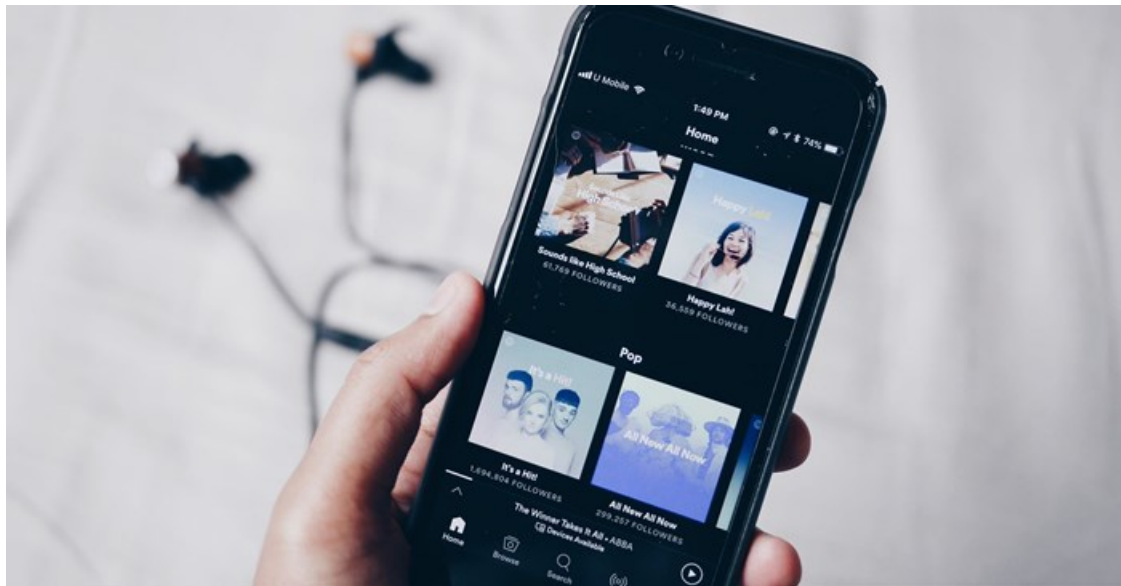


Spotify's TVC *Como Esta It*

Spotify South Africa's new TVC is one of three TVC's created for the brand by Machine_.



Source © Fath [Unsplash](#) Spotify's *Como Esta It* TVC has launched

Sharing insight into the strategy behind the campaign, Machine_ strategy lead, Tafadzwa Muzuwa, says Spotify wanted to convert South Africans into monthly active users as well as drive mass awareness of the platform.

“For a relatively new platform in our market, but still a cultural force, we knew we wanted to connect with our audience by honouring their personal expression through music,” she explains.

Music is personal

“Music is personal, it speaks for us. And with Spotify’s vast catalogue and smart personalisation, no profile is the same. So whatever you like, we got it,” she adds.

Machine_ senior art director, Mantwa Mahlodi Toka, who also worked on the campaign says: “As people, we present ourselves in different ways to different people, but there comes a time when we just want to be ourselves and expose all our sides freely.”

Mahlodi Toka adds that Spotify has over 82-million songs to choose from and express yourself in those moments.

Flipping assumptions

“In this first ad [there are three for SA], we flip your assumptions of what you’d expect a respected Stokvel committee member to be listening to but that just happens to be what she’s into – and Spotify has that. Just like they’ve got whatever you’re into,” explains Mantwa.

TVC Credits

- Client: Spotify Africa
- Agency: Machine_
- Head of marketing SSA: Sithabile “Star” Kachisa
- Marketing and strategy operations lead SSA: Jay Pillay
- ECD: Jabulani Sigeege
- Senior art director: Mantwa Toka
- Senior copywriter: Mokgethwa Machaka, Thato Tiido Mogale
- Senior strategist: Tafadzwa Muzuwa
- Business unit director: Mara Diavastos
- Account director: Sindy Mazibuko
- Account manager: Chrizanne Wolfaardt
- Senior producer: Sonja Reichwein
- Production: Prodigious
- Production company: Giant Films
- Director: Thati Pele
- Executive producer: Emma Lundy
- Producer: Laura Sampson
- Production manager: Amina Thornton
- Production coordinator: Sazi Mbalekwa; 1st Ad: Thabani Gigaba; 2nd Ad: Freddie
- Moss DOP: Kabeer Shaik
- Art director: Naobie Noisette
- Stylist: Amy Zama
- Make-up and hair: Palesa Mkhwanazi
- Post-production: Left
- Editor: Evy Katz
- Sound studio: Audio Militia
- Sound engineer: Garrick Jones

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