

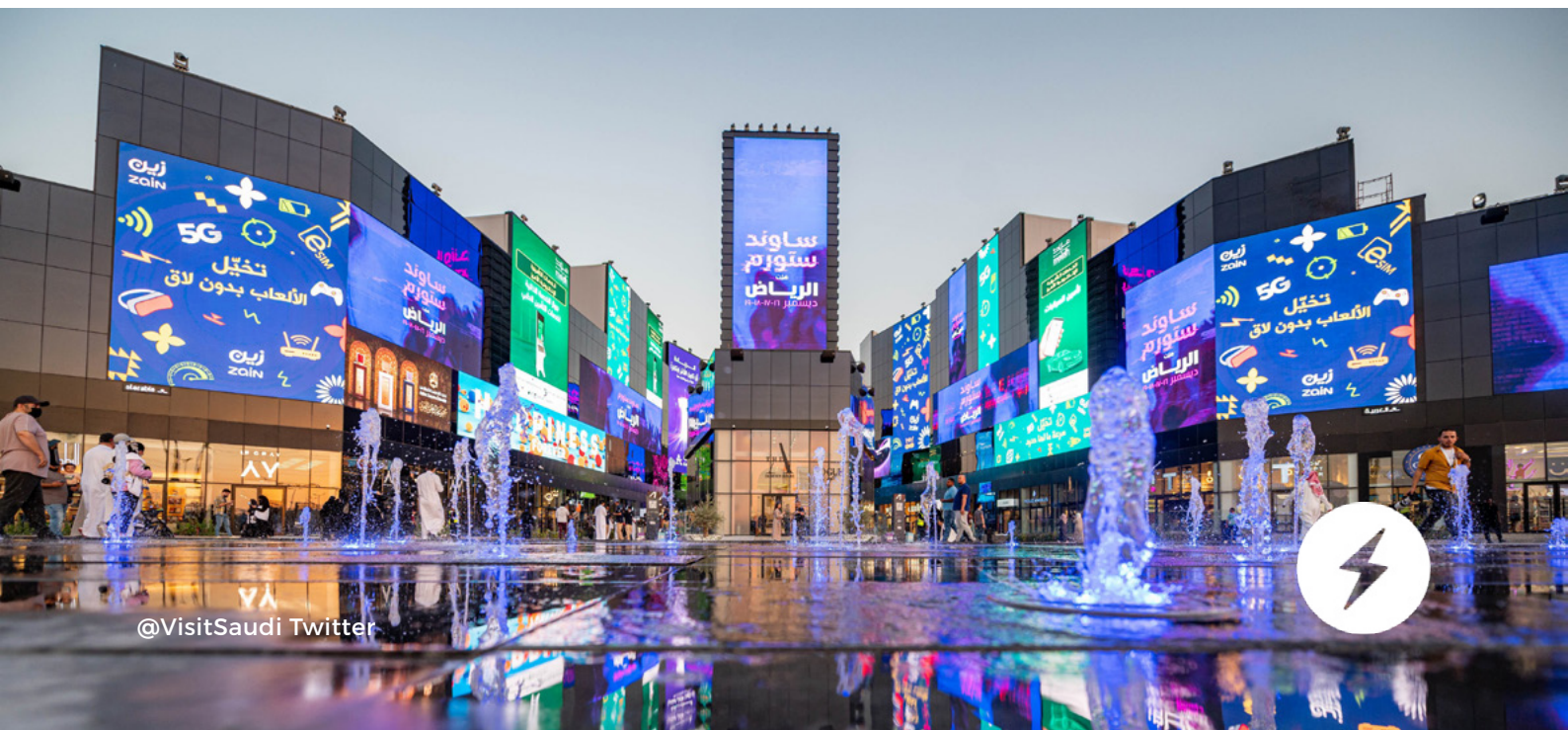


# RTD Case Study Spotify

In 2007, Rolling Thunder Digital came to life in Dubai, with a focus on video and production. Since then, RTD has worked with a number of brands to produce quality and award-winning video content. In 2019, RTD shot and produced 8: A South African Horror Story, which is featured on Netflix.



Most recently, Rolling Thunder Digital was tasked with creating Spotify's 2022 Wrapped Riyadh Boulevard Takeover in Saudi Arabia. The brief was to create a video takeover akin to New York's Time Square, highlighting Spotify's best artists and songs for 2022.



For those who are not familiar with Spotify, their annual “Wrapped” campaign is one of the biggest global digital campaigns of the year, spanning a number of different countries. Spotify’s “Wrapped” campaign is run on two different frequencies – a national campaign, and a personal campaign that is retrofit to every Spotify user. The campaign showcases data such as most popular artists, popular songs, the number of times a certain song is played, popular genres, and more.

Watch the final takeover video

Watch RTD’s showreel

Wanna know the gist of the year? \_\_\_\_\_ ودك تعرف ملخص السنة؟  
We give you the gist of 2022 \_\_\_\_\_ في Spotify Wrapped 2022 يعطيك ملخص 2022 الخاص فيك  
The song you couldn’t get enough of \_\_\_\_\_ أكثر أغنية علقتم عليها  
Your favorite artist of the year \_\_\_\_\_ الفنانين المفضلين لك  
How many minutes spent listening \_\_\_\_\_ كم دقيقة انطربتم فيها بالسنة  
Tell you your musical traits from the songs you like \_\_\_\_\_ ونسولف لك عن مودك بالأغاني اللي تطربك  
And so much more \_\_\_\_\_ وكل اكتشافاتك الموسيقية  
#Wrapped2022 \_\_\_\_\_ #Wrapped2022#

