

Spotify in Mexico

EQUAL

Equal Day Campaign

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Spotify's mission: Connecting creators and fans worldwide to foster cultural discovery and creativity.

History: Launched in Mexico in April 2013, by 2023 Mexican artists received notable growth, receiving around 317M dollars in royalties.



SITUATION ANALYSIS

Strengths:

- Leading audio streaming brand globally
- Local relevance: past campaigns such as "México es imparable. Reprodúcelo." established

Weaknesses:

- Gaps in Localization: Lack of representation of all regions in Mexico (Indigenous)
- Reports show that Latin American users have less premium subscriptions than other regions like the U.S.

Opportunities:

- Growing audio streaming market in Mexico
- Deepening engagement by filling the gaps in localization for underrepresented markets in Mexico (Indigenous)

Threats:

- Less profits: Other regions purchase premium subscriptions more so, causing less revenue in Mexico.
- Cultural fragmentation: Local competitors may be able to capture local niches if Spotify fails to adapt effectively.

HOST COUNTRY ENVIRONMENT: MEXICO

Freedom Scores

Hofstede's Cultural Dimensions



Political system: electoral democracy
Freedom House score: 59/100
Corruption Perceptions Index: 26/100
Upper-middle income economy
RSF 2025 Rank: 124/180
High journalist risk
83% internet penetration
71% social media reach
95.8% adult literacy

High power distance
Collectivism
Motivation for success
Risk-averse
Short term orientation
High indulgence



The primary publics include gen z and millennial spotify users, Mexican female artists, and music industry stakeholders such as record labels and producers.

Secondary publics include media outlets that covered this campaign, global spotify listeners and female activist groups.

In order to reach these target audiences, launching this campaign around International Women's day, allowed for Spotify to join in on an already popular conversation on gender equality and cultural momentum.

PRIMARY PUBLICS + AUDIENCES



Theme:

Women Who Sound Loud

Tagline:

Hear her voice, amplify her story

Concept:

“EQUAL México” celebrates and elevates women and gender-marginalised creators in the Mexican music and audio scene — from regional Mexican and pop to indie, hip-hop, and podcasts. The campaign encourages listeners to *discover, share, and celebrate* women artists every day, not just on International Women’s Day.

CAMPAIGN OVERVIEW

Key Message:

Spotify EQUAL empowers women in music by amplifying their voices, celebrating their achievements, and inspiring listeners to create a more inclusive music culture in Mexico and beyond.

Supporting Messages:

1. **Visibility:** Women artists deserve equal stage time. EQUAL México puts them at the center across playlists, billboards, and social media.
2. **Representation:** From legends like Natalia Lafourcade to emerging voices from Guadalajara or Monterrey, EQUAL highlights the diversity of Mexico’s music scene.
3. **Equity in Action:** EQUAL is not a one-day campaign, it’s an ongoing commitment to closing the gender gap in audio.
4. **Community:** By supporting women creators, we shape a more inclusive industry for future generations.
5. **Discovery:** Explore new female talent through curated playlists and live sessions across genres.

Goals and Objectives



Overall Goal:

Position Spotify as a champion of gender equity in Mexico's music industry, driving cultural awareness and increasing engagement with women creators.

Specific Objectives:

1. **Awareness:** Increase brand association with gender equality by 15% among Mexican listeners (measured via brand sentiment surveys).
2. **Engagement:** Grow streams of EQUAL playlists in Mexico by 25% within the first three months.
3. **Participation:** Feature at least **30 Mexican women artists** in local EQUAL playlists and 5 in global EQUAL initiatives.
4. **Community Impact:** Partner with at least 3 cultural institutions or NGOs that promote gender equity in the arts.
5. **Media Coverage:** Secure coverage in at least 20 regional media outlets (press, digital, and broadcast).

STRATEGIES

Localization of Global Initiative: Adapt Spotify's global EQUAL framework to Mexican cultural and musical contexts.

Artist Partnerships: Collaborate with female artists across genres for playlist curation, live sessions, and storytelling campaigns.

Sustained Visibility: Integrate EQUAL México into Spotify's always-on programming calendar rather than limiting it to a single month.

Audience Engagement: Use interactive storytelling formats short documentaries, podcast takeovers, and user-generated content challenges to spark listener participation.

Cross-Industry Collaboration: Work with media outlets, universities, and women's organizations to extend reach beyond Spotify's platform.

