

Spotify Spec Ad (draft)

Spotify (brand colours) – Gotham (#1ed760, Black, White)

Script Copy:

[Fade in: Montage of people in various settings]

Voice-over: Remember your first concert?

[Quick cuts: Teens at a show, middle-aged couple dancing in the kitchen]

That road trip playlist?

[Shot: Friends singing in a car]

The song that got you through that breakup?

[Shot: Person with headphones, looking wistful]

Music's always been there.

[Beat]

Now, it's everywhere.

[Show Spotify app on various devices]

Your old favourites. New discoveries and more.

All in your pocket.

[Shot: Person smiling, putting phone in pocket]

Playlists for every mood.

For every memory.

For every you.

[Montage: People of different ages using Spotify in various situations]

Spotify. [Logo appears]
Tagline slogan: Press play on life.

[Fade to black]