SOCIAL MEDIA PRODUCTION PLAN

SPOTIFY

LIFE'S ON SHUFFLE

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DMM201 Content Creation - Audio & Video. Submitted to: Professor Anastasiya Ivanova

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BRAND IDENTITY

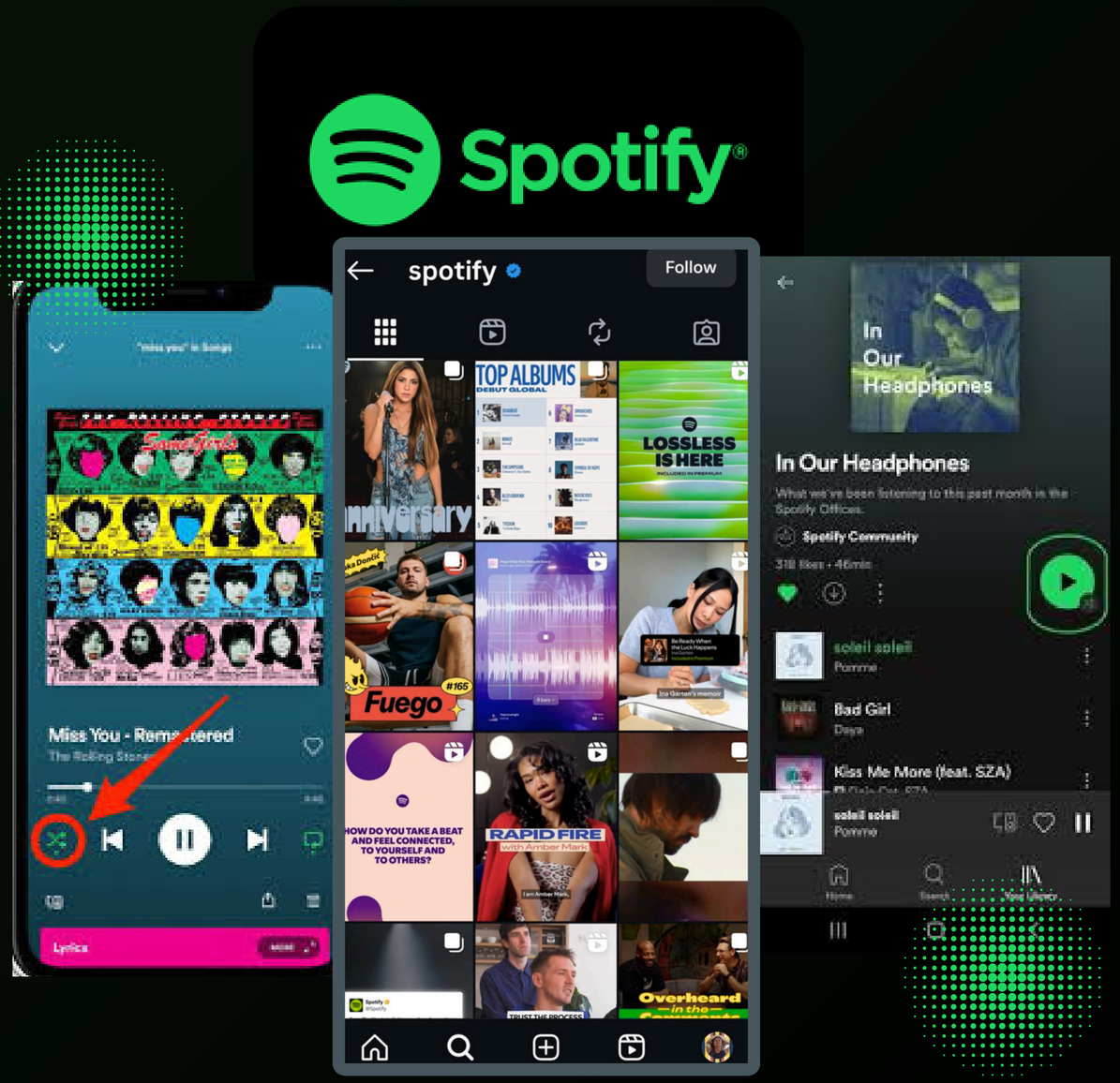
Brand Name Spotify

Colours Green (#1DB954), Black (#191414), White (#FFFFFF)

Font Custom-designed typeface “Spotify Mix”. Similar fonts are sans-serif typography (e.g., Montserrat, Circular)

Brand Purpose Beyond simply streaming music, Spotify gives people access to audio experiences that reflect their mood, identity, and culture.

