

Pandora

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Strategy

- **Challenge:** The challenge is to make Pandora relevant again, keep up with the competition and find a new audience.
- **Target Audience:** Ages 15 - 25
- **Key Insight:** The world today is all about progression and change. Making Pandora relevant requires us to take new insight into real world problems, such as climate change.
- **Big Idea:** Pandora Cares

Media Choice

Rationale

- **Static Ads:** The idea of the static ads is to attract a young audience, but also give meaning to Pandora. The promise of easily being able to raise money for charity will create motivation to download and use the app. Once using the app, digital ads will reinforce the campaign to remind the listeners of the purpose of choosing pandora as a music streaming platform and create a positive attitude towards the app.
- **Digital Premium Promotion:** The idea behind this is, once you go premium, you never go back. This offer code helps people listen to more music in search for a prize. We added the series logos of recycling, the water bottle, and the earth to tie it to the rest of the campaign.

Art Direction

- The idea of this ad campaign was to let the world know that Pandora cares about them, the earth and music. We used a bright but simple approach, and tried to incorporate our series into every ad, as well as Pandora's simple and classic font/logo.

Static Ads



**MAKE
YOUR
MUSIC
MATTER**



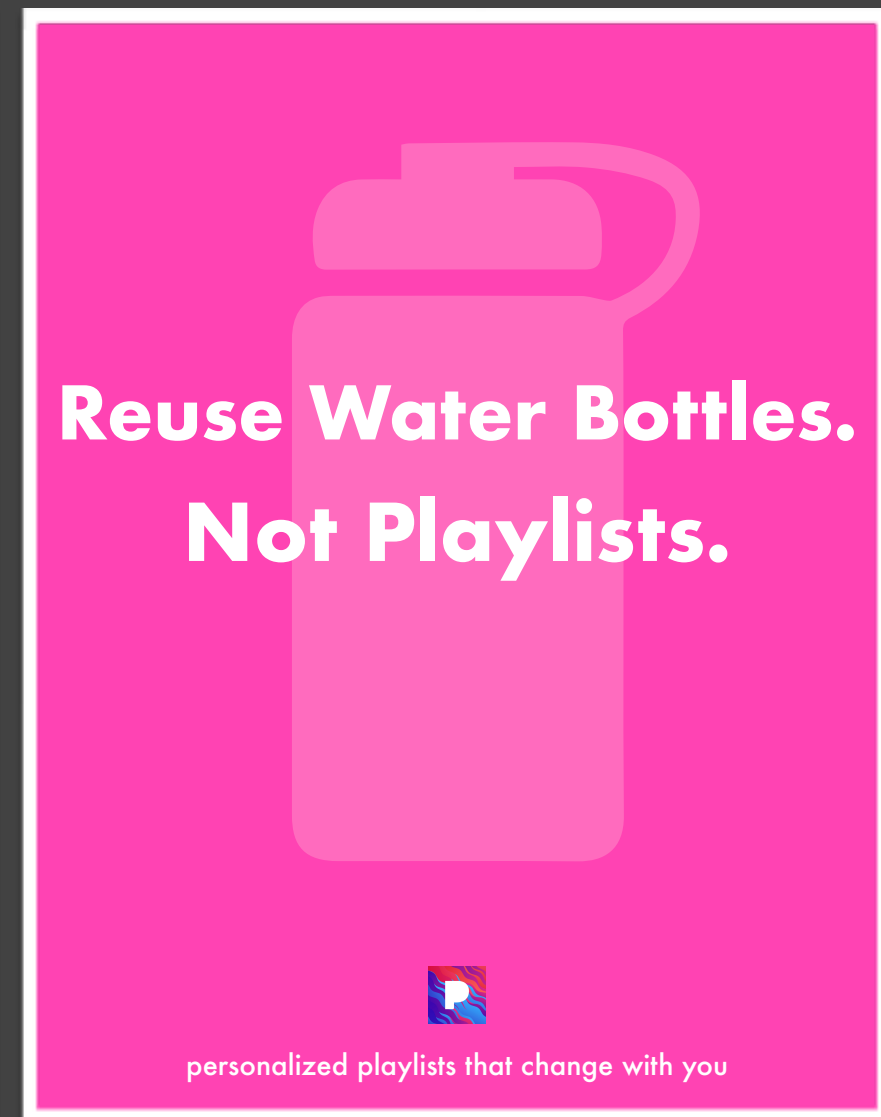
Pandora will give \$1 to charity for every 3 hours you listen.



**Recycle Trash.
Not Playlists.**



personalized playlists that change with you



**Reuse Water Bottles.
Not Playlists.**



personalized playlists that change with you

Digital Premium Promotion

