droga | Spotify®

For music.

Interface Stories

Oct 2013

Introduction

We're looking to make a series of online films that show how Spotify brings people together through music.

The goal is to tell these stories of connection in the most honest, authentic way possible.

Our target audience is young - high school and college-aged kids - and when you think about it, many of the most important connections they make happen online.

That's why we set our films entirely within the digital interfaces our audience is used to communicating with.

Creative Treatment

The videos to take place in realtime; placed within a single moment, and the timing and pacing of that moment all support the storytelling. These are life's little moments that turn out to be some of life's most important moments.

These stories will be told across multiple interfaces. While Spotify is the core of every story, our audience communicates in multiple ways at once, and it's important for our characters' behaviors to be as relatable as possible.

The films will feel like you're actually looking at the screen through the eyes of our characters. Seeing the pixels, hearing ambient noises, and even getting small glimpses of reflections in the computer screen will make the films feel more raw, and more real.
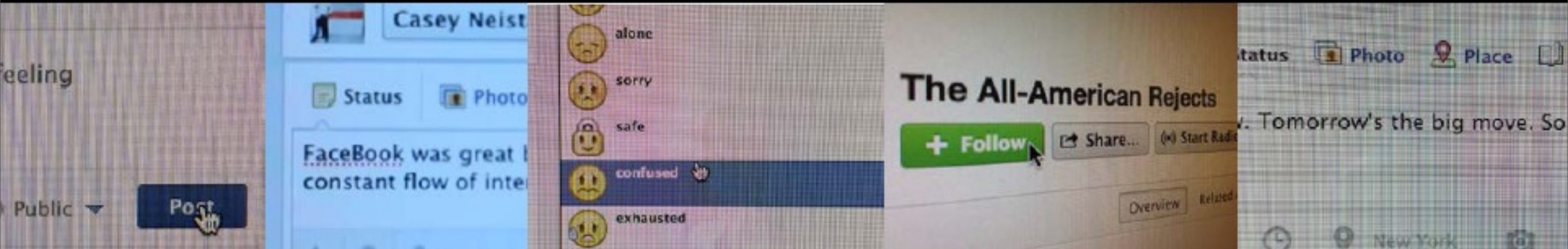
We are planning to produce three films for launch in Q1 2014.

On the following pages you will see how, with your permission, we'd like to show Mozilla products - specifically the Firefox browser and icon - within our storytelling.

These films will live online - in both US/UK digital media and globally on Spotify owned media channels - with the possibility of airing on TV later in the year.
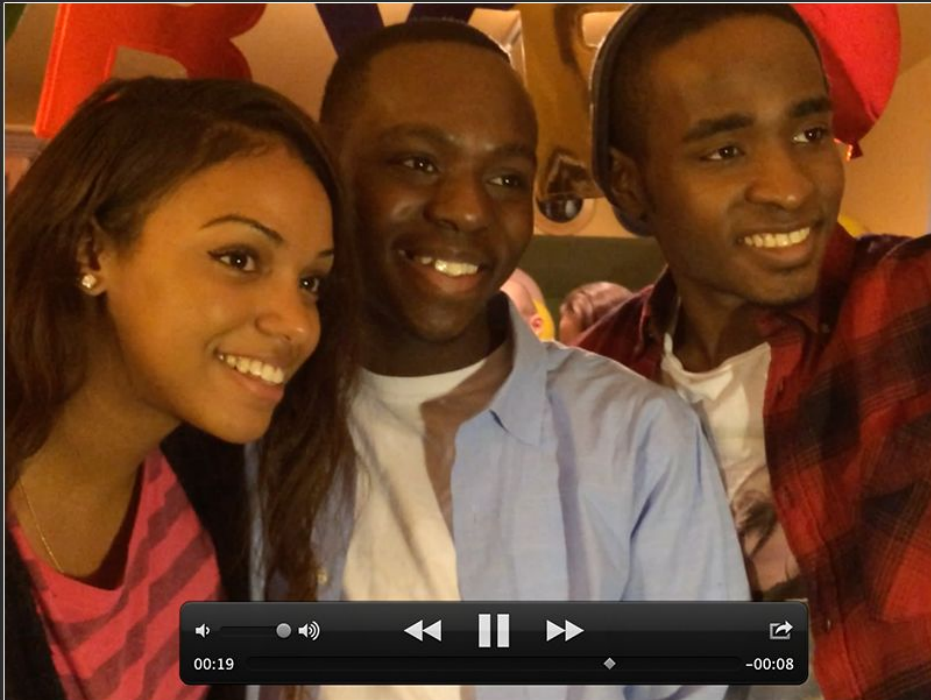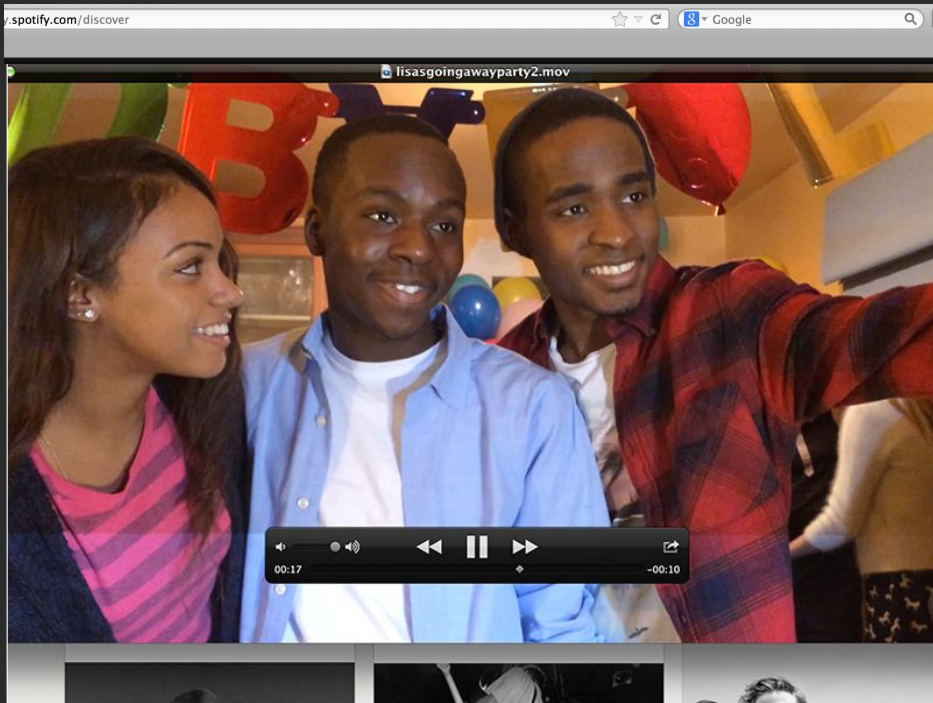
Open on video of Andrew, Lisa, and Taylor posing for a photo at a party, with the chorus for Avicii's *"You Make Me"* playing in the background