TIMETABLE

Pre-Launch	Month 1	Artist recruitment, content production, teaser campaign on Spotify social channels
Launch (EQUAL Mexico Day)	Month 2	Playlist release, live launch event in CDMX, press and influencer activations
Sustain	Months 3-6	Regular content updates, artist interviews, follow-up events in Guadalajara and Monterrey
Evaluation	Month 6	Review analytics (playlist streams, engagement metrics, brand sentiment, media coverage)

BUDGET

Category	Budget (USD)	Notes
Content production (video, audio, design)	\$116,000	Promotional videos, artist spotlights, design assets
Live events & logistics	\$87,000	EQUAL Day México concert & panels (CDMX + regionals)
Media & influencer partnerships	\$70,000	Paid influencer collabs, ad placements
PR & communications	\$35,000	Press materials, agency retainer
Artist partnerships & honoraria	\$58,000	Payments for featured artists, sessions
Community/NGO collaborations	\$23,000	Sponsorships, mentorship programs
Total Estimated Budget:	\$389,000 USD	Approx. 6-month campaign

MEDIA CHANNELS

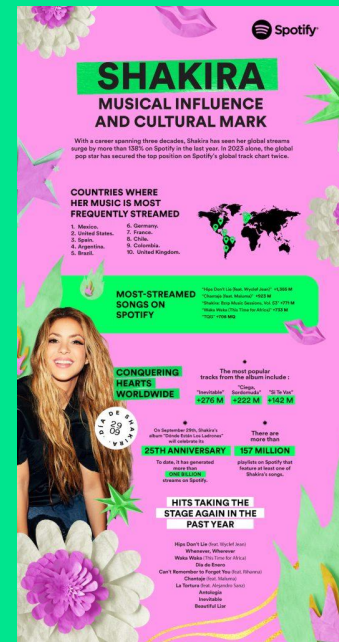
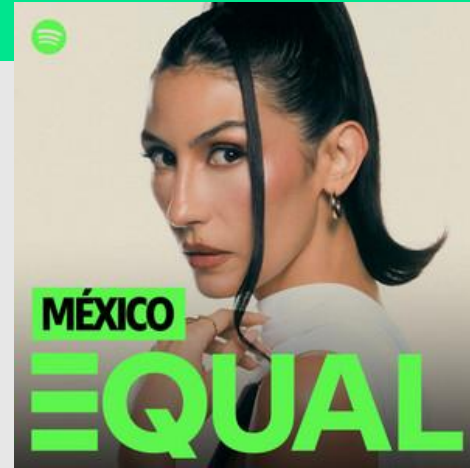
- **Owned Media:** Spotify app banners, EQUAL hub, Spotify México social channels, newsletters.
- **Earned Media:** Music and culture press, podcasts, influencer partnerships, radio interviews.
- **Paid Media:** YouTube, Instagram, TikTok, and out-of-home placements
- **Shared Media:** Collaborations with artists and NGOs amplifying campaign messages via their own platforms.

EVALUATION METRICS

- Playlist streams and followers.
- Artist feature analytics (impressions, saves, shares).
- Hashtag reach and engagement on social media.
- Media coverage volume and sentiment analysis.
- Surveyed listener awareness of EQUAL initiative pre- and post-campaign.

IMPLEMENTATION OF MESSAGES + COMMUNICATIONS

- **Environmental Factors:** Timed with International Women's Day to highlight gender equality in Mexico's music scene.
- **Channels:** Spotify website, Equal hub, Instagram, X, Facebook, YouTube, and press kit.
- **Tactics:** Featured women artists in playlists and short videos, hosted a live showcase in Mexico City, and partnered with influencers using #EQUALMexico.
- **Tone & Message:** Inclusive and empowering, "Equal Voices, Equal Play."
- **Evaluation:** Measured playlist streams (in follows + social engagement), and event turnout; achieved strong visibility for women artists (especially of LatinX origin)



RECOMMENDATIONS

EQUAL

Women at full volume.

Strengthen transparency + ethics

Collaborate with trusted media outlets

Leverage digital engagement

Celebrate local culture

Adapt tone + structure

Sustain visibility year-round

KEY TAKEAWAYS

Mexico offered a digitally connected & culturally expressive market for EQUAL Day

Technology and literacy levels supported strong digital engagement

EQUAL Day utilized Mexico's cultural dimensions through communal empowerment and joy



Q & A Time!



Which of the following best describes Mexico's environment?

- a) Free
- b) Partly free
- c) Limited digital access
- d) Low indulgence

What was the primary goal of Spotify's EQUAL campaign in Mexico?

- a) To promote new Latin pop albums
- b) To introduce paid advertising on the Spotify app
- c) To increase visibility and recognition for women artists in Mexico's music industry
- d) To launch Spotify Premium in Latin America



Which recommendation best aligns with Mexico's media environment?

- a) Focus on print media and limit social engagement
- b) Avoid local partnerships to maintain neutrality
- c) Use local creators and ethical storytelling to maximize engagement
- d) Center the campaign on only english-speaking audiences

Which factor best supported Spotify's ability to successfully launch EQUAL Day in Mexico?

- a) Low literacy rates and limited internet access
- b) High social media penetration that supported digital engagement
- c) Government restrictions on streaming services
- d) Low power distance culture

Which cultural value did Spotify emphasize for this campaign?

- a) Individual achievement
- b) Formality and restraint
- c) Competition
- d) Community and collective pride



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