



# **VOLT.FM PROCESS**

Megan Clifford (Art Director) / Dylan Gutierrez (Photographer)

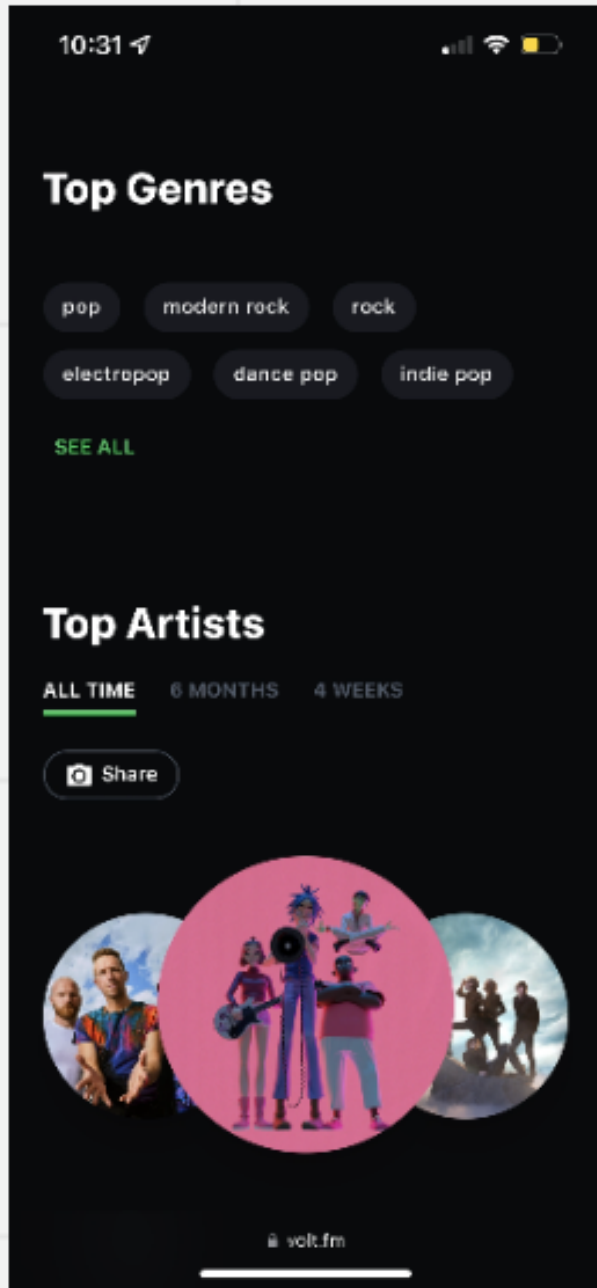