The three smile for the camera, and the video is paused
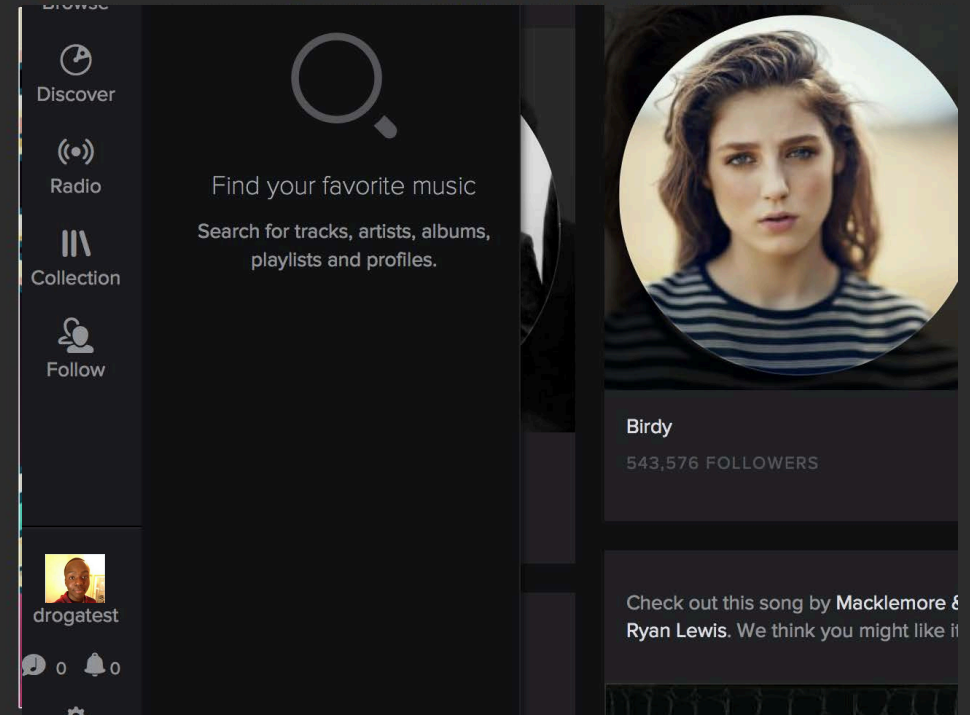
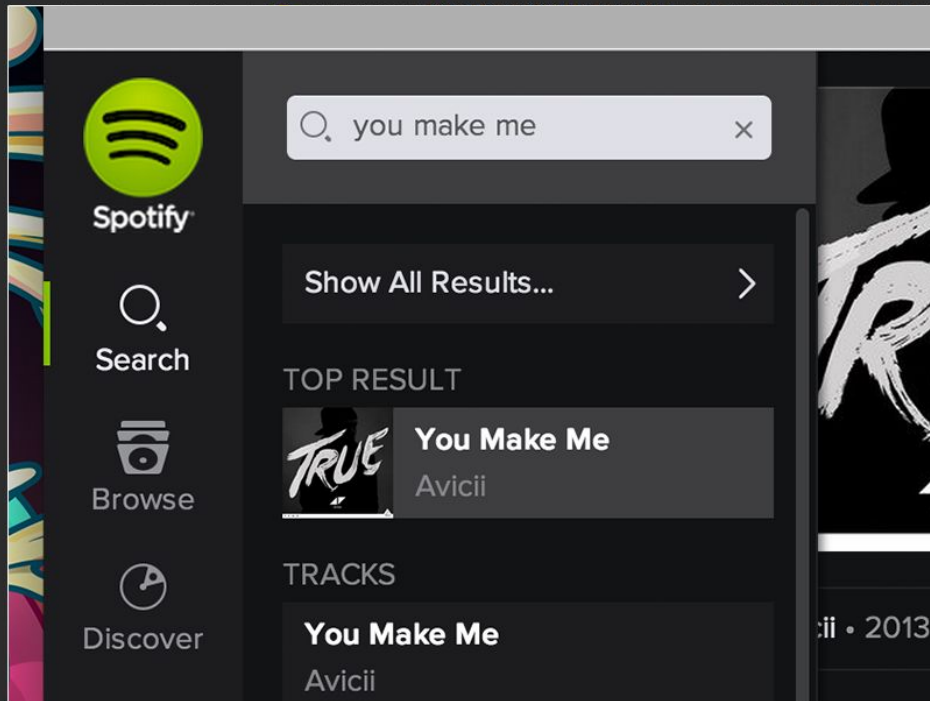The cursor backs the video up and the moment of the photo pose is rewatched
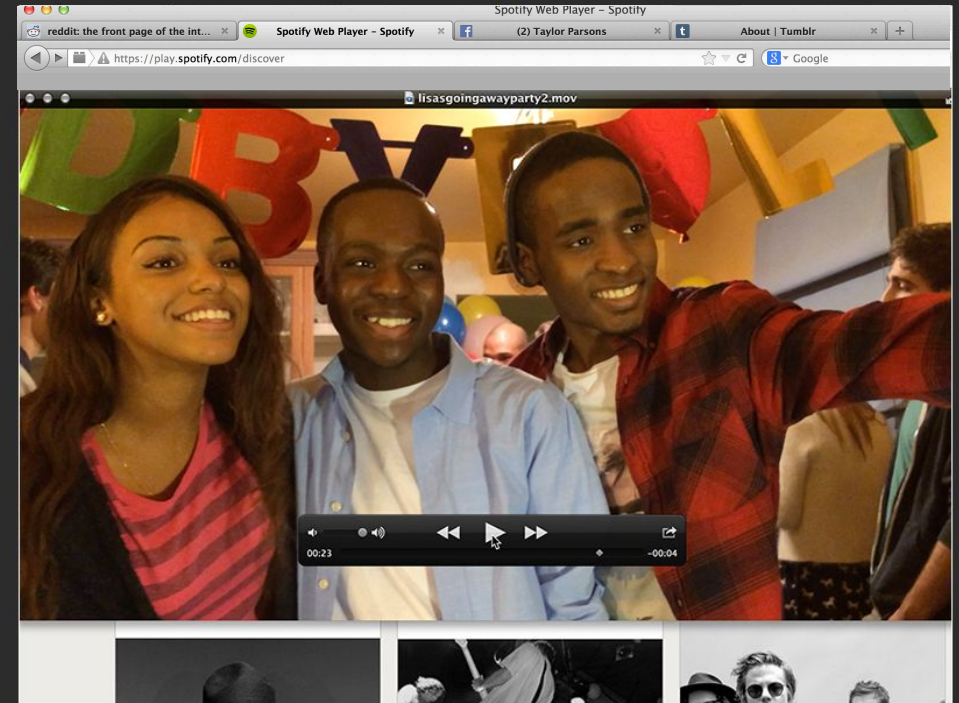
The video is paused again
