



SPOTIFY PLAYLIST QUIZ

OVERVIEW

When creating the strategy for the UCF Day of Giving 2024 campaign, I aimed to engage our audience early on and inspire them to participate without an immediate ask for donations. I designed a tactic to entertain our audience and surprise and delight them. The result was the campaign's social media quiz themed around our UCF Icons, which offered a specially curated Spotify playlist as part of the quiz outcome. This component, intended as a first touch point in the campaign, was strategically crafted to encourage audience involvement without an immediate fundraising request.

Taking inspiration from the popular BuzzFeed quizzes, the objective was to incorporate an element that would give our audience something valuable in return and spark organic discussions about the Day of Giving campaign. The playlist result achieved this goal, and we crafted the playlist names and descriptions around Spotify's trending "daylist" feature while still connecting them back to our UCF Icons. As the creative marketing strategy lead for this campaign, I helped conceive this interactive concept and supervised the development of each element, from playlist creation to supporting social media content.

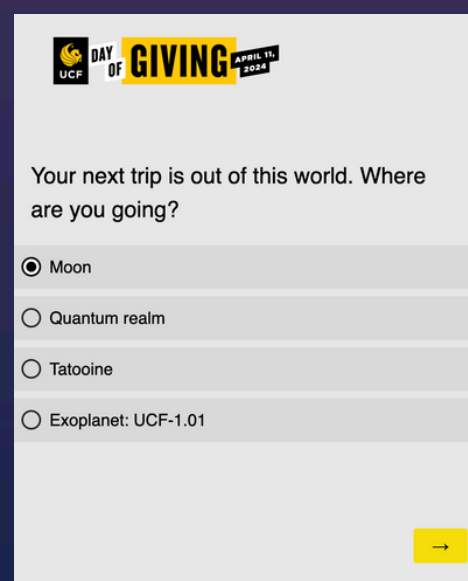
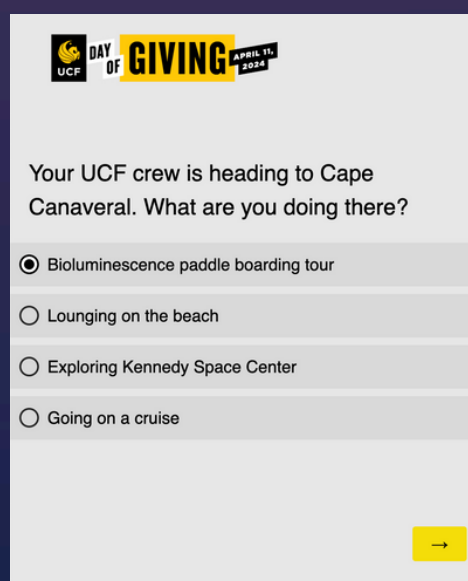
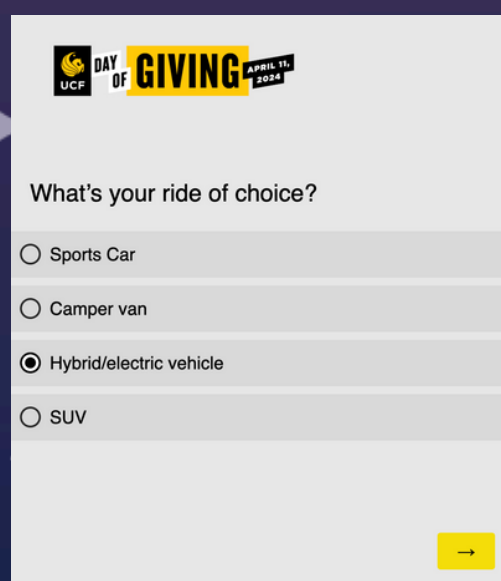
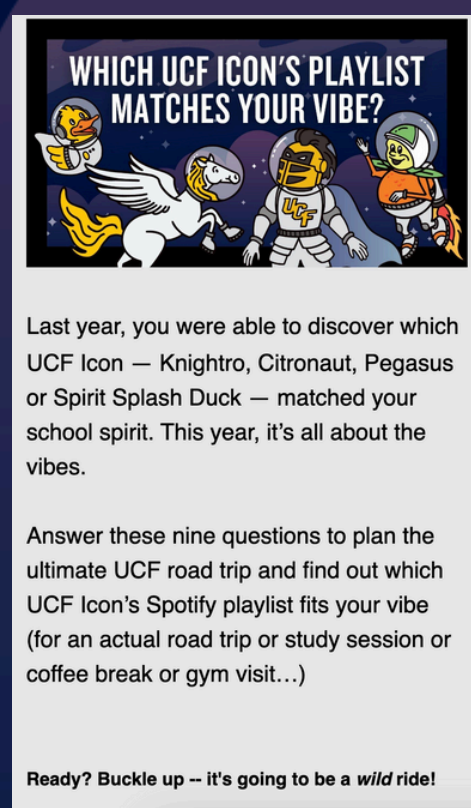
The outcome was an impressive 22% engagement rate and a remarkable 15% conversion rate, with quiz participants contributing over 1,000 individual gifts. This illustrates the effectiveness of this initiative in driving engagement and garnering support for the campaign.

THE RESULTS

- **22% engagement rate**
 - More than 3,400 quiz submissions
 - 775 likes across all four playlist on Spotify
- **14.6% conversion rate**
 - Of the quiz takers that submitted an email, 351 users could be matched to at least one gift
 - Those 351 users contributed more than 1,000 gifts



THE QUIZ



THE PLAYLISTS