Content Type Entertainment-Driven



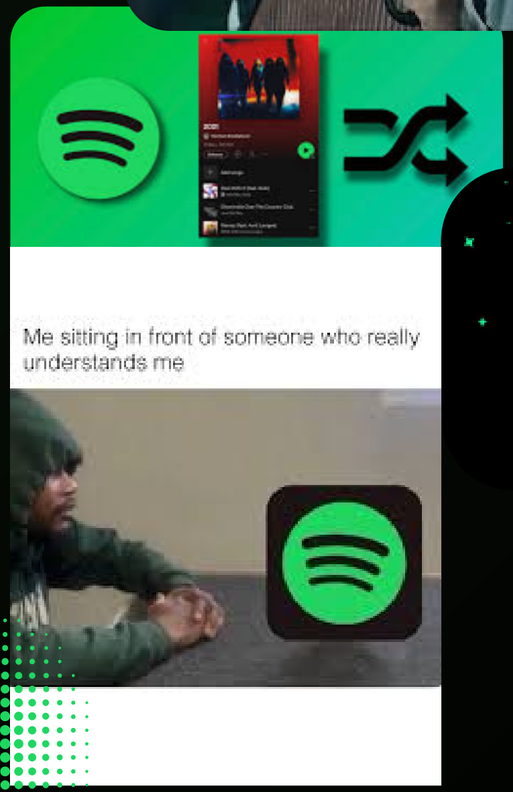
FOCUSED PROMO IDEA

- This campaign, called **“Life’s on Shuffle”**, presents Spotify’s brand identity as playful, witty, and culturally sharp.

- Our objective is to connect directly with **Gen Z and young millennial audiences** who live through short-form video, memes, and user-generated content.

- Spotify Shuffle music playlists allow users to enjoy songs in a random order, keeping the music experience spontaneous. This campaign’s central idea is that **life, like a shuffle playlist, is unpredictable and chaotic**. The campaign positions Spotify as the **perfect soundtrack for this reality**.







TARGET AUDIENCE



Demographic

- Gen Z & Young Millennials, ages 16-28.

Psychographics

- Digitally native, urban/suburban, and highly active on TikTok and Instagram. They are not passive consumers but active creators and remixers of culture.

Needs & Pain Points

- They navigate a daily life filled with emotional highs and lows. They are fatigued by inauthentic advertising and seek content that validates their real, messy experiences with humor and understanding.

SUPPORTING RESEARCH

- **Market Growth:** A significant **85% of young listeners (16-28)** use music as an essential tool for managing their mood and coping with everyday stress (Nielsen, 2024).
- **Short-Form Video Dominates:** For consumers aged 16-24, short-form video is the **primary format for brand discovery**, proving its essential role in a modern marketing mix (HubSpot, 2025).
- **The Language of Memes: 65% of Gen Z** feel more connected to brands that communicate through memes and cultural trends, confirming that this is an effective way to build rapport (YPulse, 2025).
- **Authenticity is Paramount:** Research shows that **72% of Gen Z** consumers are more likely to engage with brands that feature User-Generated Content (UGC) over polished, professional ads (GWI, 2024). This indicates a demand for authentic, relatable content.





THE CREATIVE CONCEPT: "LIFE'S ON SHUFFLE"

The core concept of our content plan is to **celebrate the chaos of modern life** by showing how Spotify's random shuffle feature can perfectly or hilariously match any moment.



Tagline: *"Life's on Shuffle. Spotify gets it!"*

VIDEO REEL TREATMENT PLAN

Posting date: October 22, 2025
Script by: Ana Calero, Lingzhi Ye and Kamal Asnani
Actors: Lingzhi Ye and Kamal Asnani
Photographer: Ana Calero
Video editor: Ana Calero and Lingzhi Ye
Comments: ON

EDITOR NOTES:

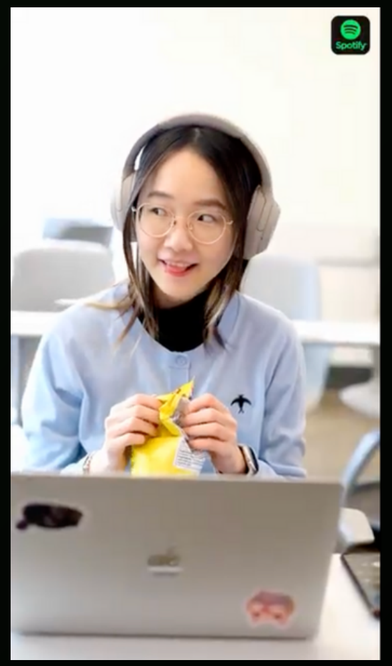
- **Format:** Vertical Reel (IG/TikTok)
- **Aspect Ratio:** 9:16 (1080x1920)
- **Duration:** ~1:19 (Script total time: Less than 1:30 minutes)
- **Sound Effects:** Emphasized "crinkly bag" and "loud crunchy bite".
- **Typography**: Bold sans-serif
- **Music**: "Mission: Impossible" theme (parody) timed to the "shuffle" to build tension.
- **Tone**: Comedic, cinematic, relatable
- **Goal**: Turn the relatable "quiet snacking" moment into a shareable, high-stakes spy mission for the #LifesOnShuffle theme.

Sources & Tools : DSLR Camera Footage of videos shot in the Seneca campus with real students, background music sourced from Spotify playlists (for class submission)
Location: Seneca Newnham Campus (classroom)

Instagram caption: POV: You're just trying to open snacks in the library, but the universe cues the Mission: Impossible theme! 😭
🎶 Spotify really said: "Main character energy." 🎲

Hashtags: *#LifesOnShuffle*

Thumbnail Image:



VIDEO REEL SCRIPT

Timestamp	Shot (Beat)	Visuals	On-Screen Text / Subtitles	Context / Purpose
0:00 - 0:18	**1. The Setup**	Two students in a quiet classroom. Lindsay's stomach rumbles.	A story of snacking quietly during study...😄📖	Establishes the relatable "quiet study" setting and the problem (hunger).
0:19 - 0:37	**2. The Conflict**	Lindsay pulls out a crinkly chip bag. Kamal stares at her disapprovingly.		Builds the comedic tension. The noisy snack is the "conflict" in the quiet room.
0:38 - 0:40	**3. The Shuffle**	[Close-up] Phone screen shuffles to "Mission: Impossible" theme.	🎶 Spotify Shuffle activated!	The key "shuffle" moment. The music choice perfectly reframes the scene as a spy mission.
0:41 - 1:00	**4. The "Mission"**	Lindsay glances around like a spy, then takes a very loud, crunchy bite.		This is the "action sequence." The dramatic music contrasts with the simple act of eating.
1:01 - 1:16	**5. The Payoff**	Kamal reacts with disappointment. Lindsay shrugs and keeps eating.	"Come on, bruh?!" – other student reaction	The comedic punchline. His reaction and her unbothered attitude make it funny and shareable.
1:17 - 1:19	**6. The CTA**	Branded green screen with logo and icons.	🎶Spotify turns every snack into a SPY mission 🕵️ *#LifesOnShuffle*	Connects the joke back to the brand and campaign, encouraging UGC.

CAROUSEL POST TREATMENT PLAN

Posting date: October 22, 2025
Script by: Kamal Asnani and Lingzhi Ye
Actor: Lingzhi Ye
Photographer: Ana Calero
Carousel editor: Lingzhi Ye
Comments: ON

EDITOR NOTES:

- **Format**: Instagram Carousel (Mixed media - 4 static images + Audio)
- **Aspect Ratio**: 1:1 (1080x1080)
- **Sound Effects**: Emphasize the "**Wrecking Ball**" reveal (main action cue)
- **Lighting**: Natural daylight for "Expectation"; cooler and dimmer tones for "**Reality**"
- **Typography**: Bold sans-serif (Spotify Mix / Montserrat / Circular) with minimal black stroke for readability
- **Tone**: Comedic, cinematic, relatable
- **Goal**: Deliver a highly shareable, humorous moment that aligns with Gen Z's meme culture and Spotify's "**Life's on Shuffle**" theme.

Instagram caption: Sometimes life hits... right when your Spotify does! 🎶
Tag your own **#ShuffleThisMoment** 👇

- Because sometimes the perfectly wrong song makes it even more real.

- Life's on Shuffle - and Spotify gets it!

Hashtags: *#ShuffleThisMoment #SpotifyGetsIt #GenZHumor #MemeCarousel*

Sources: DSLR Camera Footage (screenshots or still frames extracted from campus shoot at Seneca Newnham Campus)

Location: Seneca Newnham Campus (classroom, school residence)

CAROUSEL POST SCRIPT

Each slide tells a short, relatable story of a real-life moment being perfectly (and often ironically) soundtracked by Spotify's shuffle feature, turning a personal experience into a shareable meme.