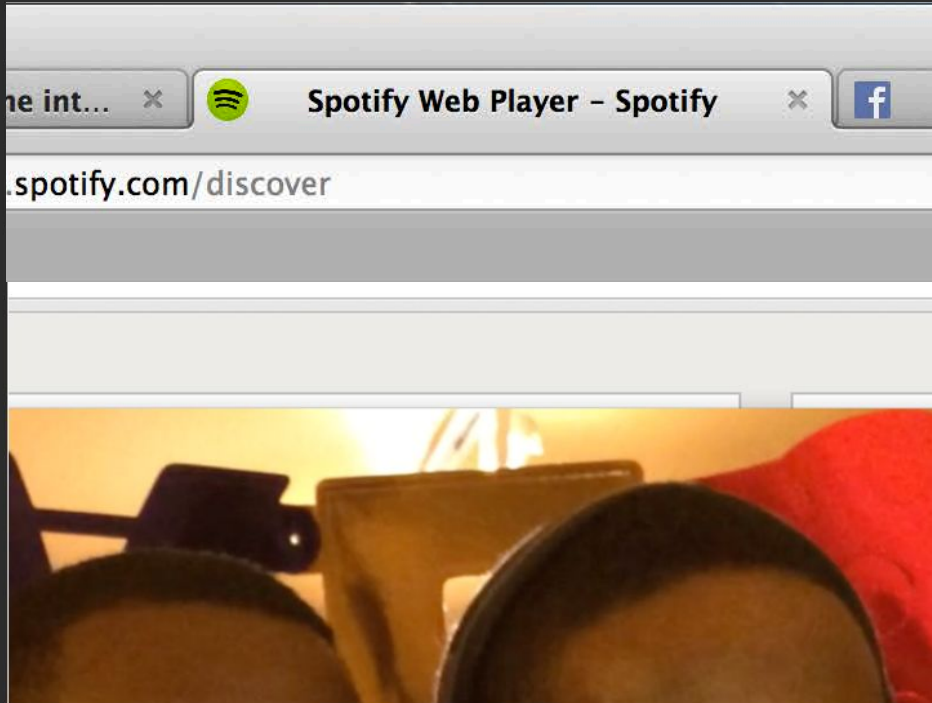
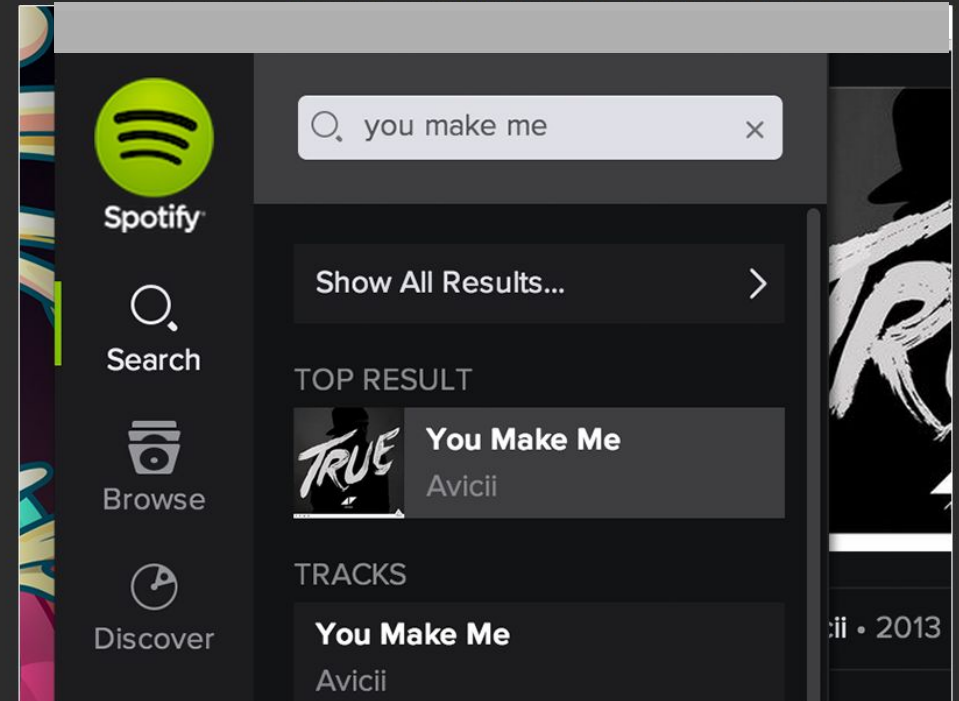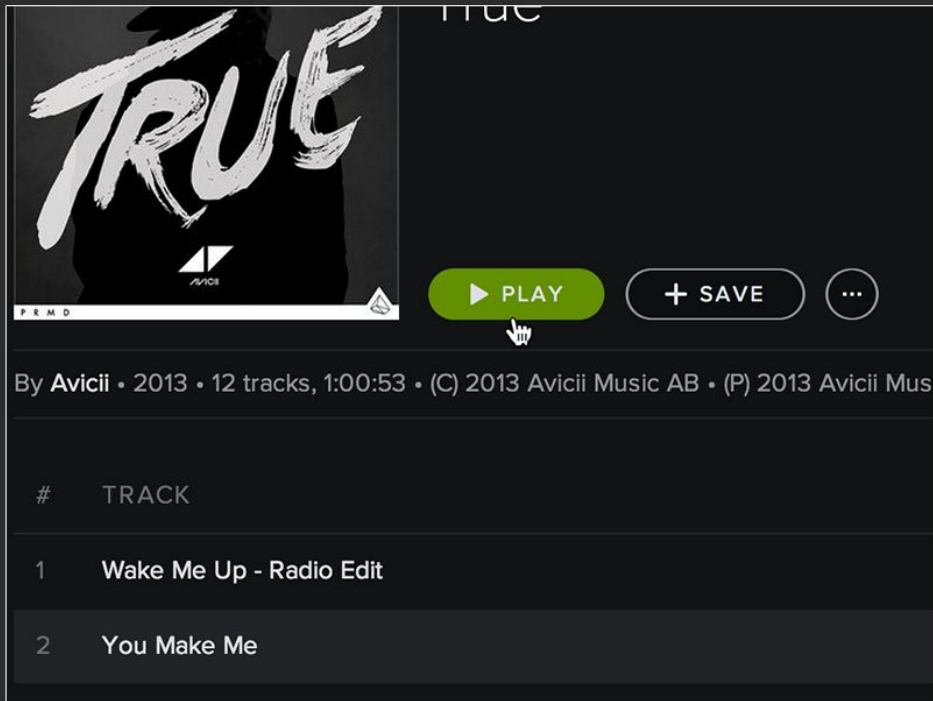The cursor runs over a tab in the background for Spotify's web player and clicks it
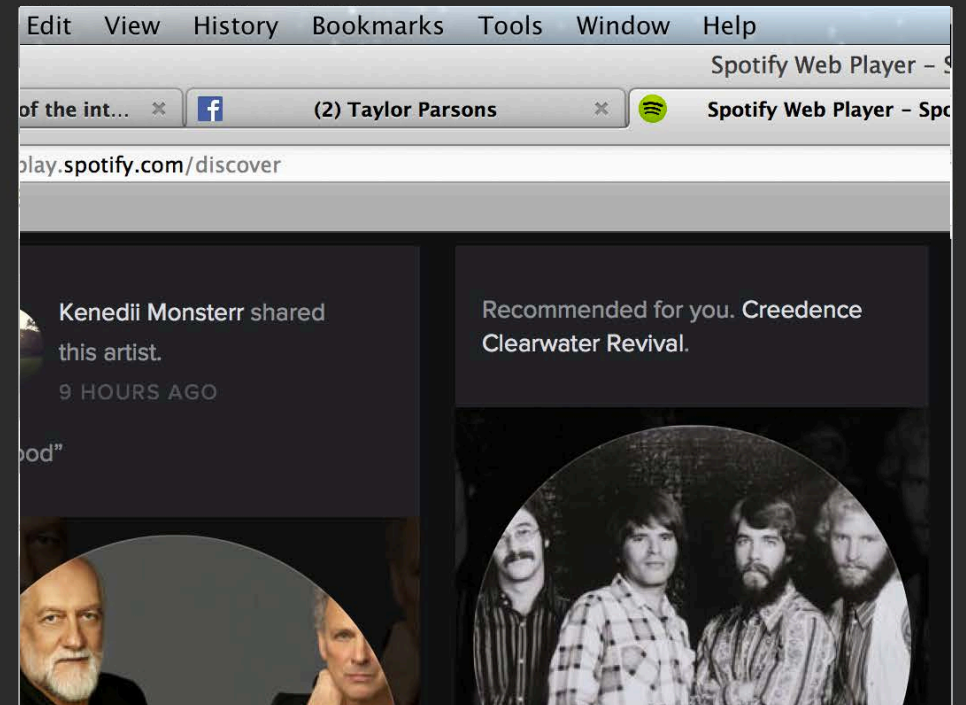
It clicks the search function

