

# Project 5: All Type Campaign

Maya Koduri

ADBR 212-02

Spring 2021

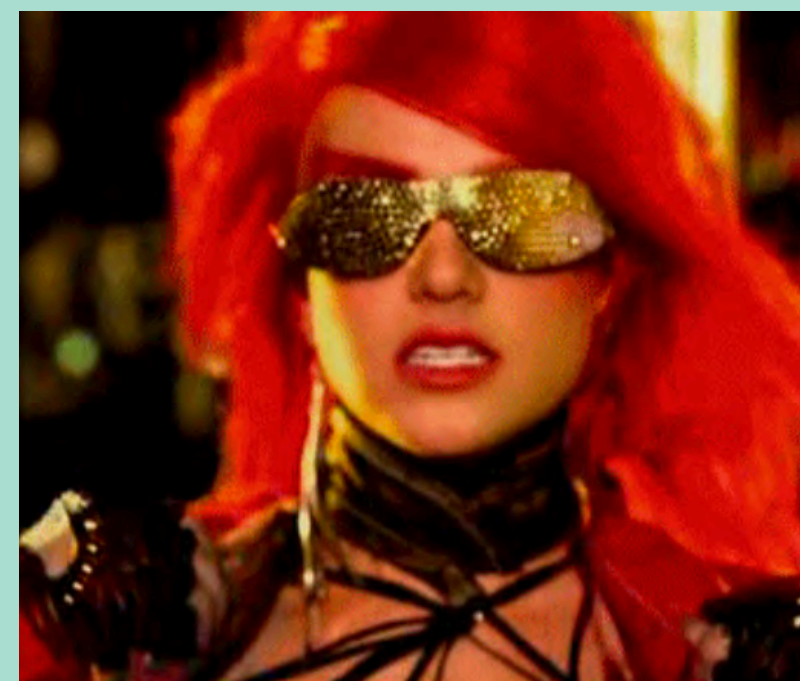
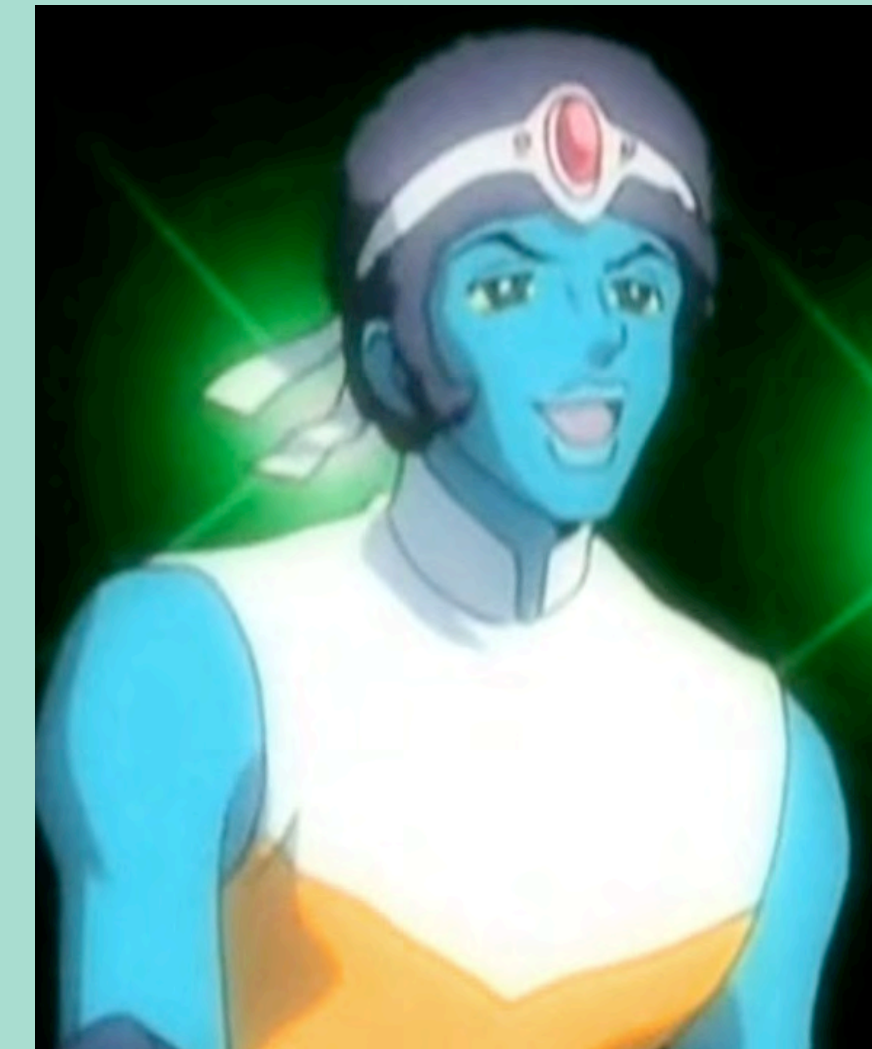
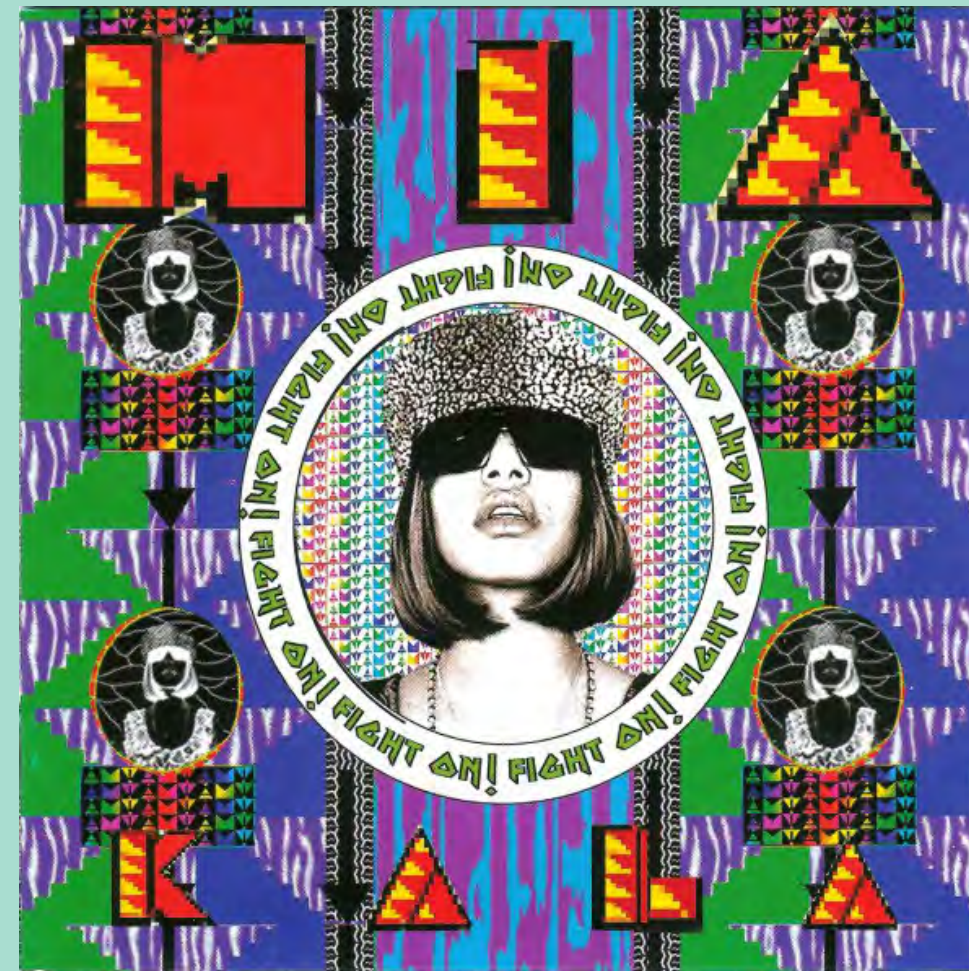
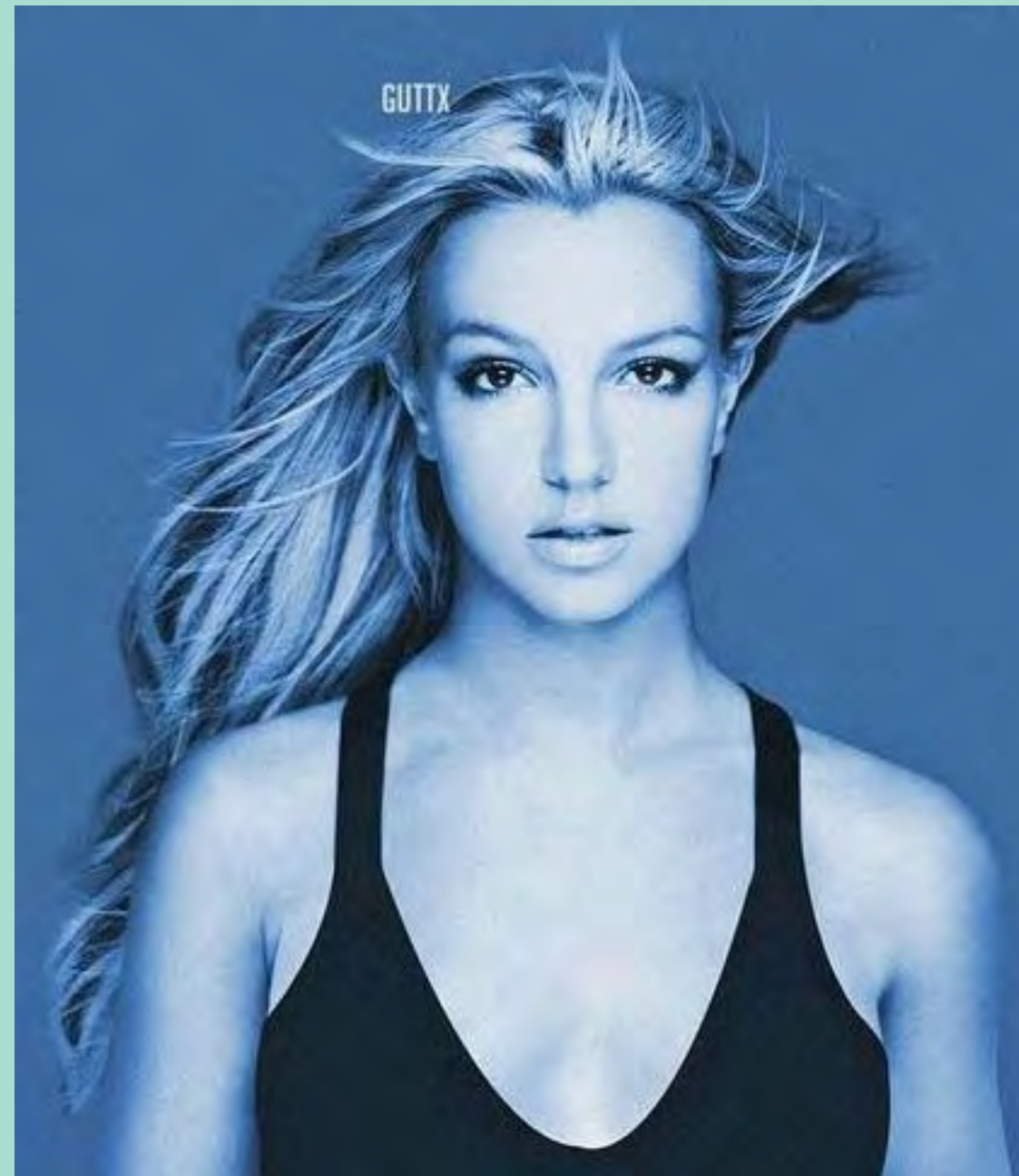
# Chosen Concept: Spotify “Behind the Lyrics”



