

## ONLINE ADVERTISING

# Spotify Advertising

We reach travellers at moments when they are relaxed, dreaming and open to inspiration — making audio the perfect channel to spark wanderlust and brand recognition. With carefully crafted audio and visual formats, we create Spotify campaigns that fit seamlessly into the daily routines of travellers, whether commuting, working out or planning their next escape.

## WHY CHOOSE SPOTIFY ADVERTISING

- Strong expertise in audio advertising for travel and leisure brands
- Strategic targeting based on location, interests, playlists and behaviour
- Full-funnel approach: from brand awareness to consideration and recall
- Seasonal campaign strategies aligned with travel demand and booking periods



**Sparking wanderlust in travellers' daily routines.**