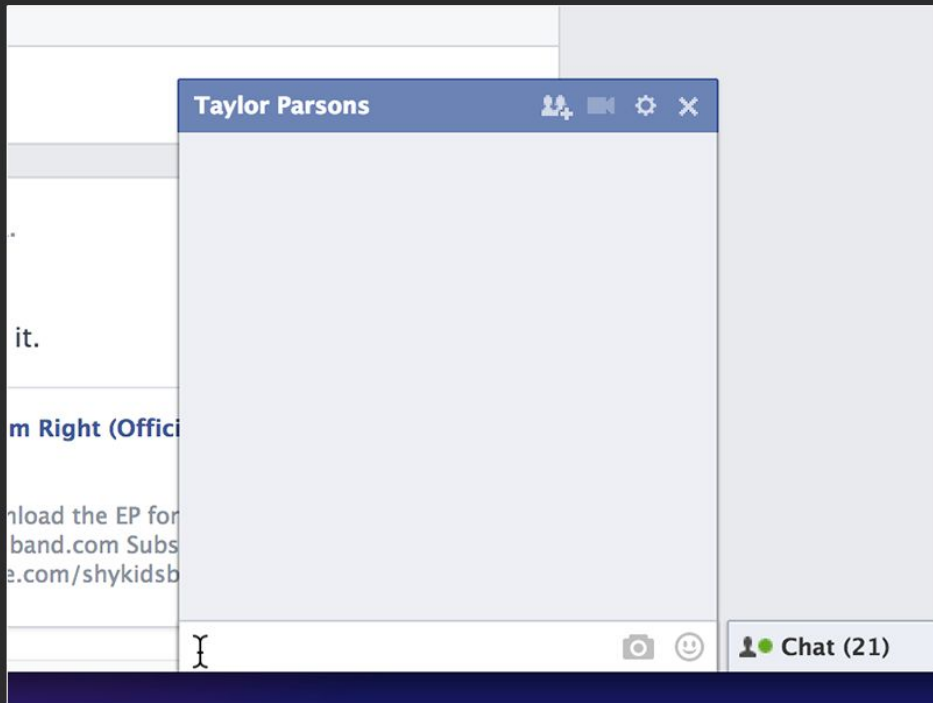It searches for *"You Make Me"*

And then selects the song You Make Me by Avicii
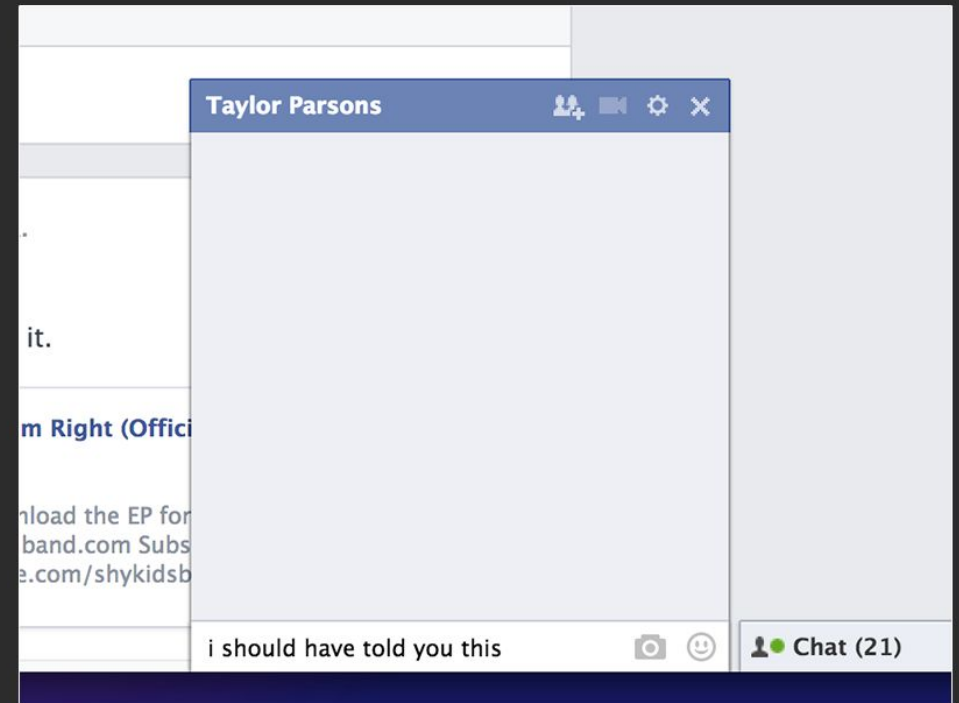
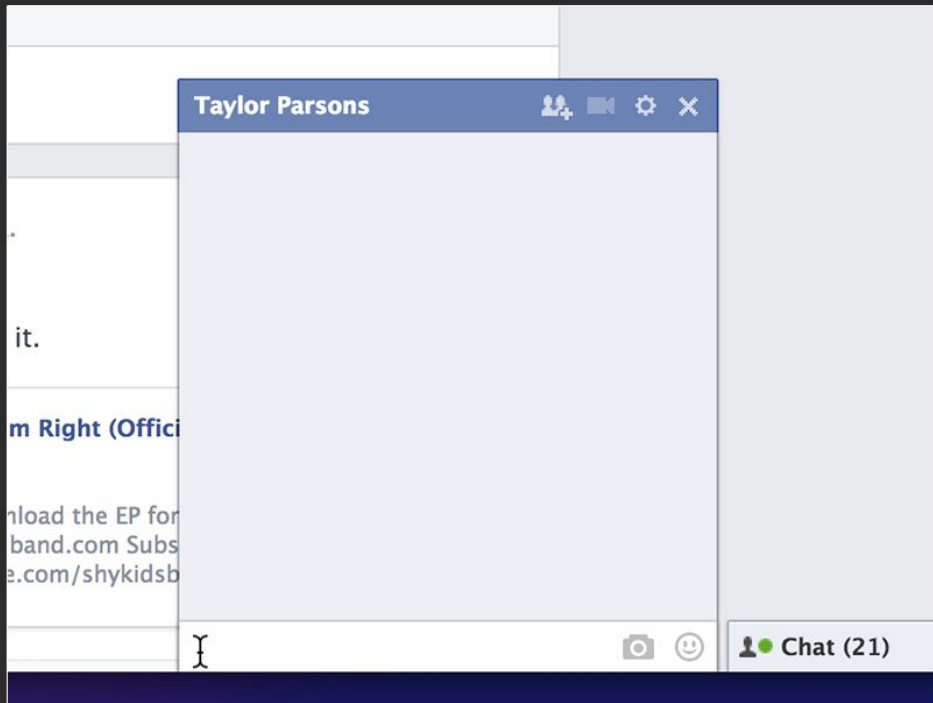It