GENIUS



# Inspiration/References



LYRICS

“

I fly like **paper**  
Get high like planes  
If you catch me at the border  
I got **visas** in my name

GENIUS

BEHIND  
THE  
LYRICS

THE COMPLETE  
EXPERIENCE

BEHIND  
THE  
LYRICS  
HITS

Powered by Genius

Behind the Lyrics

CON TECNOLOGÍA DE GENIUS

LETRA

“

There is a house  
In New Orleans  
They call the Rising Sun

GENIUS

BEHIND THE LYRICS

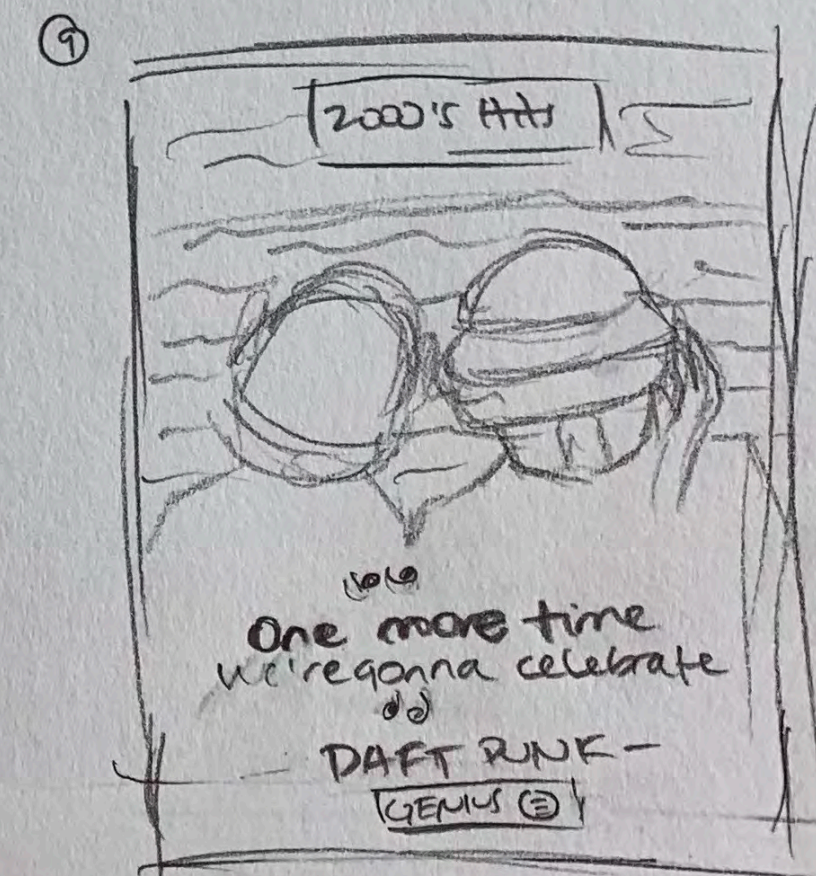
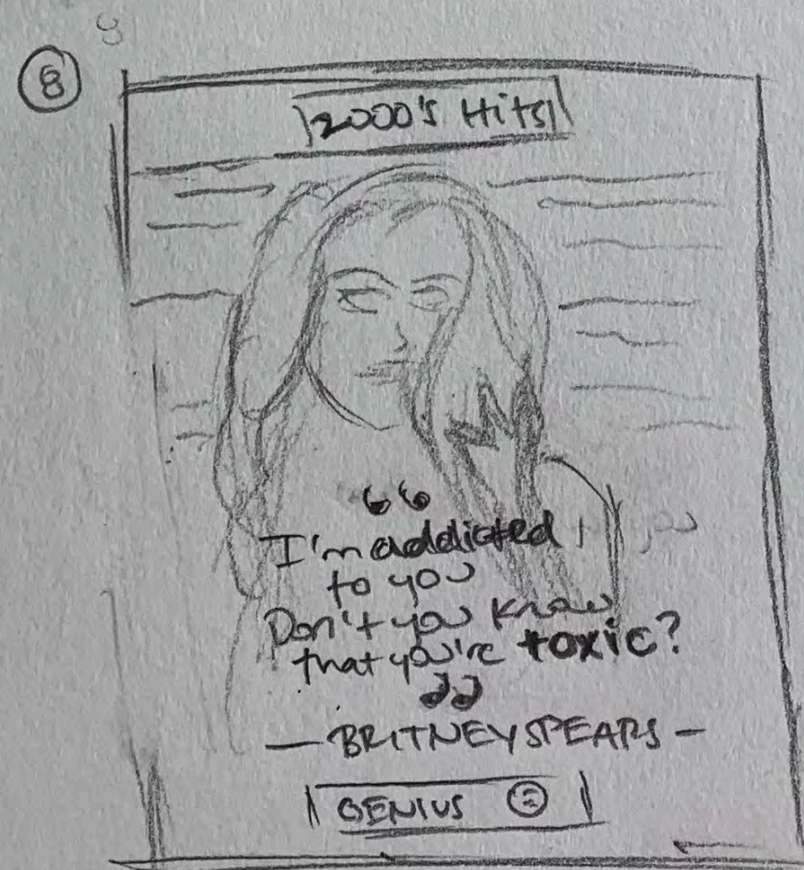
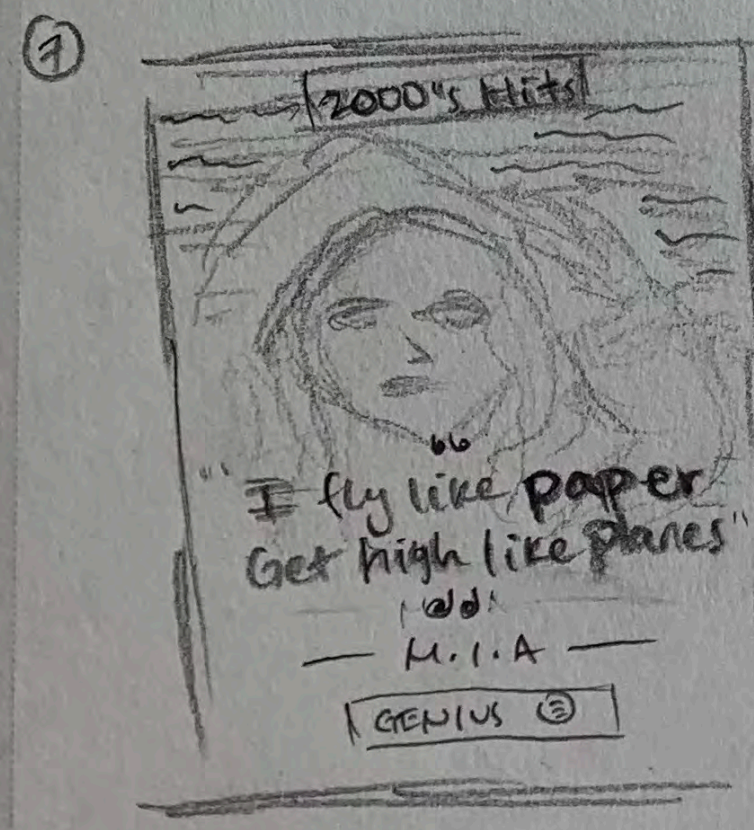