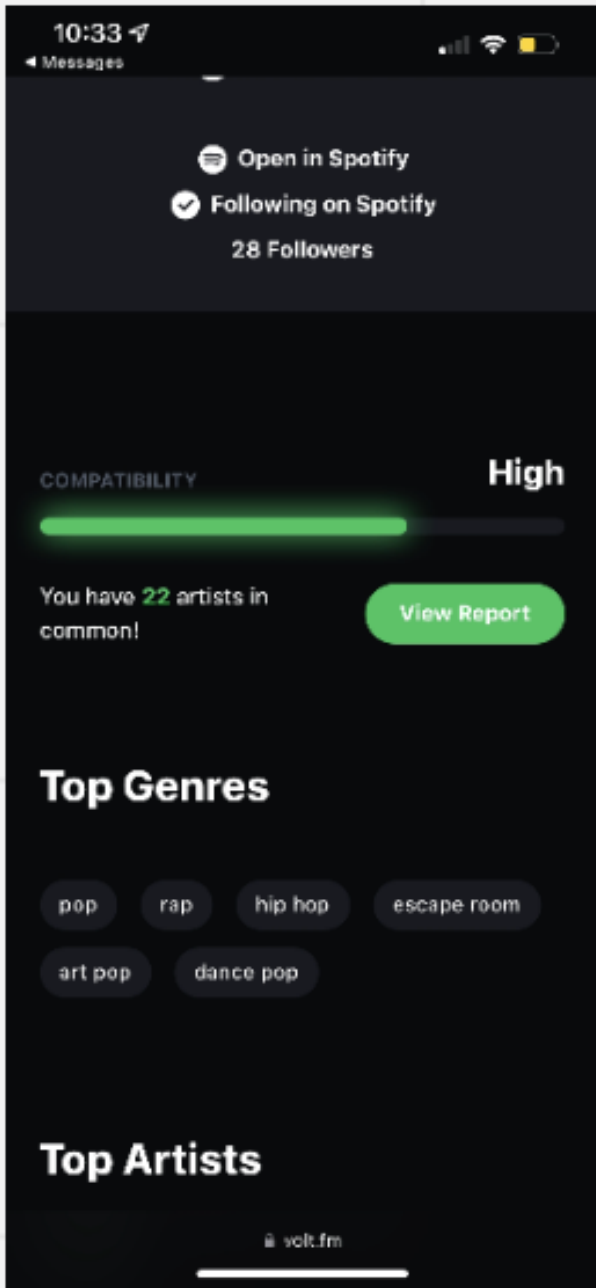
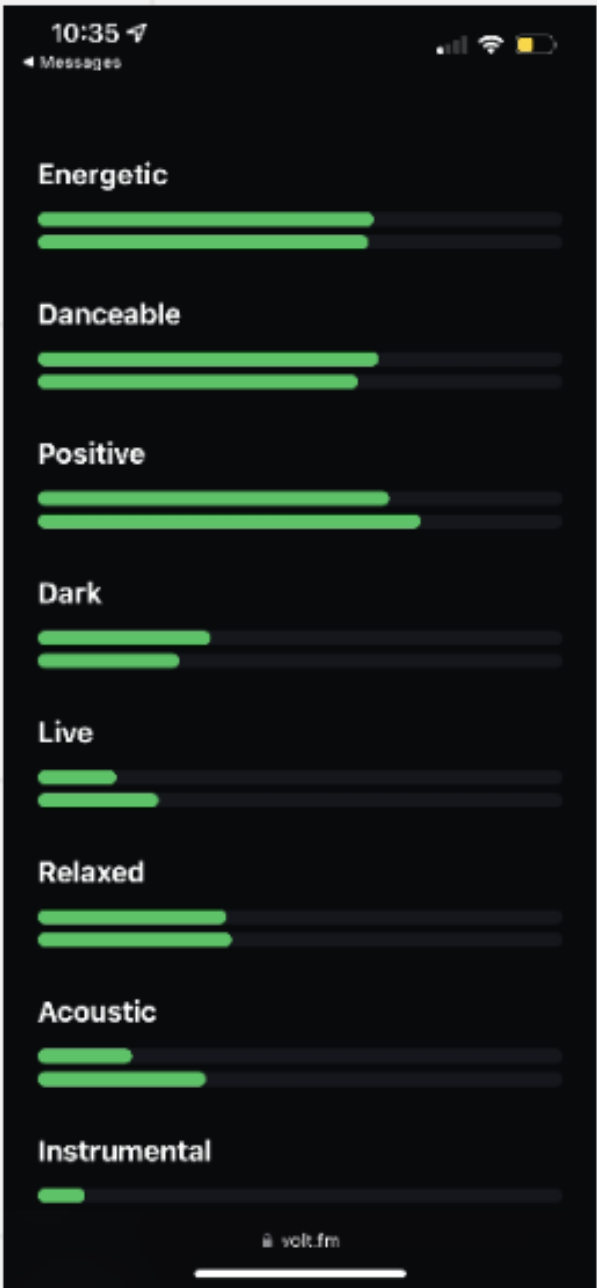
# THE CONCEPT

