1. **Use the results from your STP analysis conducted in Week 3**
   Spotify's AI DJ product
2. **Select one of the groups from your STP analysis**
   Sub-Segment 1: Young Corporate Listeners
   > Description: This group loves music, but they are too busy with their corporate lives to curate their own listening experience. They typically listen to music during their commutes, workouts, and workdays amidst their busy schedules.
   > Target: Young professionals (22-24) who enjoy using Spotify to find new music.
   > Positioning: "Effortless Music Discovery": Discover how Spotify's AI DJ creates a personalized music listening experience by analyzing users' favorite genres and artists, saving them time and effort in discovering new music they'll enjoy.

3. **Write a strategic story to promote the product based on the approach you selected**

The Neverending To-Do List Symphony: How Sarah Discovered Her New Soundtrack

Sarah held onto her double espresso tightly, hoping it would give her the energy she needed for the busy day ahead. The commute was a whirlwind of emails, traffic updates, and the constant worry of forgetting something important. Suddenly, she heard a familiar guitar riff that she hadn't heard in years, and she loved it instantly. A smile spread across her face, offering a momentary reprieve from her never-ending to-do list.

"Wait… what song is this?" she muttered under her breath, grabbing her phone. It wasn't Spotify's usual radio mix, but something different and personalized just for her. The answer appeared on the screen: she had accidentally tapped Spotify's new AI DJ feature, and it had selected the song just for her.

Introducing Spotify's AI DJ: Your Personal Music Curator

Sarah is not alone. Many young professionals like her have a passion for music, but their demanding careers leave them with little time to create the perfect playlist. Balancing work calls, deadlines, and errands makes it difficult to curate a soundtrack for their lives. This is where Spotify's AI DJ comes in handy.

This innovative feature acts as a personal music concierge, analyzing your favorite artists and genres to create an endless stream of music that you'll love. With the AI DJ, no more endless scrolling or radio silence. The AI DJ learns your preferences and creates playlists that energize your commute, keep you focused during your workday, and help you unwind in the evenings - all without any effort on your part.

Effortless Music Discovery for the Busy Professional

Imagine a world where your music choices are tailored to your mood and activities. The AI DJ seamlessly integrates with Spotify and suggests new artists and genres that you may have never discovered on your own. If you're stuck in a creative rut, the AI DJ can provide unexpected yet delightful recommendations to spark your imagination. When you need to power through a deadline, let the AI DJ curate an energizing playlist to keep you focused and motivated.

More Than Just Music, It's a Personalized Soundtrack to Your Life

Spotify's AI DJ is not only designed to fill the silence, but also to enrich your life's soundtrack. Whether you're busy responding to emails or looking to relax after a long day, the AI DJ ensures that you have the perfect music for every moment. So, say goodbye to generic radio stations and endless playlist creation. With Spotify's AI DJ, you can have a personalized audio experience that keeps you feeling connected, inspired, and ready to tackle anything that comes your way.

Embrace the Effortless Music Discovery Revolution Start Your Free Trial Today!

Head to Spotify.com to find how you can start your free Spotify Premium trial today to access all that Spotify's AI DJ has to offer your life.

SURVEY:

Survey for Young Corporate Listeners on Music Streaming Habits
Introduction:

Hi there! We're conducting a brief survey to understand how young professionals like you discover and listen to music. Your responses will be anonymous and will help us improve music streaming experiences.

Demographic
1. Age:
  ☐ 18-24
  ☐ 25-34
  ☐ 35-44
  ☐ 45-54
  ☐ 55-64
  ☐ 65+
2. Gender:
  ☐ Male
  ☐ Female
  ☐ Non-binary/Genderqueer

☐ Prefer not to answer

3. Ethnicity:
☐ White/Caucasian
☐ Black/African American
☐ Hispanic/Latino(a)
☐ Asian
☐ Native American/American Indian
☐ Middle Eastern
☐ Pacific Islander
☐ Multiracial
☐ Prefer not to answer

4. Highest Level of Education Completed:
☐ High School Diploma or Equivalent (GED)
☐ Some College (No Degree)
☐ Associate's Degree
☐ Bachelor's Degree
☐ Master's Degree
☐ Doctoral Degree
☐ Professional Degree (e.g., MD, JD, MBA)
☐ Prefer not to answer

(Please answer the following 5 questions)

How often do you listen to music on a typical weekday?
☐ Daily
☐ Several times a week
☐ Occasionally
☐ Rarely
☐ Never

What activities do you typically listen to music during (select all that apply)?
☐ Commute to work
☐ Workout
☐ Work hours
☐ Household chores
☐ Relaxing/winding down
☐ Other (please specify)

How do you typically discover new music?
- ☐ Friend recommendations
- ☐ Online music blogs/reviews
- ☐ Radio
- ☐ Music streaming service recommendations
- ☐ Other (please specify)

Do you ever feel frustrated with finding new music you enjoy?
- ☐ Yes
- ☐ No
- ☐ Unsure

What features would be most helpful for you in a music streaming service?
- ☐ Personalized playlists based on my listening habits
- ☐ Easy discovery of new artists/genres
- ☐ High-quality audio streaming
- ☐ Ability to share music with friends easily
- ☐ Other (please specify)