



BRANDING
E-VOLUTION 26

Spotify and FIAT at full volume: turning attention into results

Andrea Caldironi - *Director of Sales, Spotify*
Alessandro Musumeci - *Marketing Director, FIAT*

Spotify and FIAT at full volume: turning attention into results

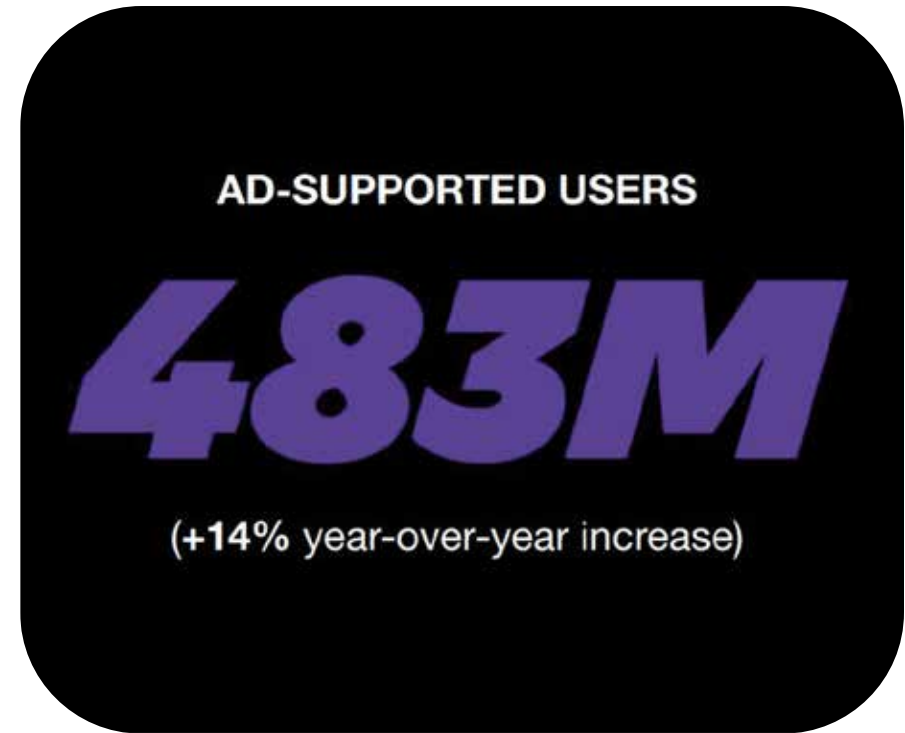


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Highlights from Spotify Earnings and Investor Day