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Volt.fm is a third-party Spotify analyzer that breaks down the music tastes of you and your friends.

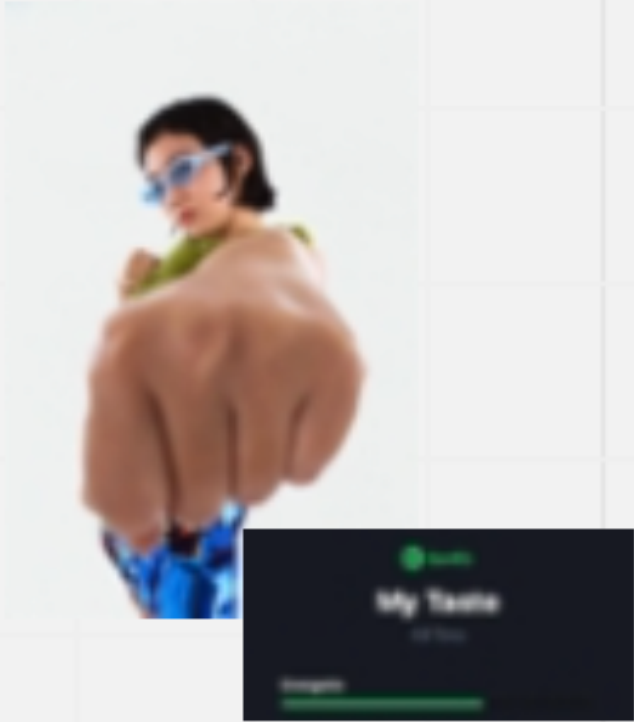
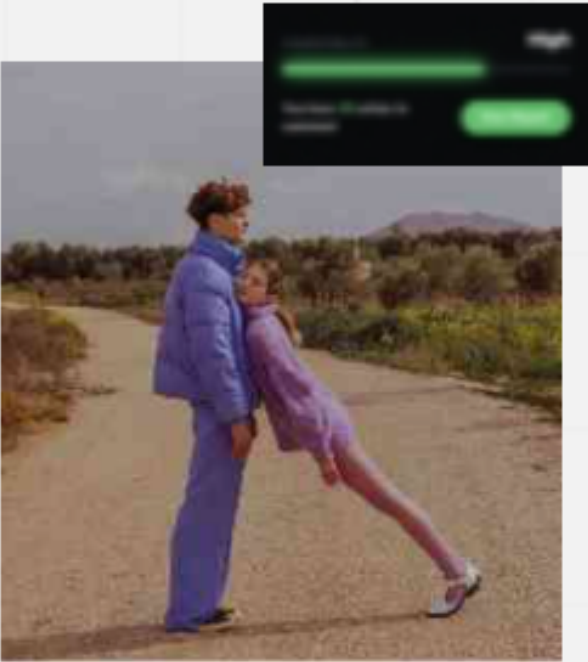
Through the use of Volt.fm and its features, we're tapping into Gen Z's listening habits and their evolving desires for more "social listening" in the digital/streaming age. This campaign aims to showcase the features in a relatable, intimate manner in hopes to show how Volt.fm stands out from its competitors, and to enhance Spotify's in-app features.



VOLT.FM

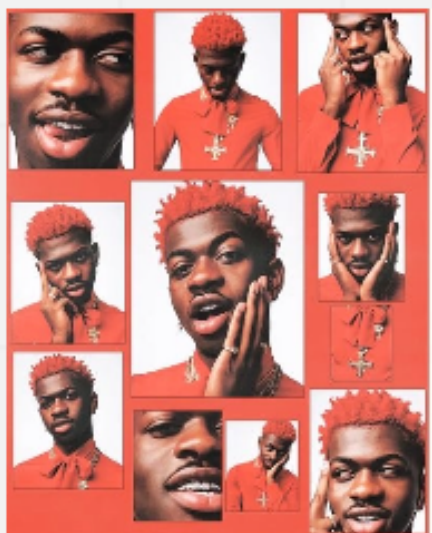
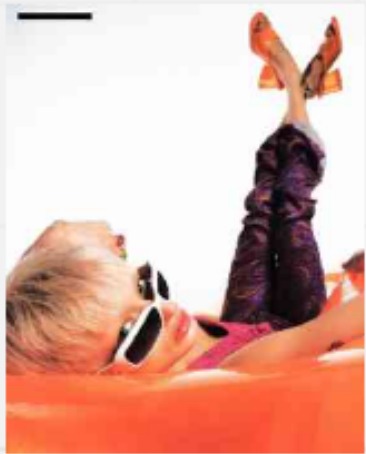
Helvetica  
Helvetica

IDENTITY  
VISUAL





# LIGHTING AND SET DESIGN





# PHOTO OUTCOMES





# PHOTO OUTCOMES





# **DELIVERABLES**

PRINT

for sonic soulmates.

