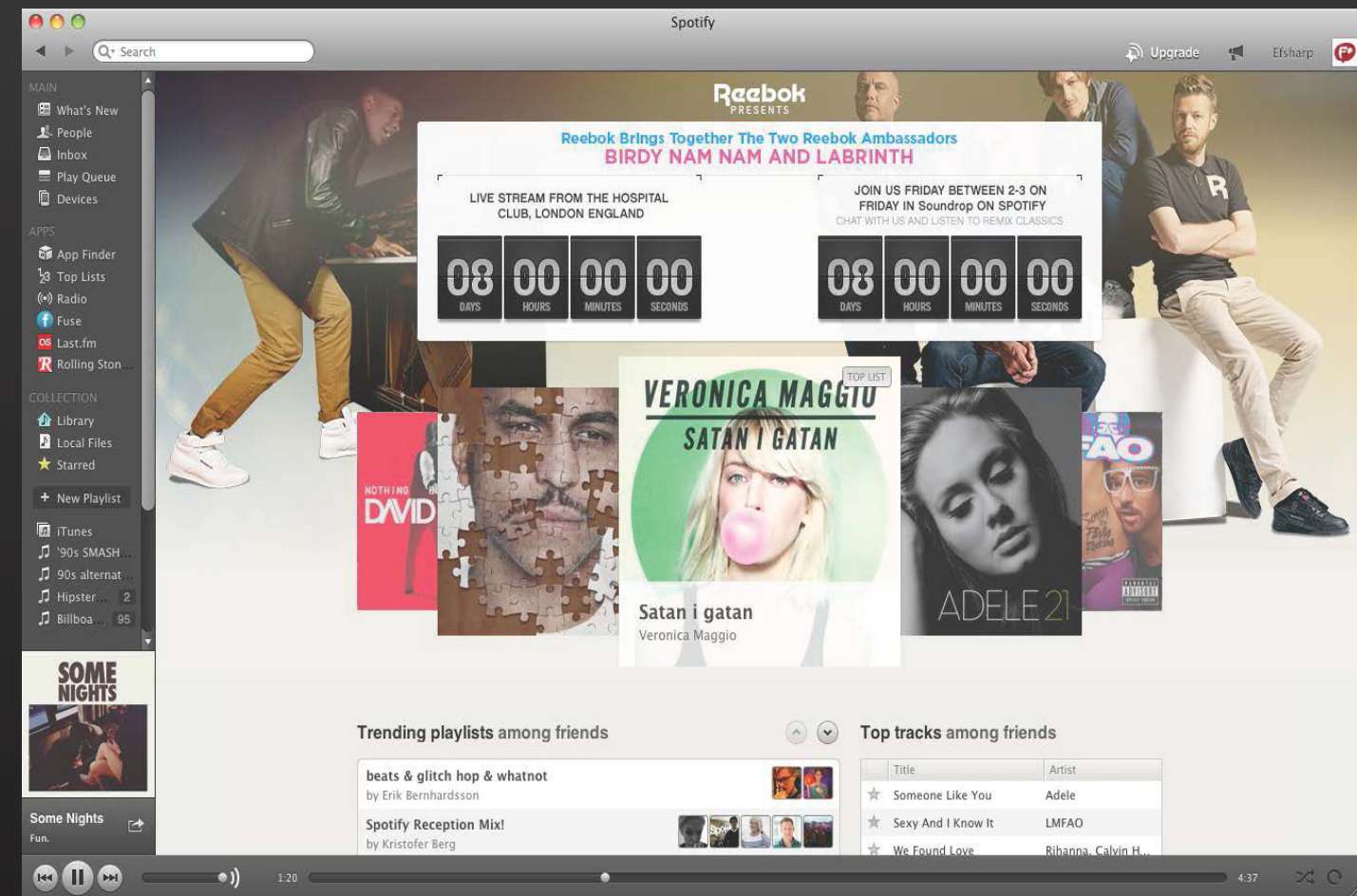
The Idea

Artist hosted Soundrop room & live streamed event

Spotify advertising drove users to a hub on Facebook where they could register their details for the chance to win tickets to the gig.

Users were also notified about a Soundrop session happening that day hosted by Birdy Nam Nam and Labrinth. When logged in to Soundrop, users could chat live with both acts, as well as discuss what was playing in the room at the time.