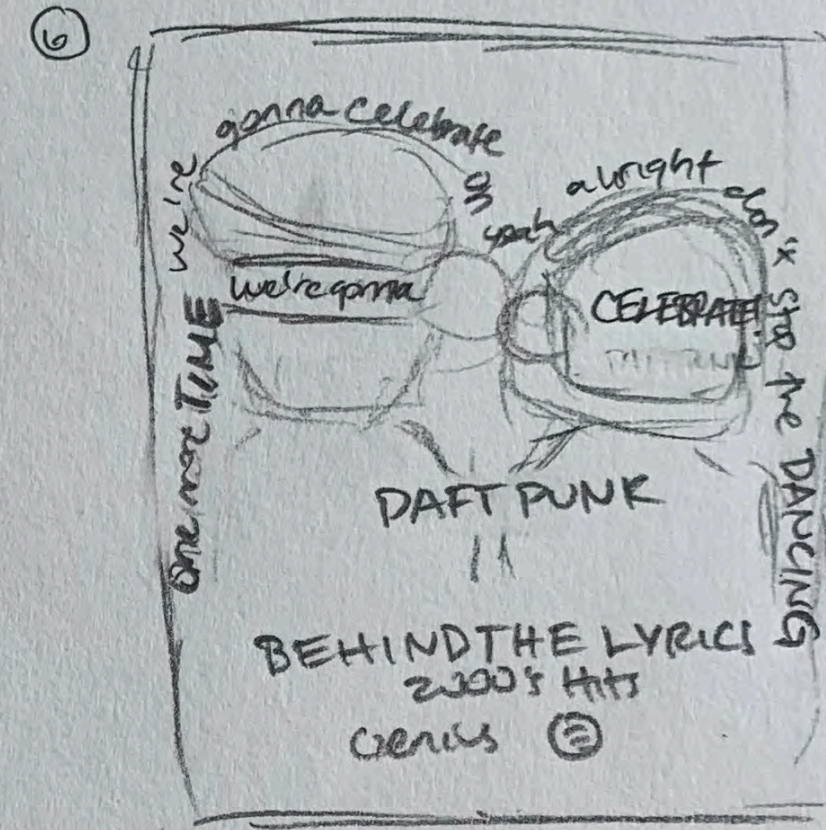
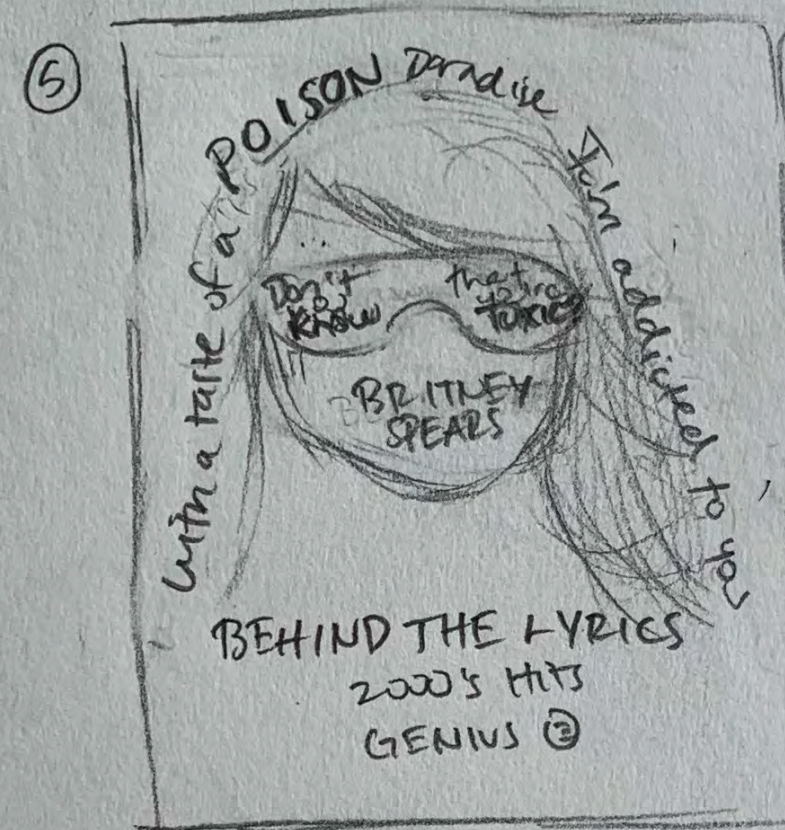
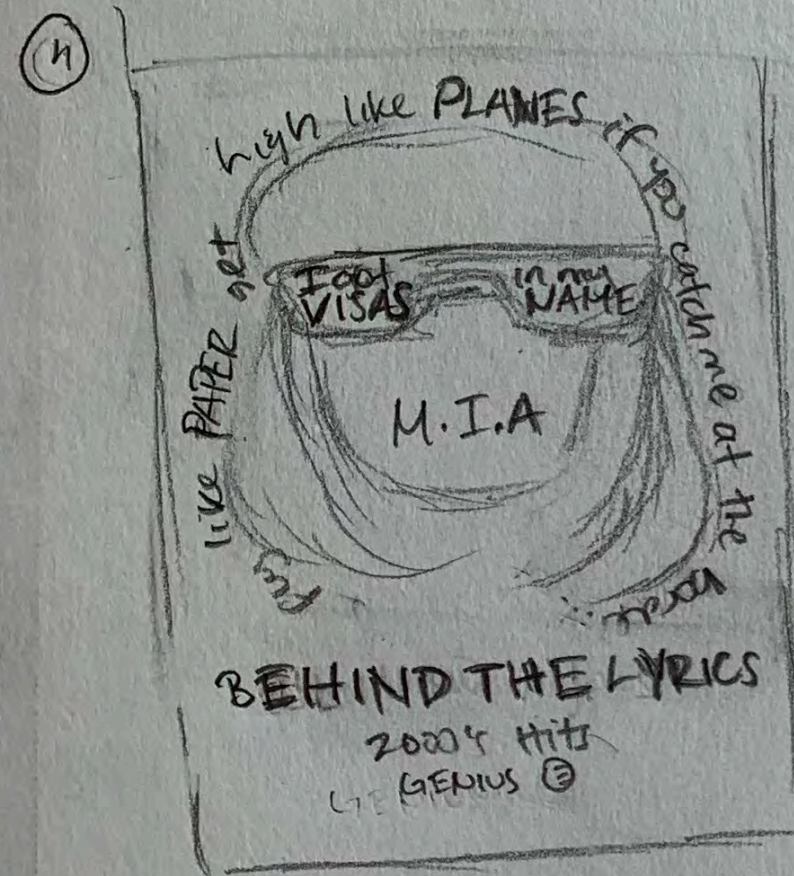
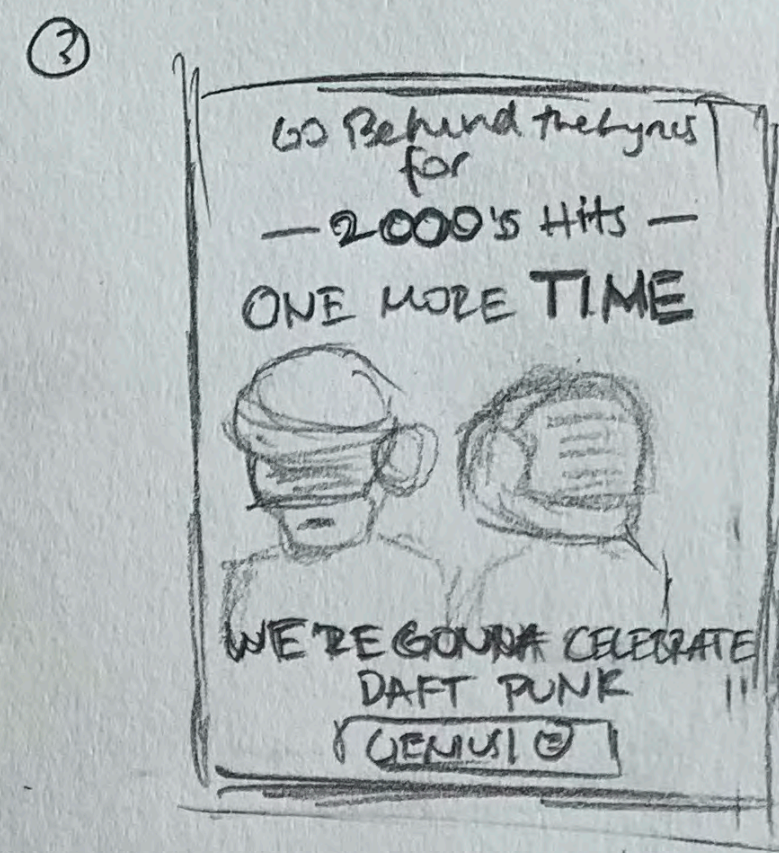
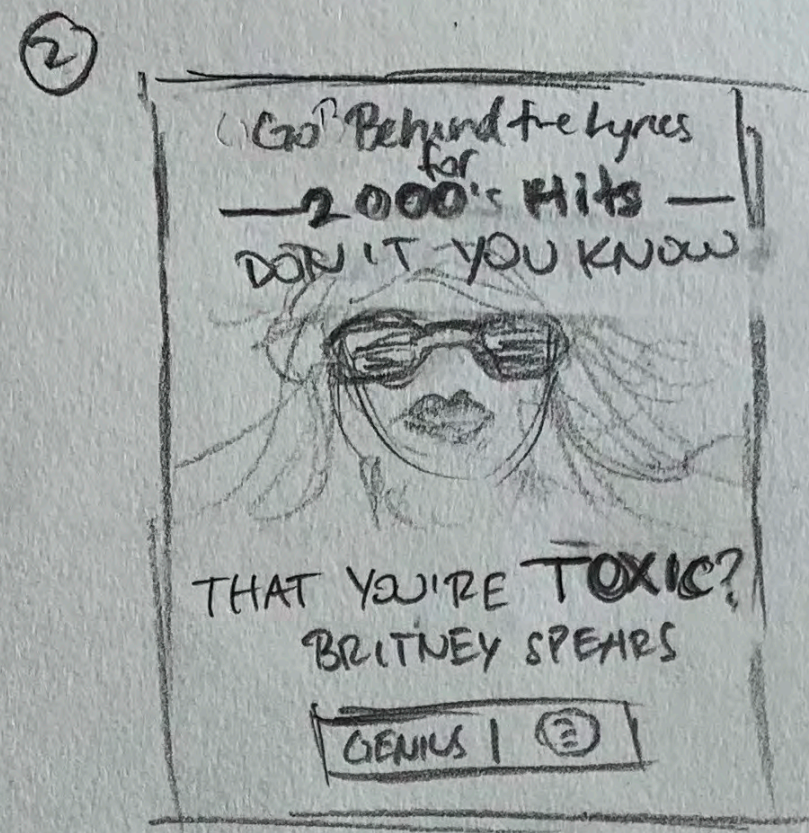
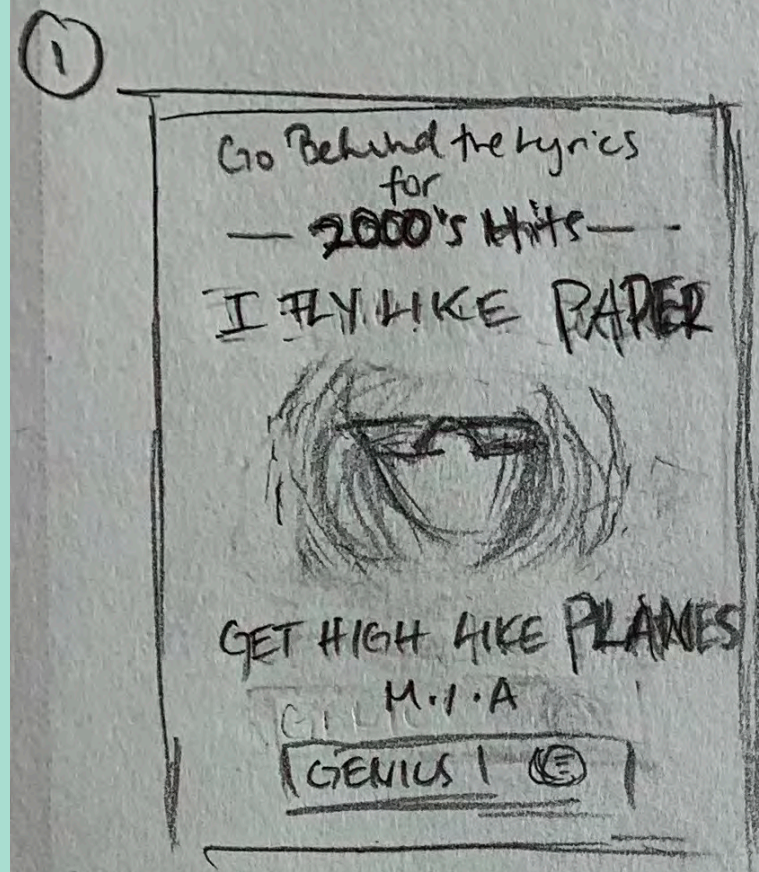
💡

