

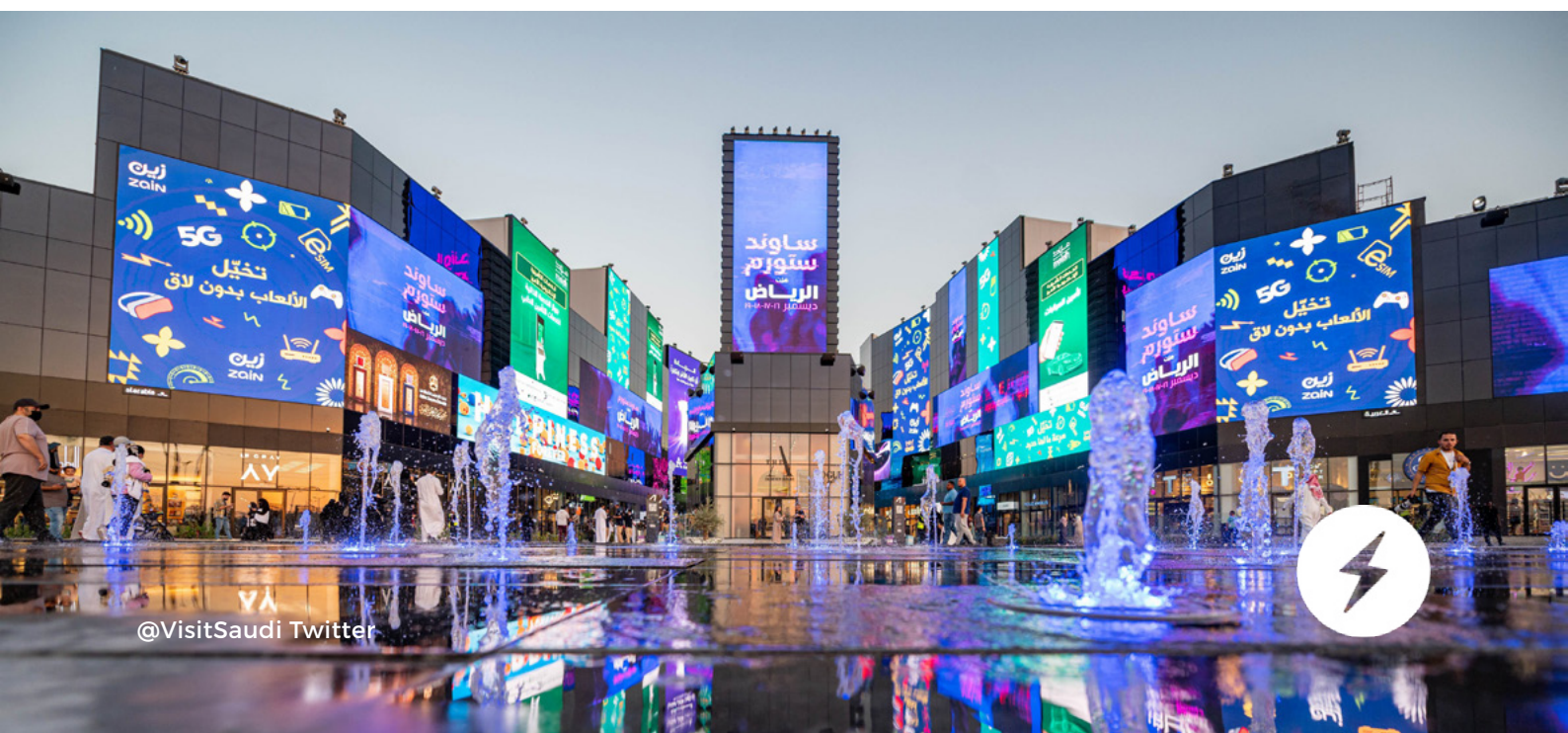


RTD Case Study Spotify

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#