starts to play it, and we hear the song begin

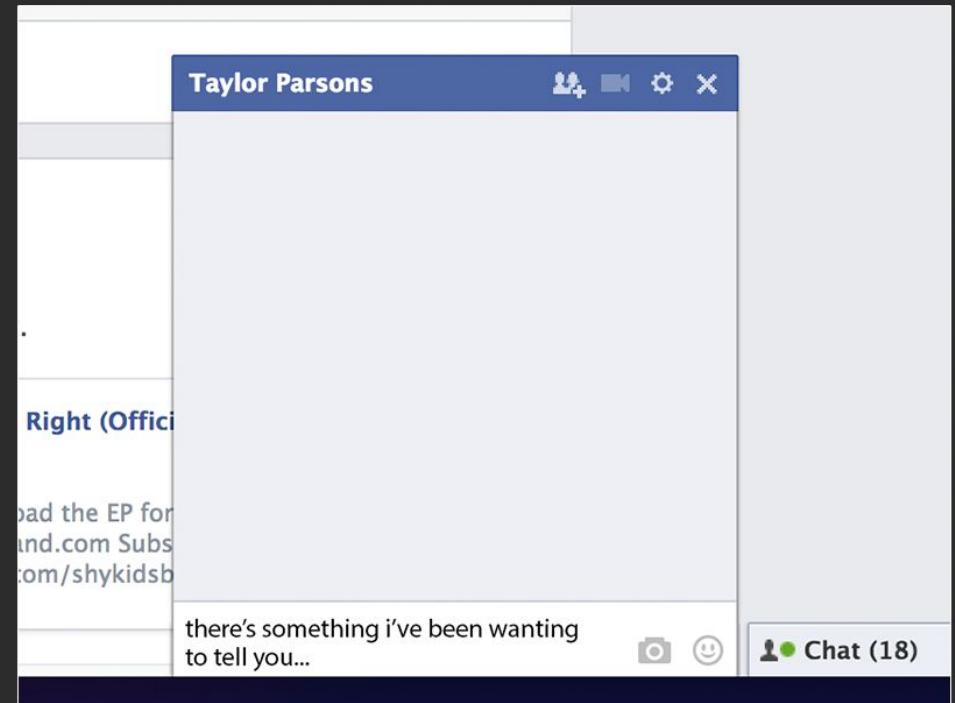The cursor navigates to a tab with Facebook open
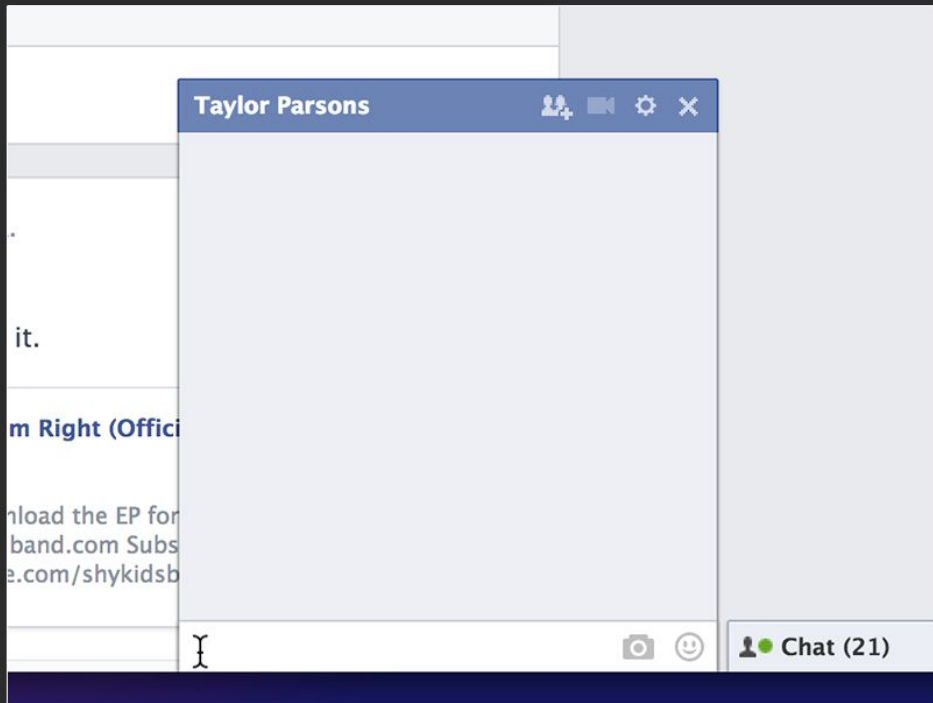
A chat window with Taylor is open