Both the Soundrop session and live streamed event were accessible through a Spotify Homepage Takeover on the day. A version of the stream was available both here and on Facebook.



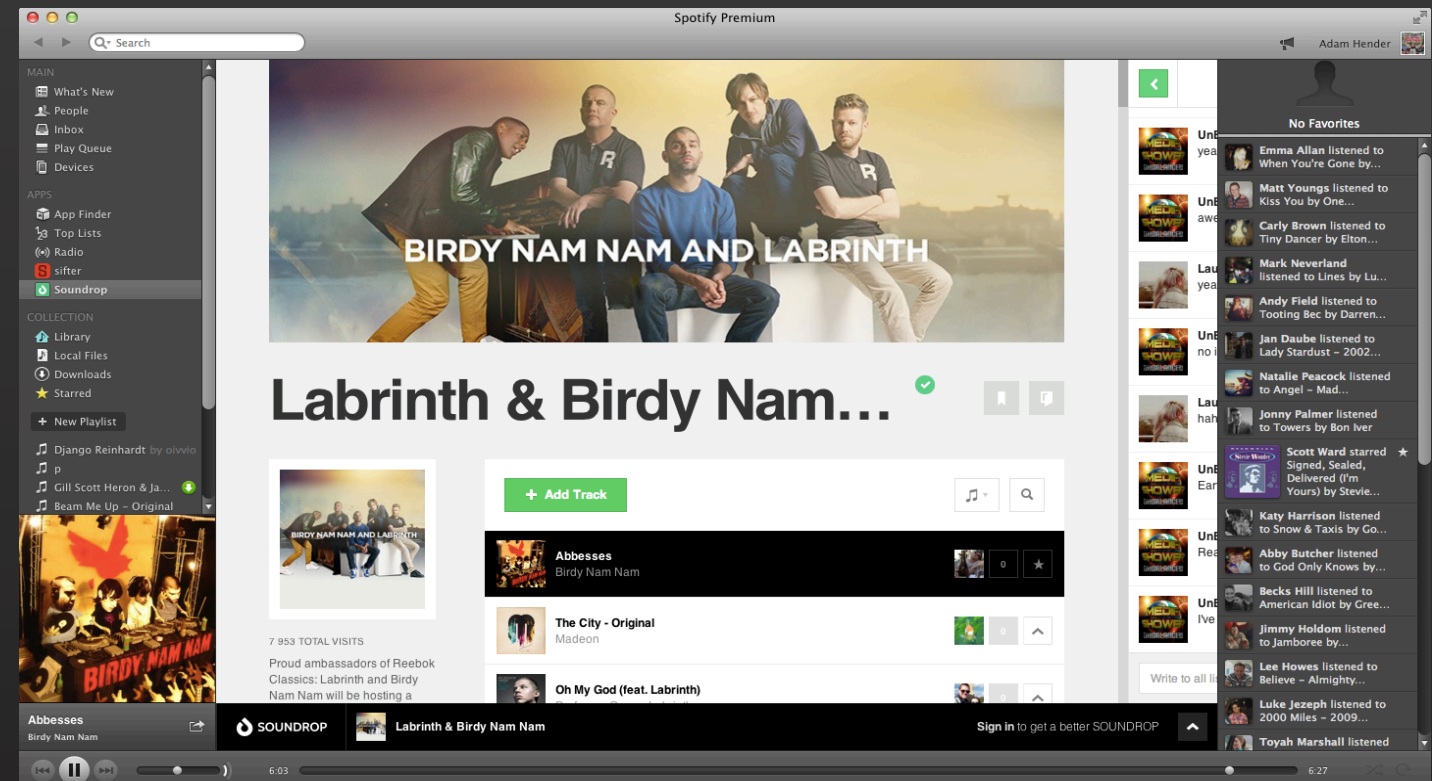
The Idea

Soundrop · Phase 1

Soundrop is an app that lives within **Spotify**. It allows users to access or set up listening rooms with a chat functionality.

Reebok took over a room to host a live session with both artists active in the room chatting with fans.

Fans listened to the same music, added tracks, voted for them to be played and spoke live to both artists.



“Comparing that to a recent chat with Alex Metric, this chat did very well. You had almost 2000 more visitors and almost three times the voting. Congrats!”