Designer was 18 years old  
when it dropped, fresh out of  
high school.

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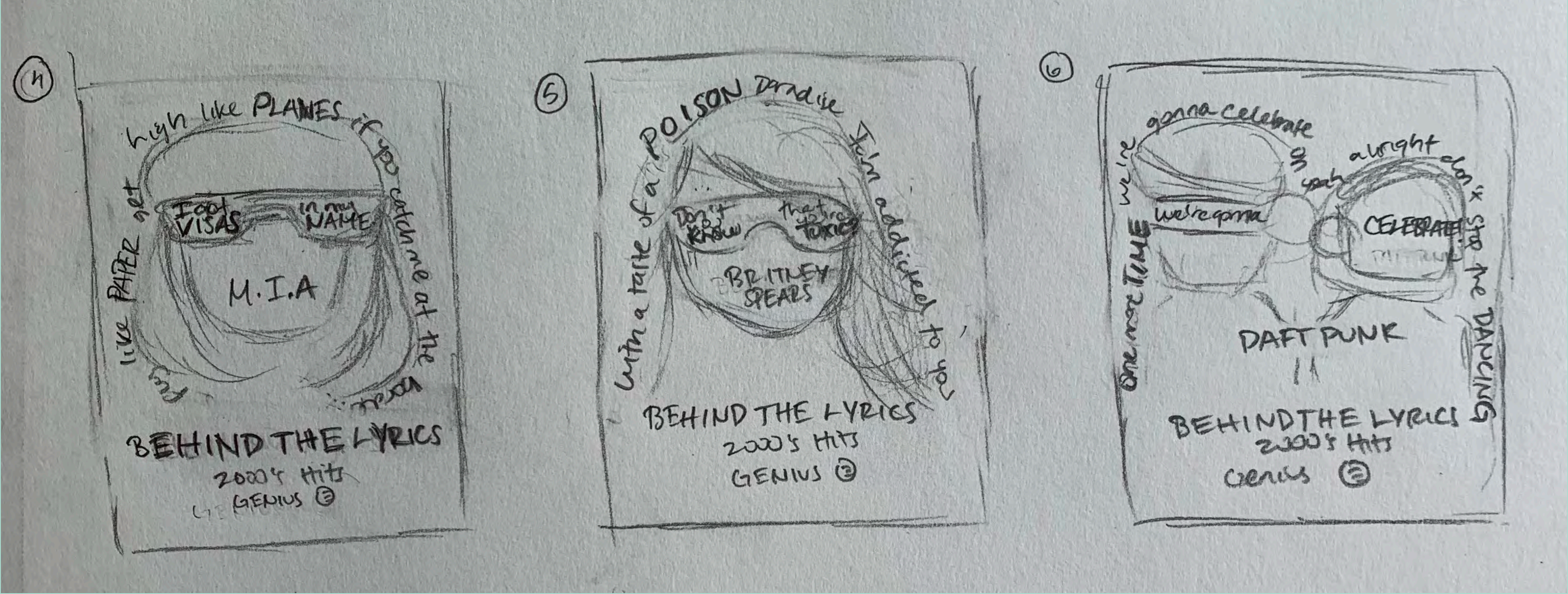