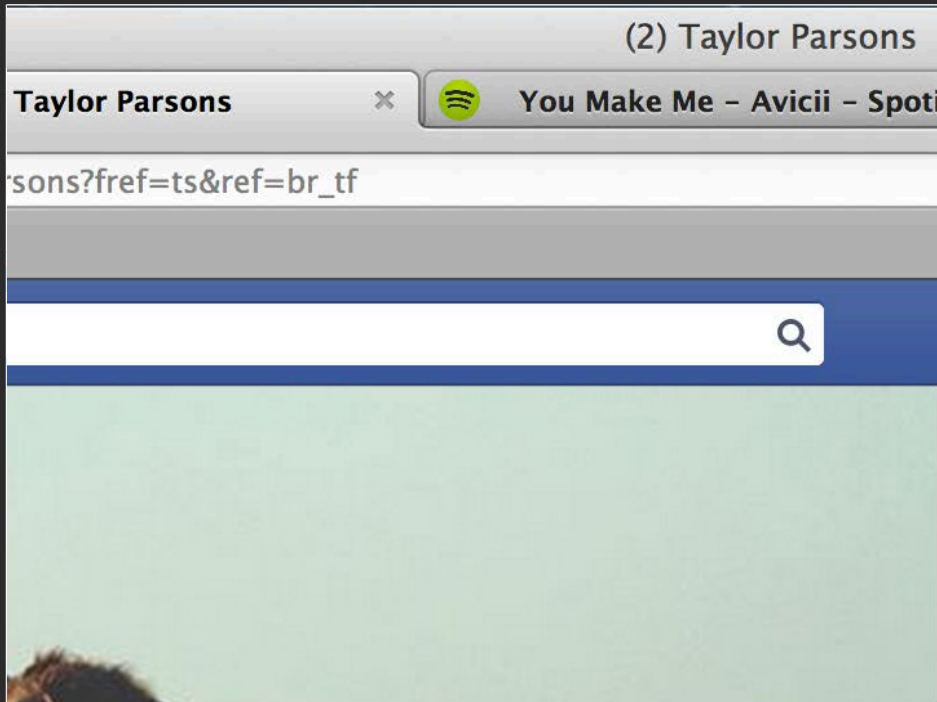A message is typed out

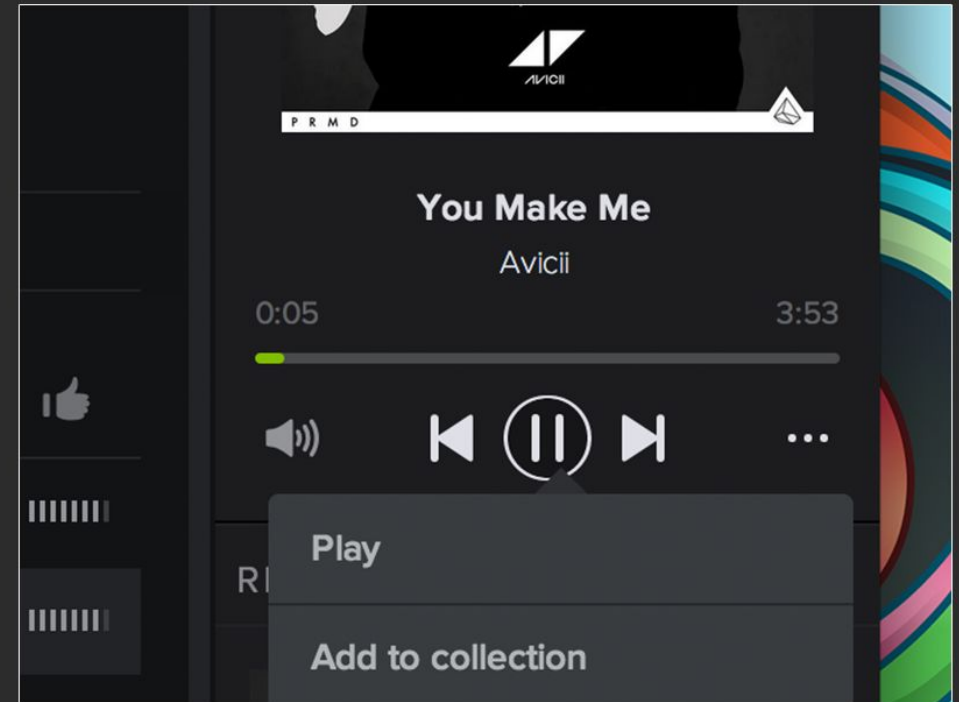And then quickly highlighted and deleted

Then another

Then quickly highlighted and deleted
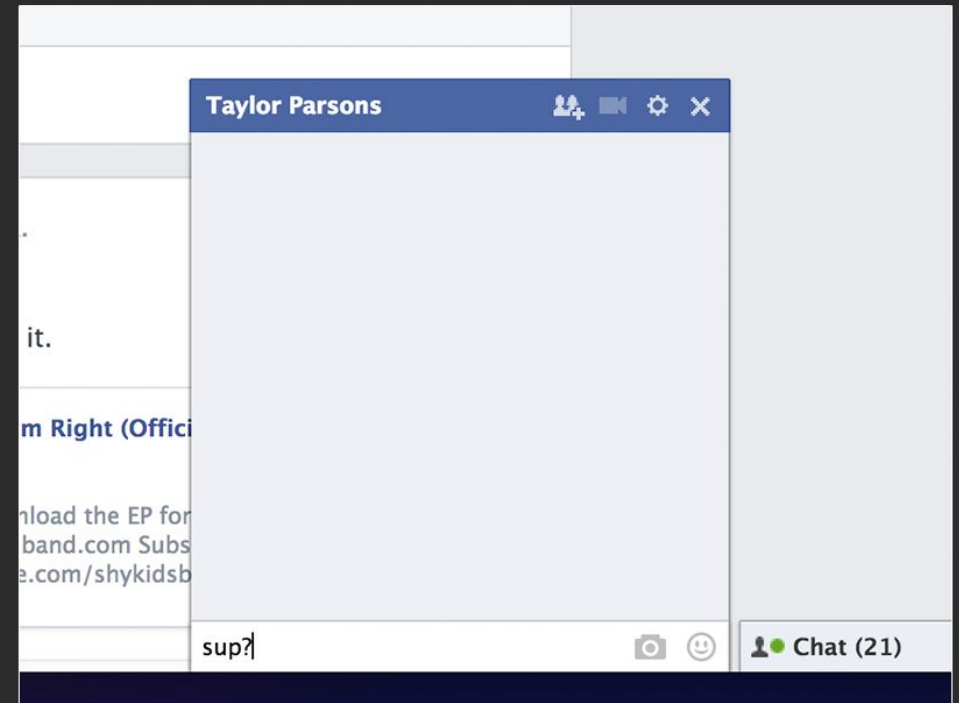
A defeated "sup?" is typed, but not sent