1B Users by 2030 with the north star of becoming a 1B subscribers platform

Spotify is home to a uniquely engaged audience

100M+

users engage 28+ days/month

2h+ per day

500+M

users watch a video podcast



How FIAT leveraged fandom on Spotify with its campaigns

FIAT Grande Panda 2025



FIAT 500 Hybrid 2026



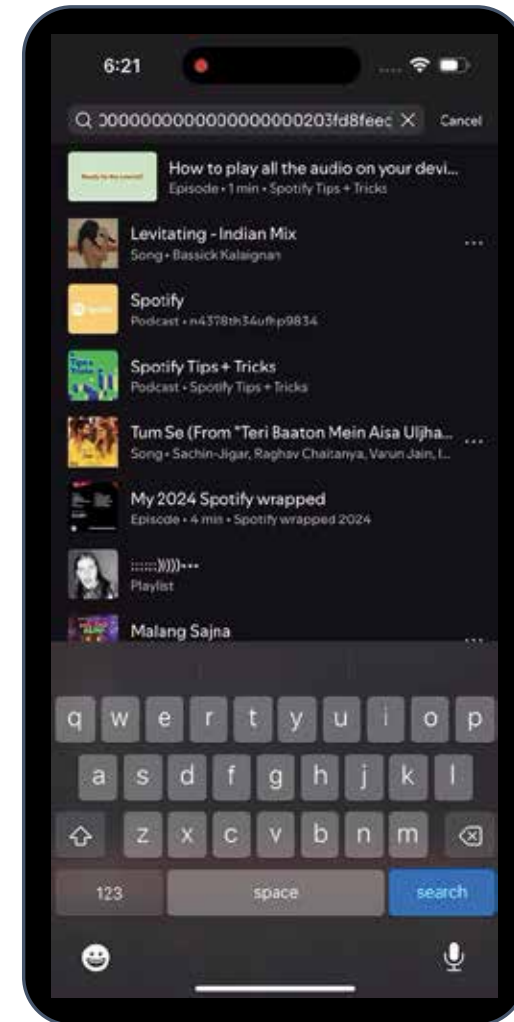
FIAT Nuova Grande Panda 2025 on Spotify



Audio

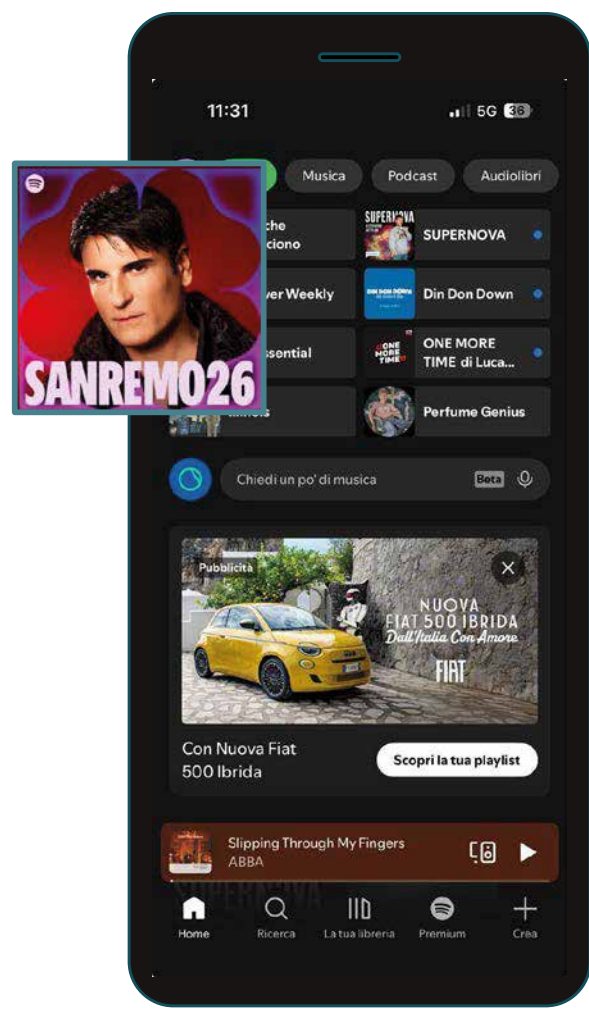


Overlay



The Stage

FIAT 500 Hybrid launch 2026 on Spotify

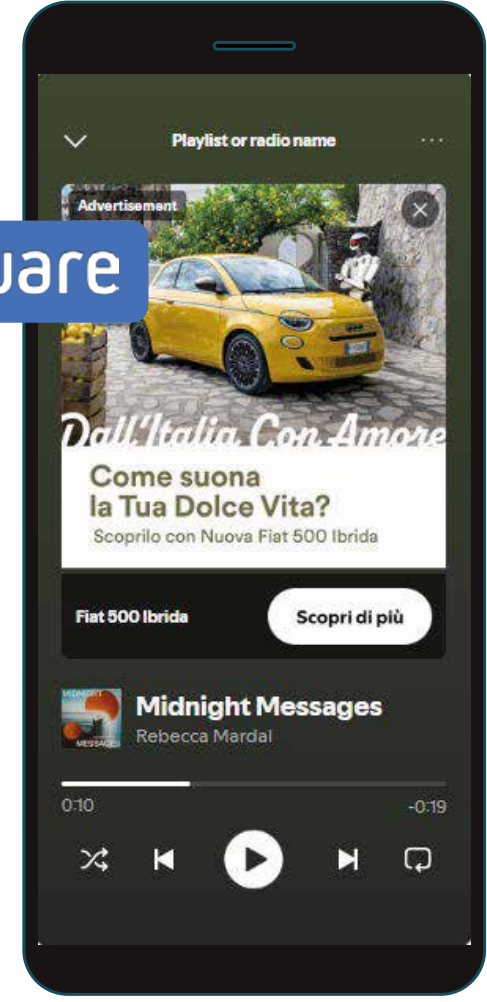


step #1: HPTO

QR physical
in the
dealers



adsquare



step #3: Footfall

Outcomes FIAT Nuova Grande Panda on Spotify

+65%

Dealer Visits

Footfall Measurement by AdSquare



22.6M

Impressions

3.9M

reach

Above industry benchmarks

Completion Rate & CTR



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UPA UTENTI PUBBLICITÀ ASSOCIATI
POLIMI SCHOOL OF MANAGEMENT

 Advertising
 amazon ads
 Google
 IAS.IT
 MEDIAPLUS HOUSE OF COMMUNICATION

 NEXTPLORA brand & media intelligence
 Rai Pubblicità
 SENSEMAKERS MINDS & DATA
 teads
 WEBRANKING