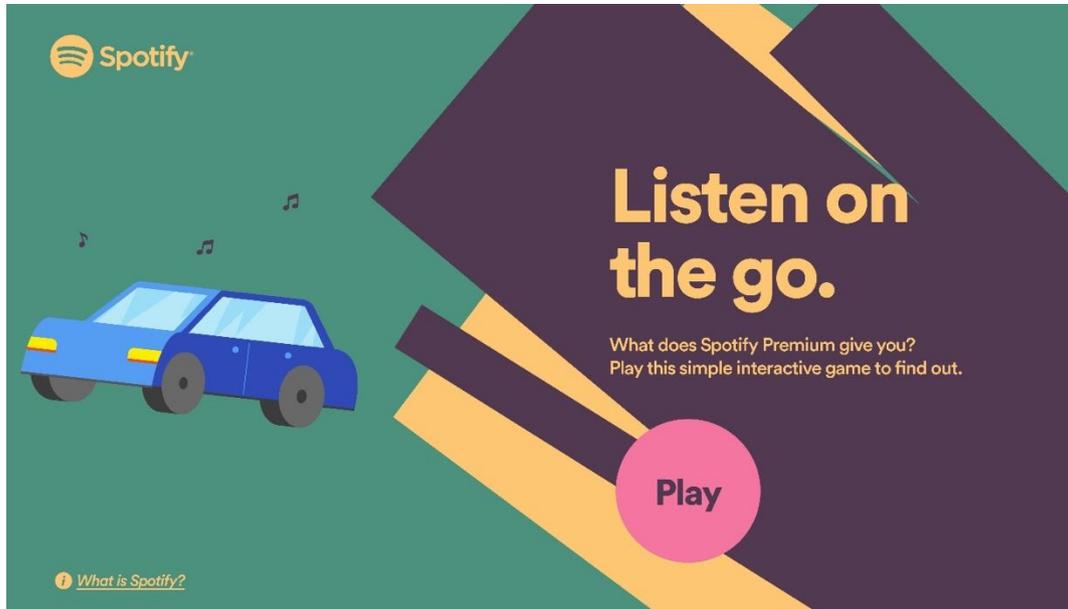


IDOOH in-vehicle screens run Spotify Premium regional campaign, using gamification to promote offline listening



Spotify's interactive campaign is among a diverse range of content shown on IDOOH in-vehicle screens to engage one-on-one with passengers in a captive environment for at least 20 minutes.

SINGAPORE, 10 October 2018 – Spotify worked with IDOOH for a regional pilot gamified brand campaign. The campaign included a game-front followed by a consumer survey aimed at promoting Spotify Premium. Targeting passengers in taxis, and ride-hailing cars, the campaign will screen across three Southeast Asian markets, Indonesia, Philippines, and Vietnam in October 2018.

In a nod to the vehicle environment, the player drags a car horizontally across the screen, with the objective of catching ten playlist covers falling from the sky, within 15 seconds. Upon completion, a consumer survey will appear to help identify Spotify users and gather consumer purchasing insights from non-Spotify users.

IDOOH's Chief Marketing Officer Patrick Gan said: "We are excited to roll out this regional Spotify Premium campaign, to promote their Premium service on our interactive in-vehicle screens. In a captive environment, our screens are the ideal platform for one-on-one engagement with consumers, providing a window of 20 minutes or more for deeper brand engagement. With our big data analytics, we will enable Spotify to track both their campaign and fleet management and use the insights to understand consumers' in-transit music consumption patterns better."

The Spotify Premium campaign is the second campaign leveraging IDOOH screens using gamification, following Burger King's King Box™ campaign in April 2018 which won three awards at The Spark Awards for Media Excellence 2018 for Most Innovative Technology, Best Insights and Research Project, and Best Martech Solution for Gaming/gamification.



IDOOH is Asia Pacific's largest network of in-vehicle screens in the region with an inventory of more than 14,000 screens with ride-sharing partners and taxi companies. In Q2 2018, its tablets have travelled almost 51 million km with over 1.2 million hours clocked, showing curated short-form content such as food reviews, movie trailers, trending news and travel destinations provided by content partners including Spotify, CNBC, MediaCorp, SPH Magazines, Lazada, Burger King and others.

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About IDOOH

IDOOH is an award-winning Asian OOH media technology company that provides the ideal platform for the Out-of-Home media environment by combining the best screens in any 'ride' with our proprietary advertising server technology. Through our big data analytics, we enable brands to make content targeted, engaging and timely through interactive and trackable campaigns. IDOOH aims to inspire, connect brands with commuters, challenge boundaries and change the future of the advertising landscape. For more information, visit us at www.idooh.com.



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