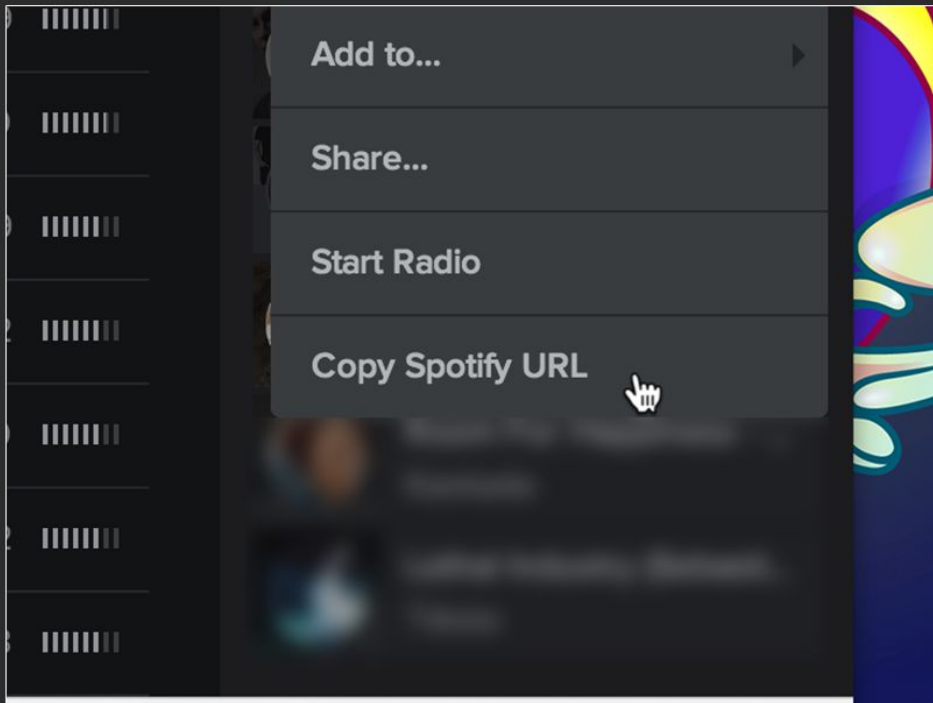The cursor returns to Spotify's web player

It clicks on the settings for the song that is playing
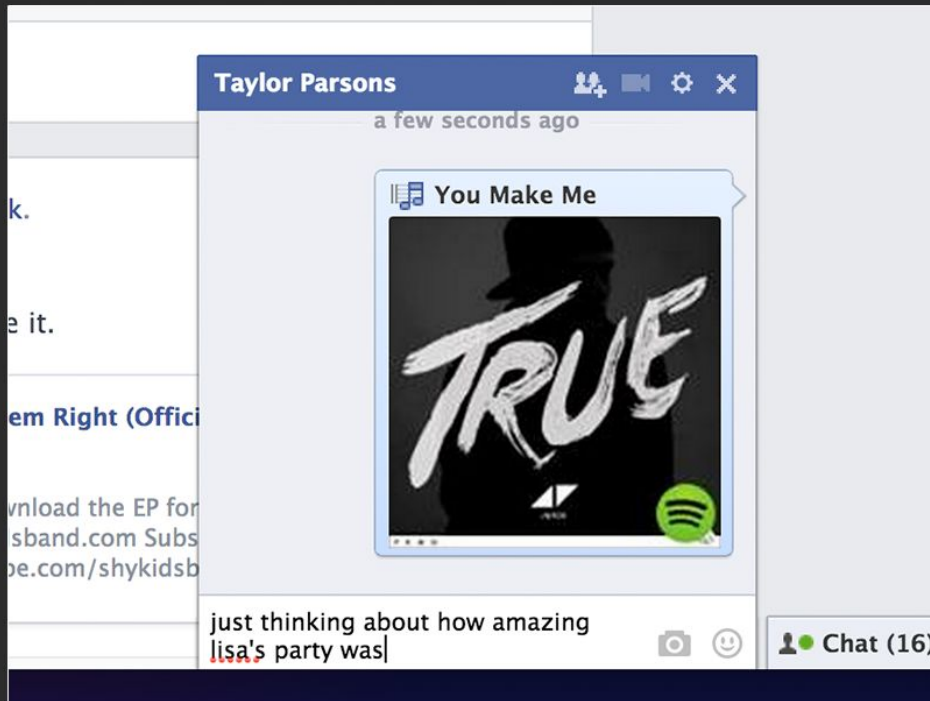
And copies the Spotify URL
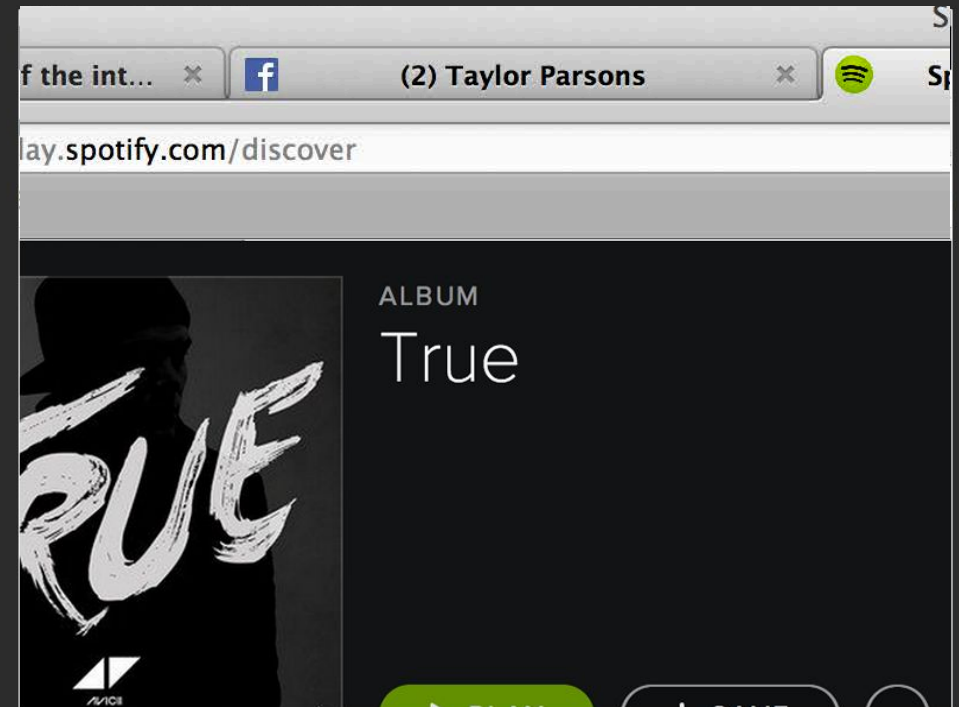
Navigates back to Facebook