Tomas Ford - Soundrop

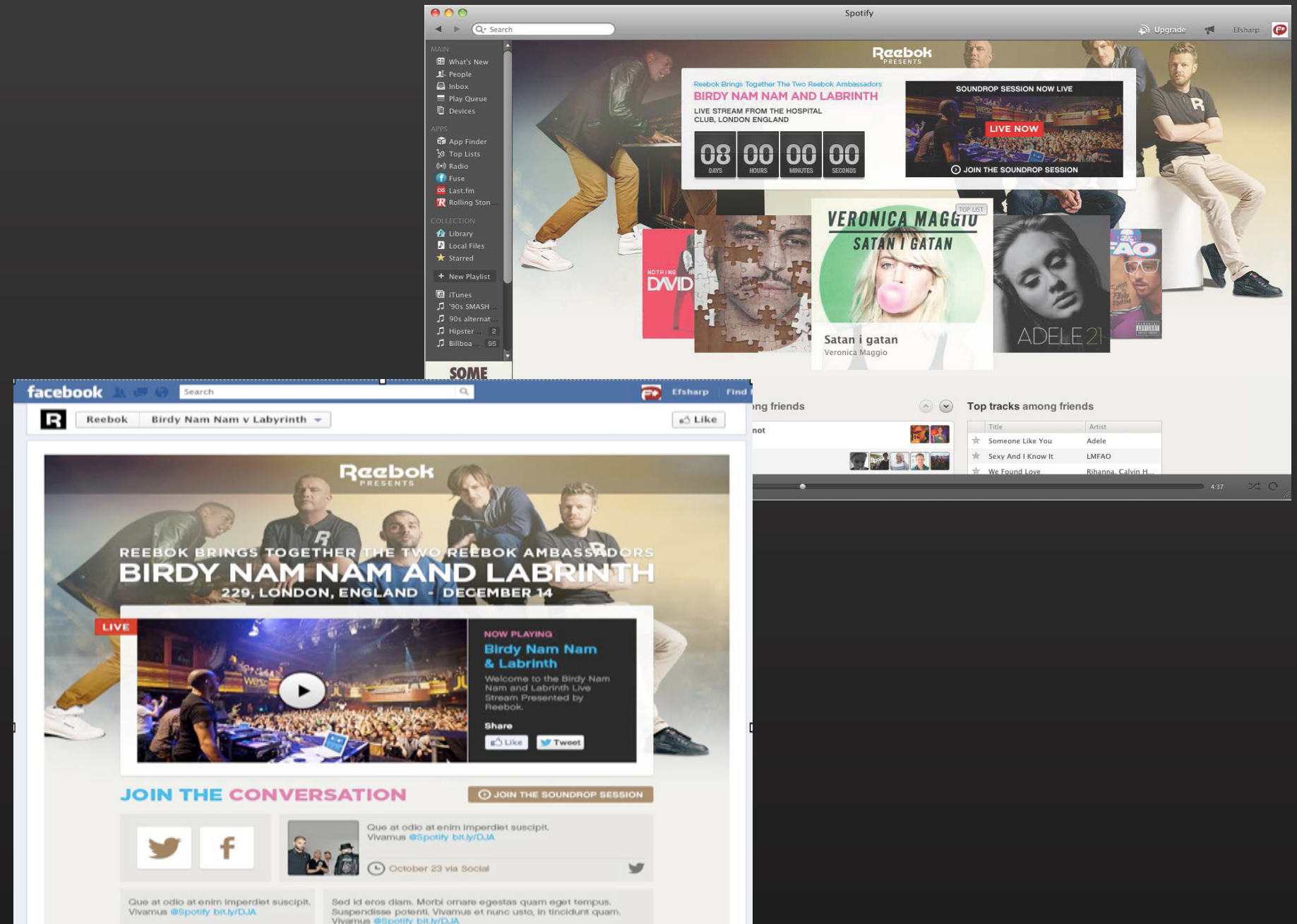


The Idea

Live Stream · Phase 2

After the Soundrop session both artists headed up to 229 The Venue for a live performance.

Each artist performed a half hour set performing a remix of the other artist's track to a 150 capacity crowd.



