

# Summary

# PLAYLIST LETTER



## Challenge & Target Insight

Millennials pursue Trend, Uniqueness, and Sharing.  
To them, 'Write for Rights' could be unfamiliar, boring, or difficult.

## Media Strategy

So, we try to make the campaign fun and unique by using new media of letters : **Spotify**  
It is popular music app for millennials and Famous for their curation. We can propose category of human rights that the target will be interested in, and the acceptance will be high.

## Process

- STEP 1.** When starting the app, algorithm recommends a category of human rights by your music taste.
- STEP 2.** Combine various titles of music to make supportive messages for the activist.
- STEP 3.** Share on Instagram, tag Amnesty account.
- STEP 4.** Receive activist's message and unique album cover that matches the letter.
- STEP 5.** Share and spread voluntarily.  
In the middle of the campaign, it boom-up again with artists and influencers