Compatibility **High**

You have 13 artists in common!



 **volt.fm**






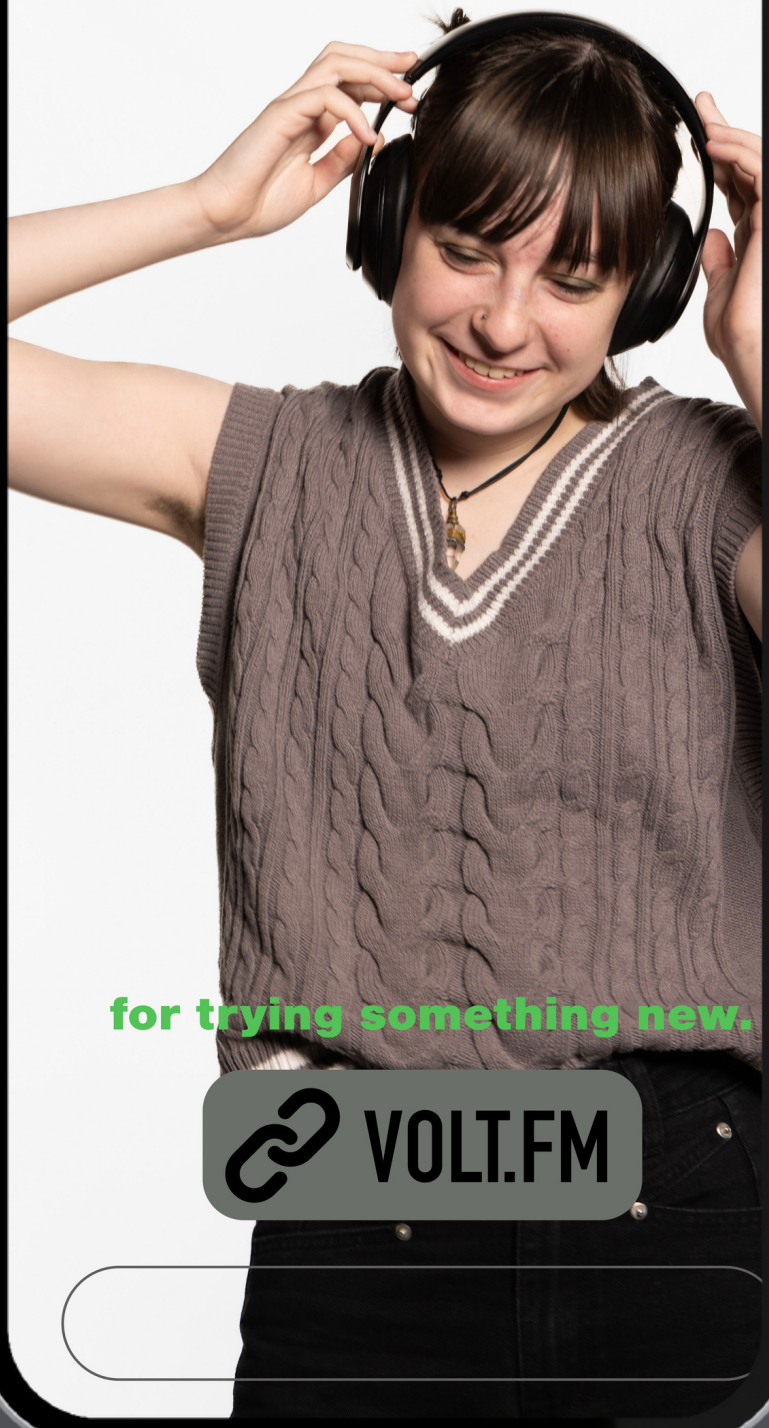
OUT OF HOME APPLICATION






IG STORY ADS





for trying something new.

 VOLT.FM





for trying something new.