Touchpoints

LIVE SHOW

LISTENER INTERACTIONS

THE PERFORMANCE WAS
RECORDED AND STREAMED LIVE
ONTO THE FACEBOOK PAGE

Share the experience
on Twitter

Tweet the Eve

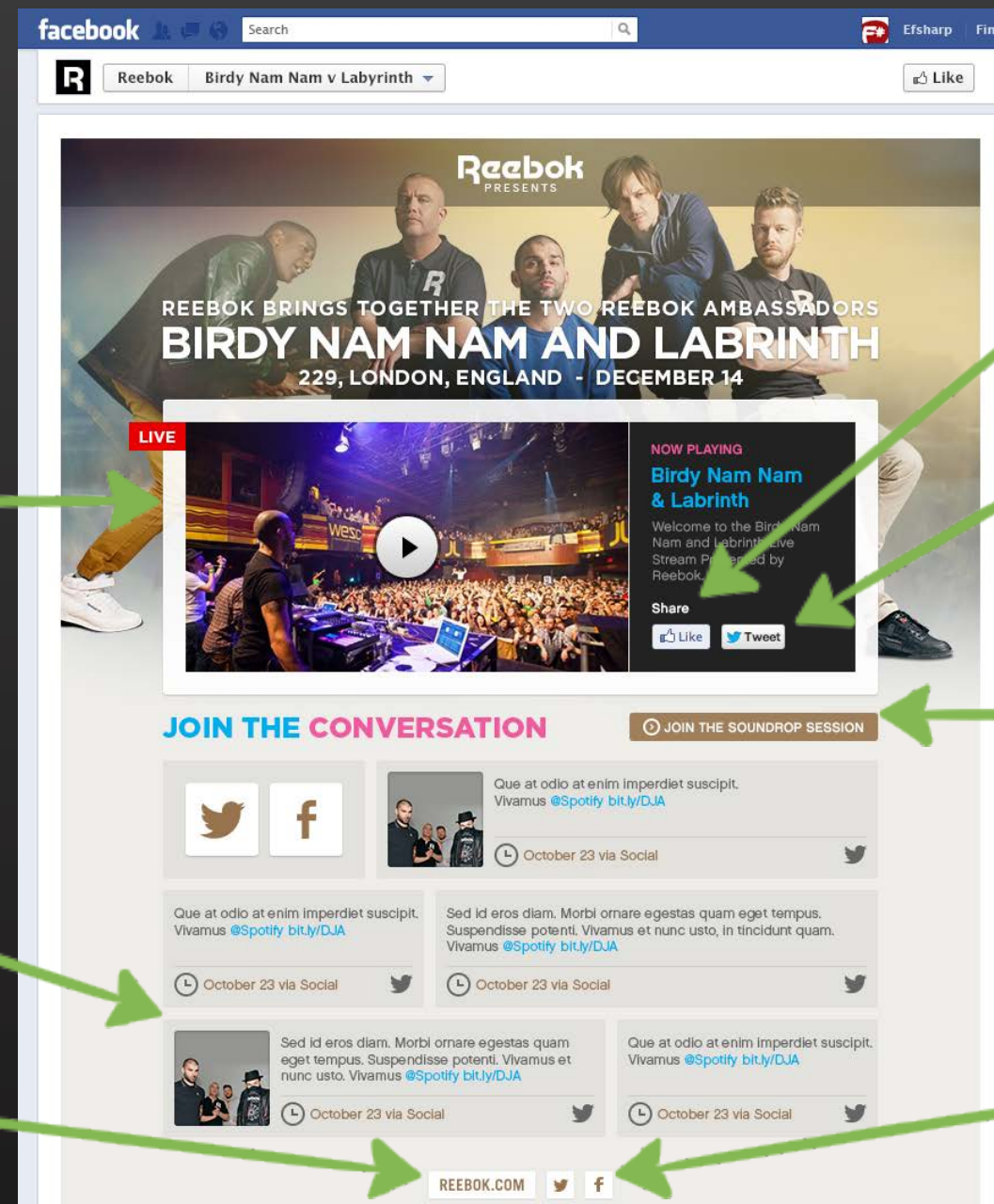
Tweets were pulled in from Twitter
#reebokxspotify

Post to Facebook to tell friends about
the post show content

Tweet to tell friends about post show
content on the twitter

A video of the Soundrop was made
available after the show for listeners to
catch up

The event was shared on
Facebook.
Listeners posted to their Facebook to
promote the live show



Thank you!

Branded Experience Case Study for Reebok

