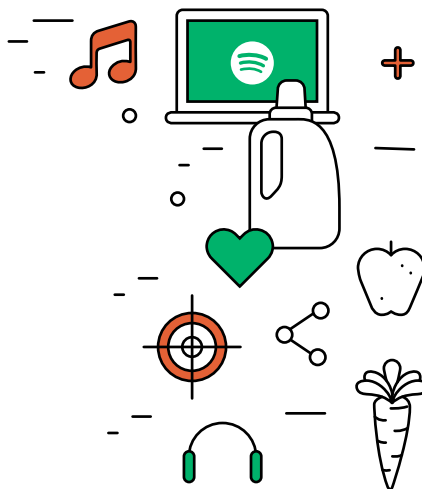


SUCCESS CASE

Jumbo Chile chose Spotify to connect music to the kitchen

Challenge

In July 2015, **Jumbo** launches its "**Sabores**" campaign, with a catalog specially designed so that lovers of the gourmet cuisine could create unique dishes. To promote the initiative, **Jumbo** shares its own **Branded Playlist** on **Spotify**.



The main objective was to make the Playlist available for the millennial chefs in three specific moments: when they were buying groceries at Jumbo, while preparing their meals and, finally, when sharing the dishes they had made.

ABOUT

Jumbo

Jumbo, founded in 1976, is one of Chile's main supermarket chains. It was able to strongly position itself in its segment, offering a great variety of excellent quality products.

The gourmet products catalog, called "**Sabores**", is **Jumbo's** new proposal to lovers of the kitchen and of good food.

We intended to combine the best of Spotify's music to our best recipes. That's how "Sabores" was conceived: a cross-sectional and mobile way to reach our clients through a list of more than 30 songs picked out by our community at the social networks. We innovated, involving many digital ecosystems in the communication of our campaigns. We heard our clients and they, in a collaborative manner, were the ones who added the songs to Jumbo's playlist. We promoted the list in an omnichannel way, both on offline and online means. Today, Jumbo's Chile Playlist has more than 3 thousand followers and more than 70 songs selected by our clients

SILVANA CARLEVARINO G

Digital Marketing Associate Manager, Supermercados Cencosud Chile

Solution

The “**Sabores**” campaign from **Jumbo Chile** was implemented in the following formats:



BRANDED PLAYLIST

Through the account of chef influencer Tomás Olivera, the **Jumbo Chile Branded Playlist** was shared with songs that are ideal to inspire a culinary experience.



OVERLAY

Some high impact pieces stimulated the interaction with the **Branded Playlist** through a **call-to-action**.



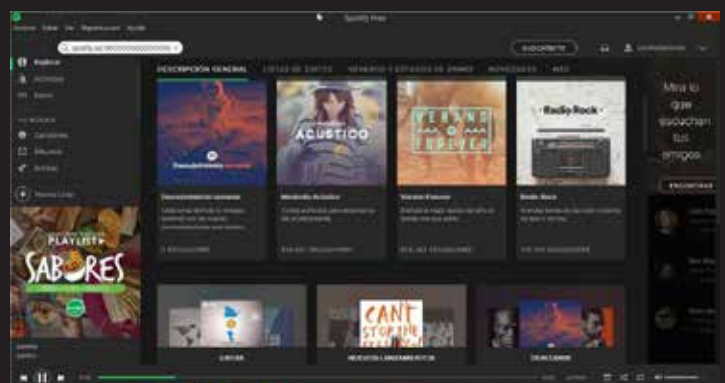
HOMEPAGE TAKEOVER

Various pieces related to the campaign's Look & Feel completed the communication strategy of the action, directing to the **Jumbo Chile Playlist**.



AUDIO+

Different audio reasons encourage users to be inspired by the **Jumbo Chile Branded Playlist**.



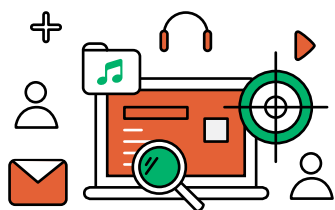
The Keys to Success

#01

Combination of Formats



The **Overlay**, **Audio+** y **Homepage Takeover** formats were strategically combined to take users to the **Branded Playlist**, a key piece of the campaign.



#02

Engagement of the millennial target

The **Spotify** platform was decisive to raise awareness among **Millennials who cook** with regards the content of the action.

#03

Sinergy of the communication



The **Jumbo Chile Playlist** was communicated in all channels where the target audience could be found, including online catalogs and other digital spaces, such as the brand's social networks.

The **Jumbo Chile Playlist** is still available, and is used by the brand to promote its catalog "**Sabores**" whenever a strategic opportunity appears.

Results



1.000.000
OF IMPRESSIONS



x5

CTR 5 TIMES SUPERIOR
THAN THE BENCHMARK



3.000

FOLLOWERS
ON THE PLAYLIST



+1 hour

HEARD PER USER

Contact us to learn more about the possibilities offered by Spotify for your business.



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