

The Mindtakers / Spotify ads Case Study Backtranslation

SUPER 1:

To reach more potential victims, we created Spotify ads and used real-time contexts for targeting.

This way, our spots were played at exactly the right time.

SUPER 2 (targeting options):

„Where are you heading?“

Age - 25-45

Gender - Female

Playlist - Party

Platform - All

Schedule: Thursdays to Saturdays, 6PM-10PM

„Homecoming“

Age - 25-45

Gender - Female

Playlist - Driving

Platform - iOS, Android

Schedule: Weekdays, 4PM-8PM

VOICE OVER:

Man: You'll be late, as always.

Woman: I'll be late, as always.

Man: Your butt is growing faster than a bullet.

Woman: My butt is growing faster than a bullet.

Man: You're dressed up like a hooker.

Woman: I'm dressed up like a hooker.

Man: Who are you trying to impress?

Woman: Who am I trying to impress?

Woman:

Whores do, what whores do.

Fattie.

My butt is growing faster than a bullet.

I'm look like an idiot.

I'll be late, as always.

Who am I trying to impress?

I'm not going anywhere...

ENOUGH!

Narrator:

Even your thoughts are controlled by him? Contact us for help: www.aszeretnemart.hu