The link is pasted into Taylor's chat. A message calling back to the party is sent

The view pulls back to reveal Taylor's profile, it's the guy on the right in the video

In a keystroke, it switches back to the video

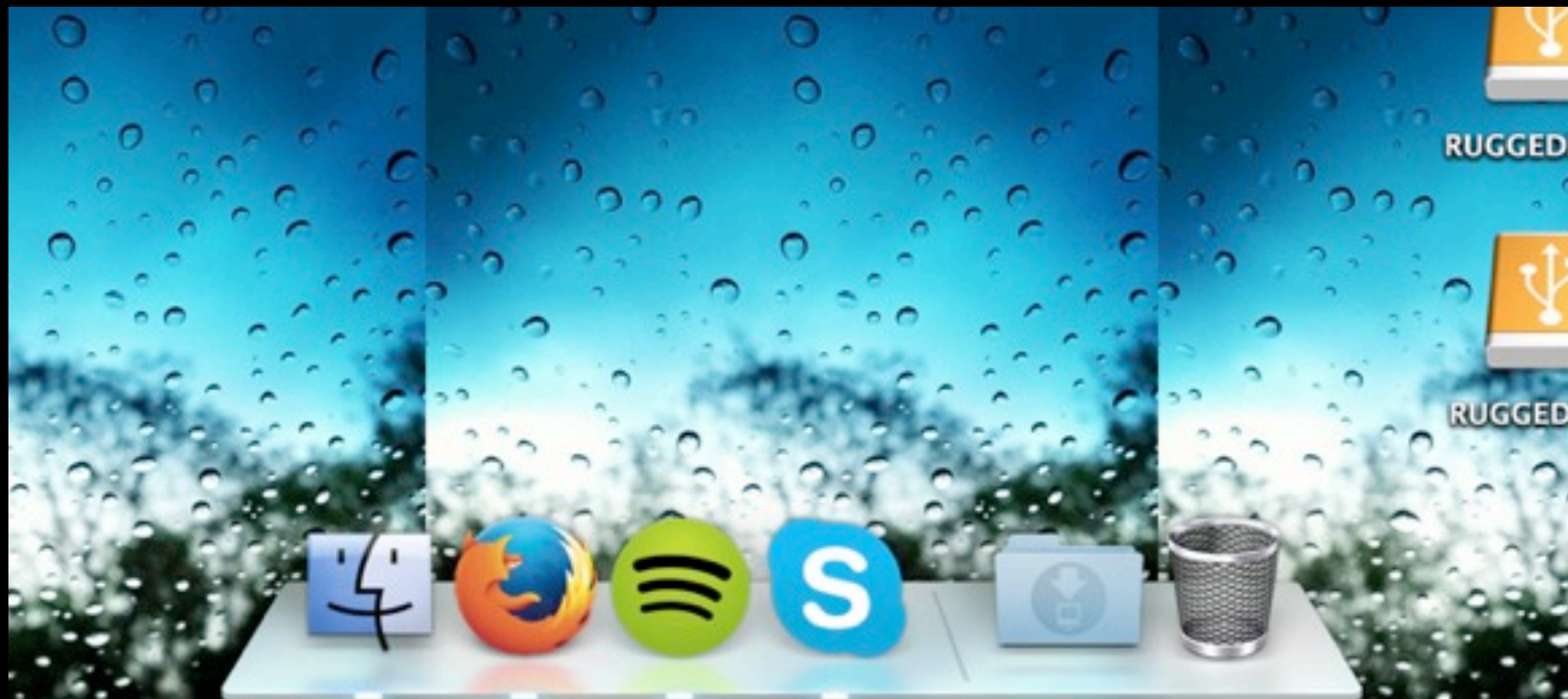Play is hit one last time, reliving the moment

The viewer zooms in on the video until it is only the image of Andrew and Taylor

The video dims, logo and copy appears

We would also like approval to possibly cut to the Firefox
icon within the interface dock

Why it would be beneficial for Mozilla to be involved

More and more of our daily communication, and important life moments, are happening online, across a number of products and services - particularly with teens and young adults - and Mozilla products are at the heart of it. We want to capture that reality within our storytelling.

Throughout our films, all Mozilla products (namely, Firefox) are shown in a positive and authentic way.

Last, but not least, Mozilla Firefox brand will get free, guaranteed exposure via Spotify's owned channels and paid media buy.

Thank you.