# Sketches



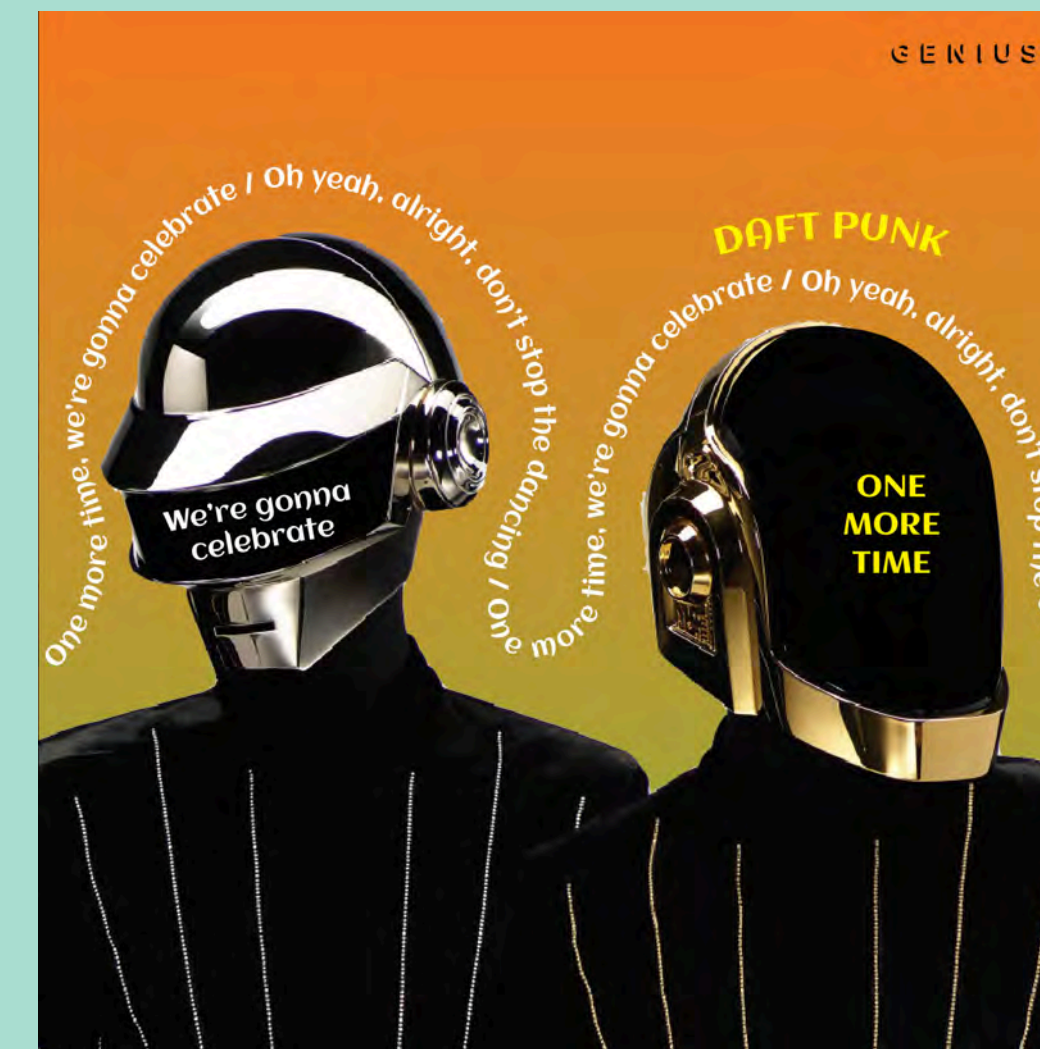
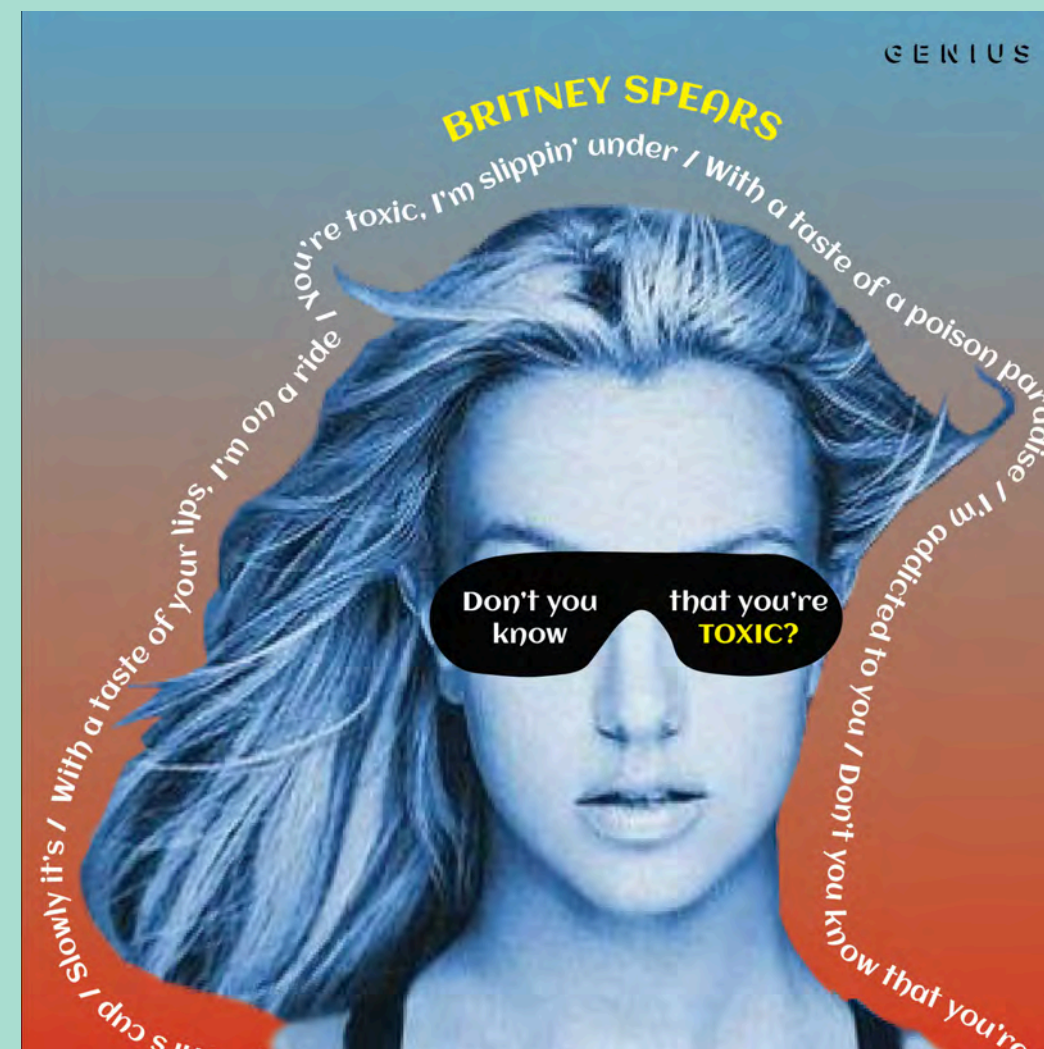