Slide 1 (Cover)

- "**LIFE'S ON SHUFFLE**" and "**THE EXAM FAIL**"

- **Image**: A woman sits on a wrecking ball (referencing Miley Cyrus's *"Wrecking Ball"* album cover) against a dark background, with floating icons (Spotify logo, a broken heart and headphones).

Slide 2

- **"Me thinking I passed! 😈"**

- **Image**: Static image of a student smiling confidently outside an exam hall in bright sunlight.

Slide 3

- **"And Spotify had to play this! 😭💔"**

- **Image**: The student is on her knees outdoors looking devastated, with a large red "FAILED" stamp over the image. A small Spotify "Now Playing" screen for "Wrecking Ball" is shown in the corner.

Slide 4

- **"🎧 Your Turn! ❤️ What's Your... #ShuffleThisMoment"**

- **Image**: A solid green background with the Spotify logo, a shuffle icon, and the call-to-action text.

MULTIMEDIA REEL TREATMENT PLAN

Posting date: October 22, 2025
Script by: Lingzhi Ye
Actors: Lingzhi Ye and Ana Calero
Photographer: Kamal Asnani
Video editor: Lingzhi Ye
Comments: ON

EDITOR NOTES:

- **Format:** Short-form video (TikTok & Instagram Reels)
- **Duration:** approximately 1 minute 30 seconds
- **Orientation:** Vertical 9:16
- **Tone:** Relatable, comedic, energetic
- **Goal**: Encourage users to create their own “Life shuffled by Spotify” moments using the hashtag *#SpotifyShufflesMyLife*.

Sources: DSLR Camera Footage (screenshots or still frames extracted from campus shoot at Seneca Newnham Campus)

Location:
Seneca Newnham Residence (public kitchen)

Instagram caption: When Spotify shuffles your life, sometimes you get a masterpiece, other times... pure chaos! 💀
Anyone else's cooking adventures turn into a rock concert? 🤘
Share your #SpotifyShufflesMyLife moments with us! 🎶🎸
Tag your own #**ShuffleThisMoment**

Hashtags: *#ShuffleThisMoment #SpotifyGetsIt #GenZHumor*

Thumbnail Image:



MULTIMEDIA REEL SCRIPT

Timestamp	Shot (Beat)	Visuals	On-Screen Text	Context / Purpose
0:00 - 0:24	**1. The Setup**	Student cooks peacefully to calm lofi music.	Me: just cooking peacefully 🥰	Establishes the "calm before the storm." Relatable, aesthetic-driven "before" state.
0:25 - 0:28	**2. The Shuffle**	Phone screen abruptly changes song (lofi to rock).	Spotify: Surprise Rock Mode! 🤘🔥	The key "inciting incident." The "shuffle" is the hero/villain that causes the chaos.
0:29 - 1:07	**3. The Chaos**	Student rocks out, headbangs, and dumps lots of salt.	💃 Totally vibing... until---	Shows the fun, energetic reaction to the music and the direct cause of the "ruined meal."
1:08 - 1:29	**4. The Payoff**	Friend gags in disgust after tasting the food.	Taste of CHAOS... literally💀😭	The humorous "after" state. This is the comedic punchline that makes the video shareable.
1:30 - 1:35	**5. The CTA**	Branded green screen with challenge hashtag.	#SpotifyShufflesMyLife 🎵 Show us your chaos! 🎸	Converts the viewer from passive (watching) to active (participating). Encourages UGC.

PRODUCTION TOOLS

- Fujifilm XT-4 mirrorless camera
- Tripod
- iPhone 14
- Natural lighting & indoor warm light
- Props: chips bag, backpacks, laptops, headphones, cellphone, pork chop, pan, cooking utensils

POST-PRODUCTION TOOLS

- Adobe Premiere Pro
- Adobe Photoshop
- CapCut
- Pixabay royalty-free music
- Pixabay royalty-free sound effects
- Songs:
  - "Wrecking Ball" (Miley Cyrus, 2013)
  - "Highway to Hell" (AC/DC, 1979)
  - "New Horizons (Main Theme)" (Animal Crossing, 2020)
  - "Mission: Impossible Theme" (Michael Giacchino)

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THANK YOU!