 VOLT.FM



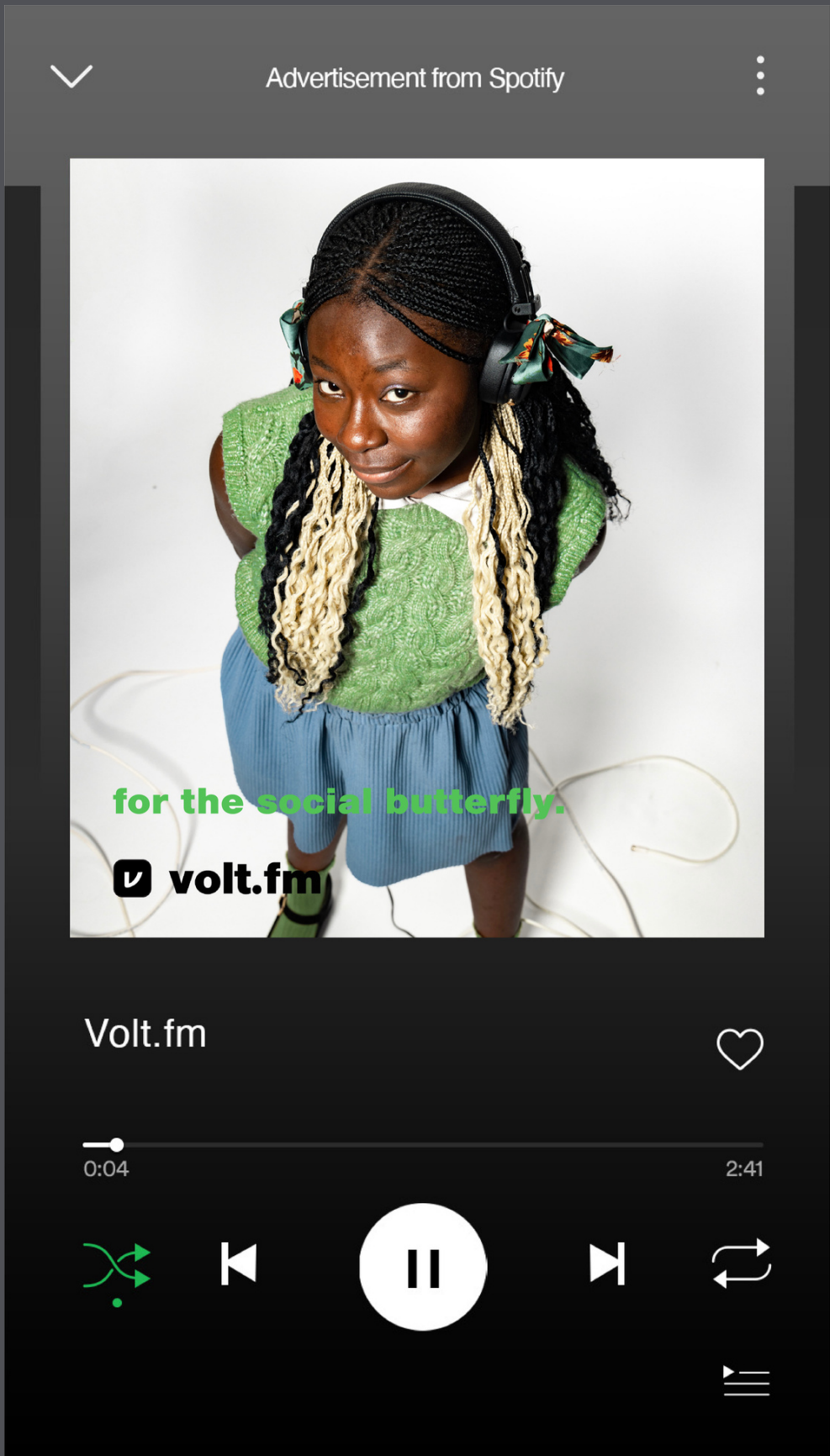


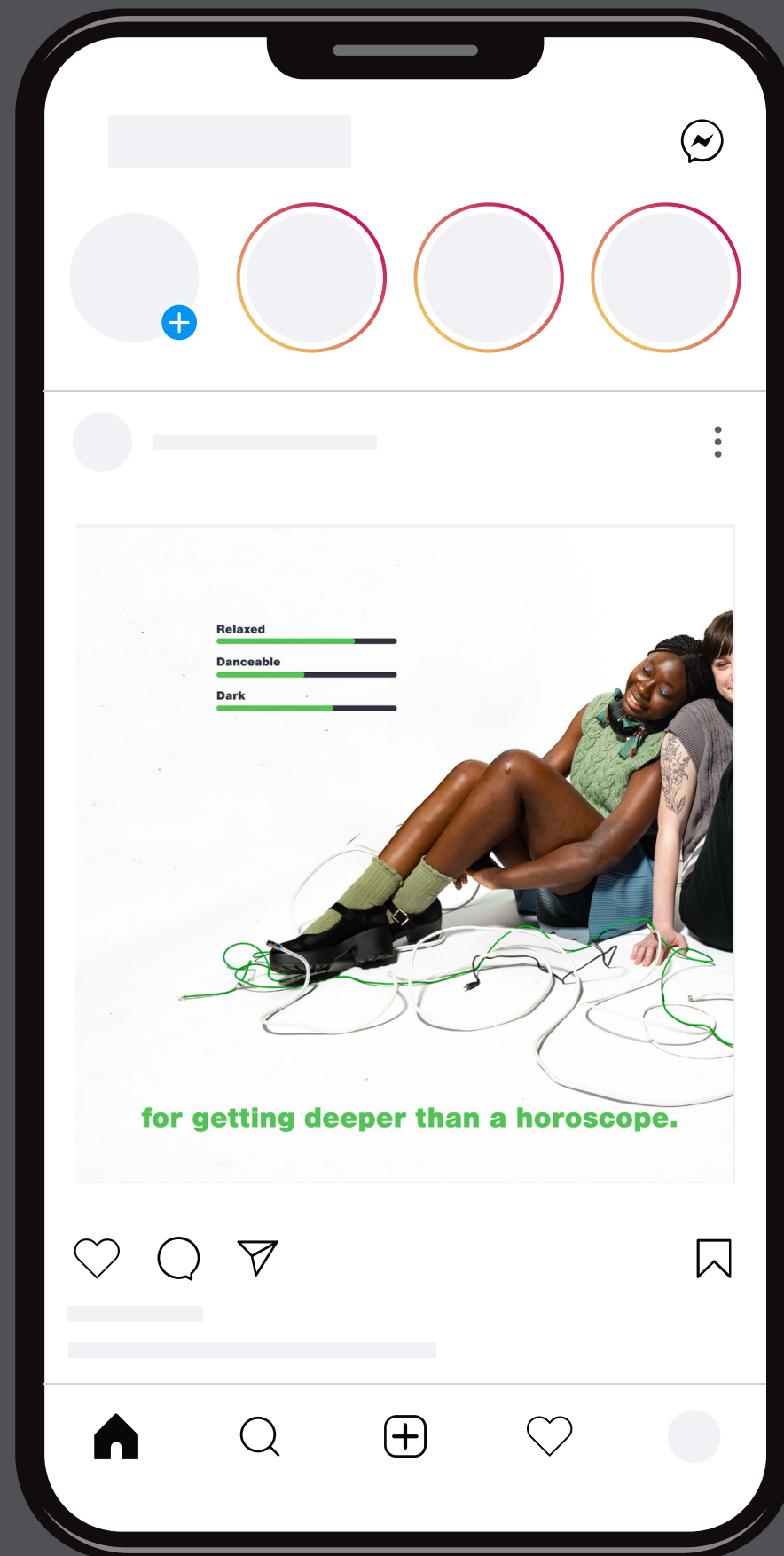
for trying something new.

 VOLT.FM



# FREEMIUM SPOTIFY APPLICATION





IG CAROUSEL





for the hype man. volt.fm, spotify stats for everyone.

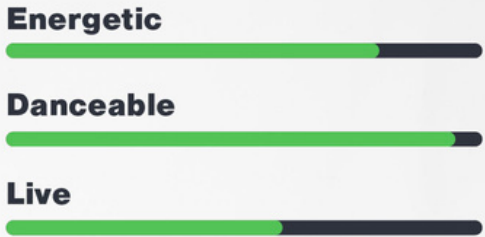


4:17 PM. Jan 02, 2023 . [Twitter for iPhone](#)

18k Retweets 160 Likes



**volt.fm** for the hype man.



TWITTER

**THANK YOU.**