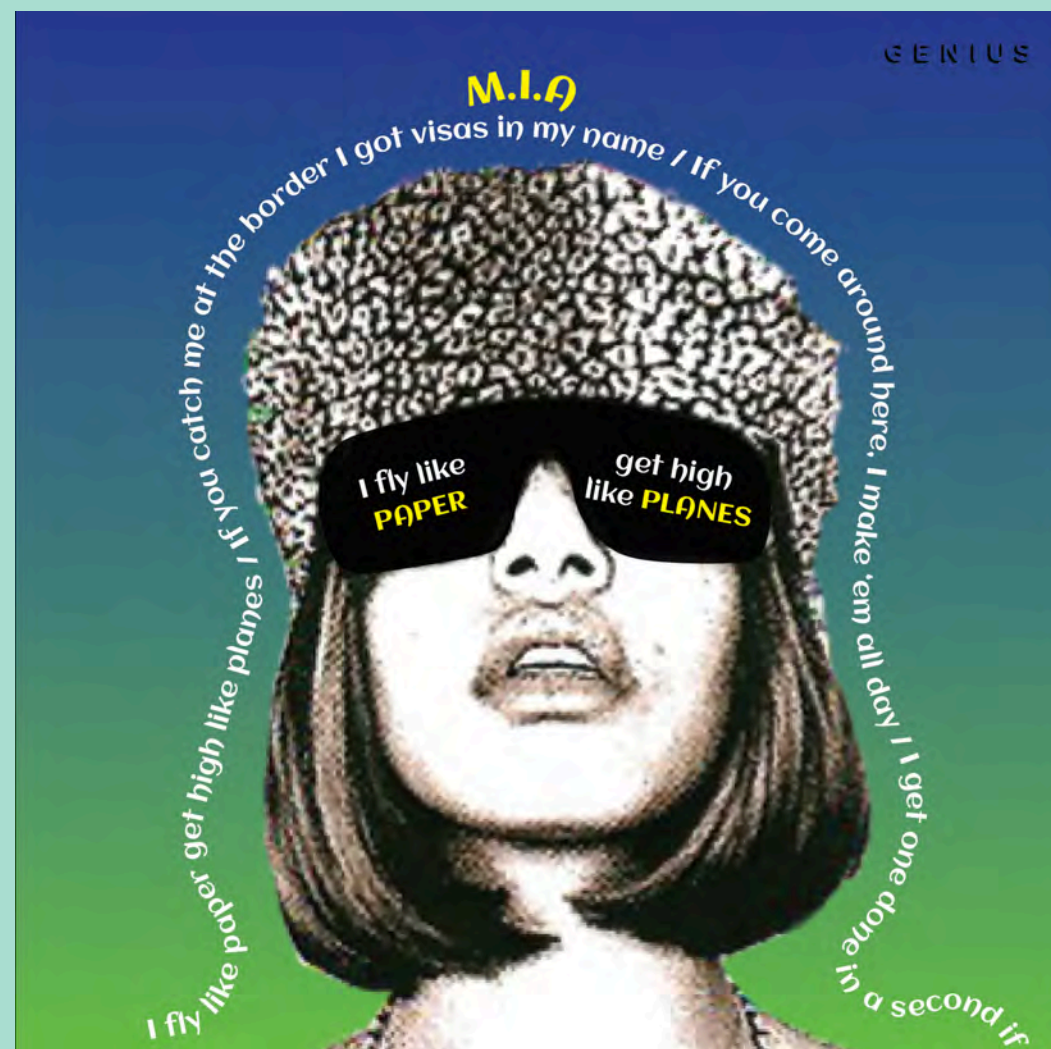
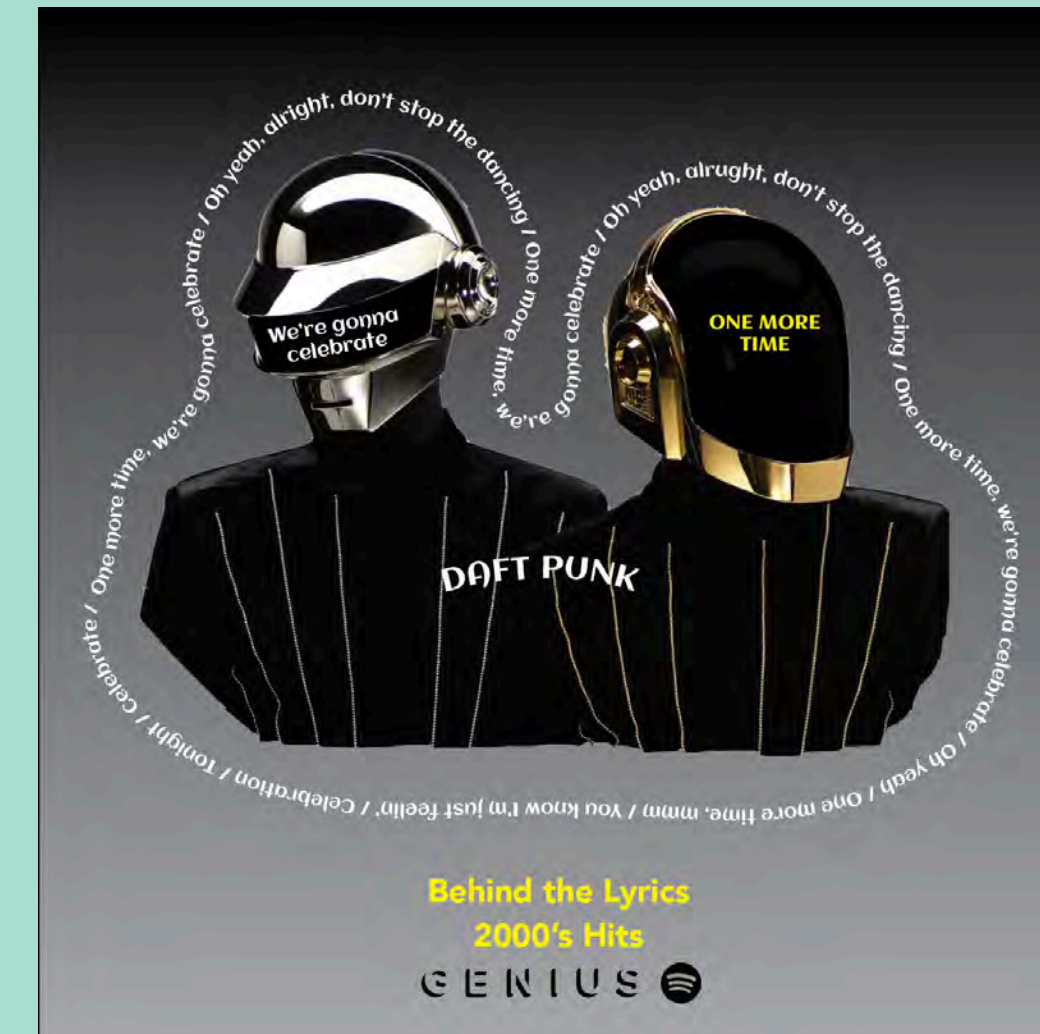
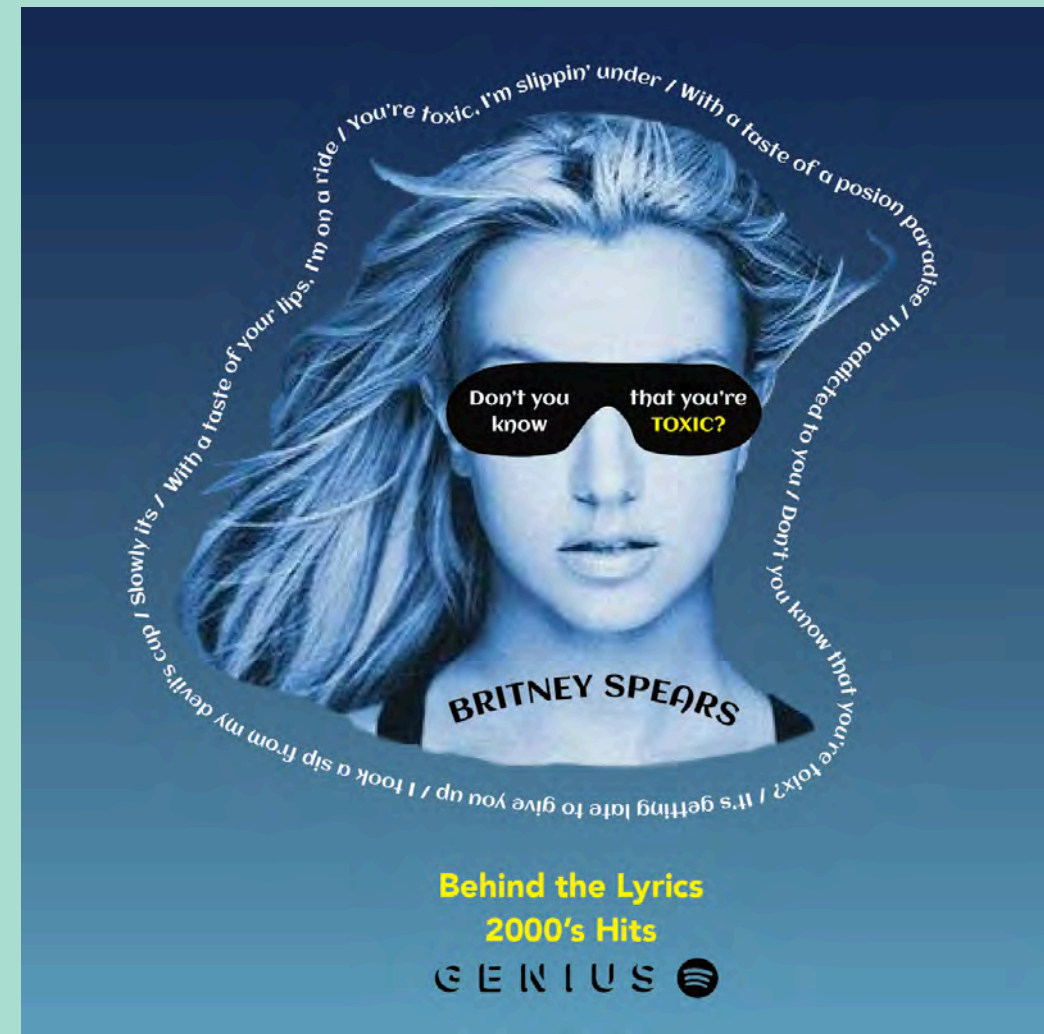


