

Practice Compiling an abridged audience profile.

- Create an abridged audience profile for yourself using key demographic and psychographic information about yourself.
- (Please refer to Figure 6.2 on page 128 for reference.)
- Practice writing a lede sentence.

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In pairs:

- exchange your profile with your partner;
- write a lede sentence to promote your weekly headline
- Practice conducting an STP analysis.

The April 5th, 2024, NYC earthquake has been making waves in pop culture and attracting social media marketers across companies to capitalize on it.

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Choose a popular company or brand.

Select a new product or service the company wants to promote.

Conduct a Segment, Target, Positioning analysis to identify 3 groups.

Identify one approach to position the product among each group.

**Company:** Spotify

**Product:** AI DJ

**Analysis:**

Here's a breakdown of three potential target segments for promoting Spotify's AI DJ, along with a positioning strategy for each:

**Larger Segment:** 18-24 year olds

**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.

### **Sub-Segment 2: Collegiate Studyders**

- Description: This group consists of college students, aged between 18-22, who enjoy listening to music while they study, but don't want to put the effort into curating their study music playlist. They value Spotify's solutions for easy, effortless listening.
- Target: The target audience is college students, aged between 18-22, who use Spotify for music discovery and effortless listening during study sessions.
- Positioning: Emphasize "Easy Study Music Curation" in which Spotify's AI DJ uses advanced algorithms to explore hidden gems and lesser-known artists within users' preferred genres. This feeds users a wide range of consistently playing music, curated at the click of a button.

### **Sub-Segment 3: Casual Listeners (Social Music Consumers)**

- Description: This group of casual listeners enjoys music for social gatherings or as background noise. They usually use free music streaming services or get music recommendations from friends.
- Target: People aged 18-24 who enjoy using Spotify's capability to provide *good*, curated collections of music.
- Positioning: The tagline "The Soundtrack to Your Life" will focus on the fun and social aspects of Spotify's AI DJ. It will showcase how the app creates custom clusters of music based on your past listening. This will allow users to stay current with the latest trends and discover new music that their friends will love.