# Chosen Concept for Final



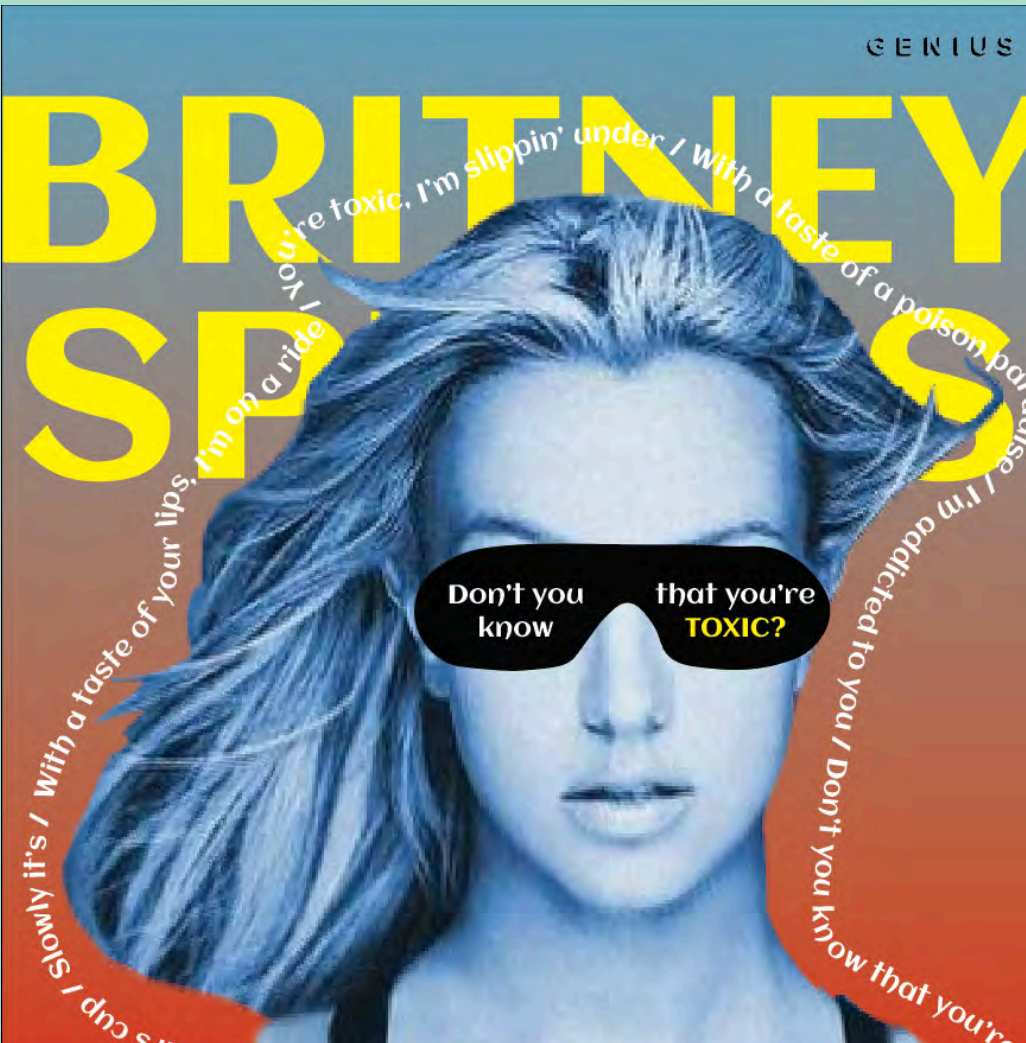
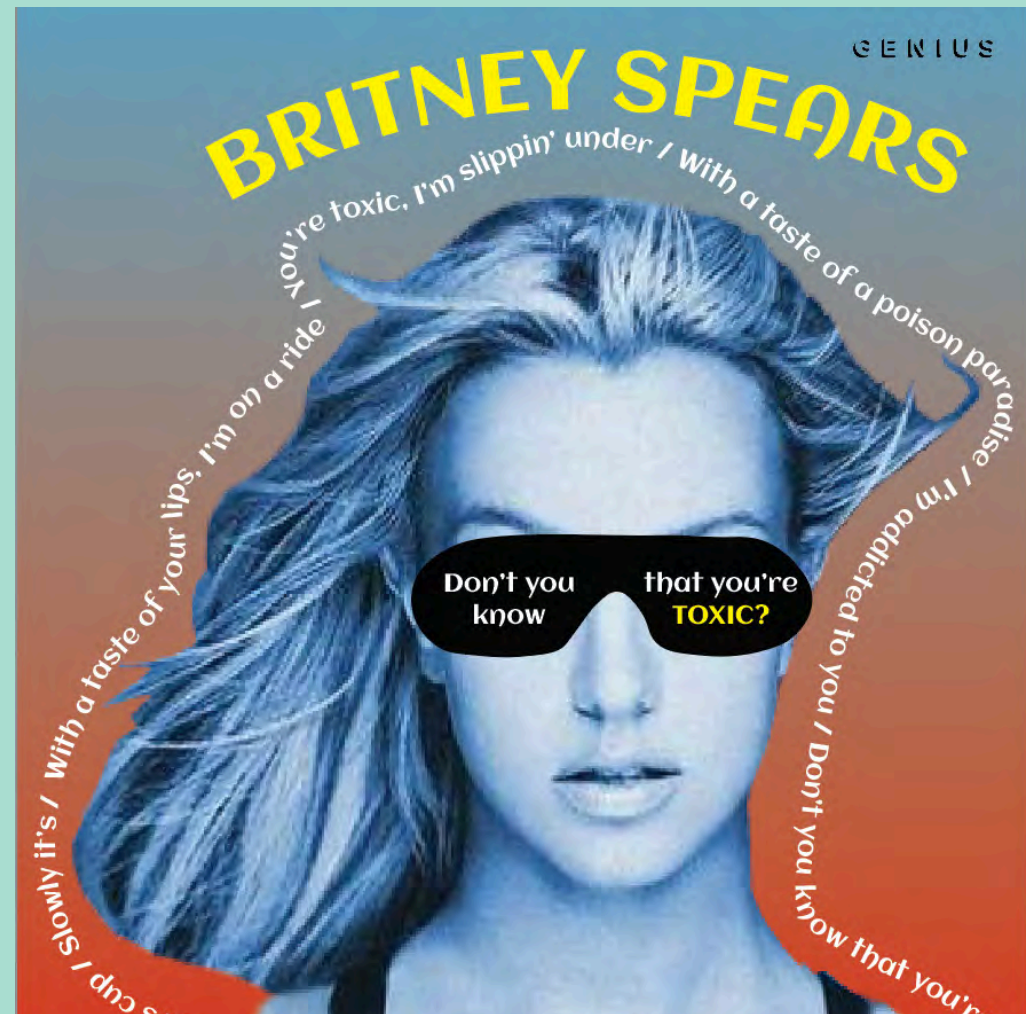


# Digital Development





# Digital Development





# Final Ad Campaigns



# MAMA Q

I fly like paper get high like planes / If you catch me at the border I got visas in my name / If you come around here, I make 'em all day / I get one done in a second if

I fly like  
**PAPER**

get high  
like **PLANES**



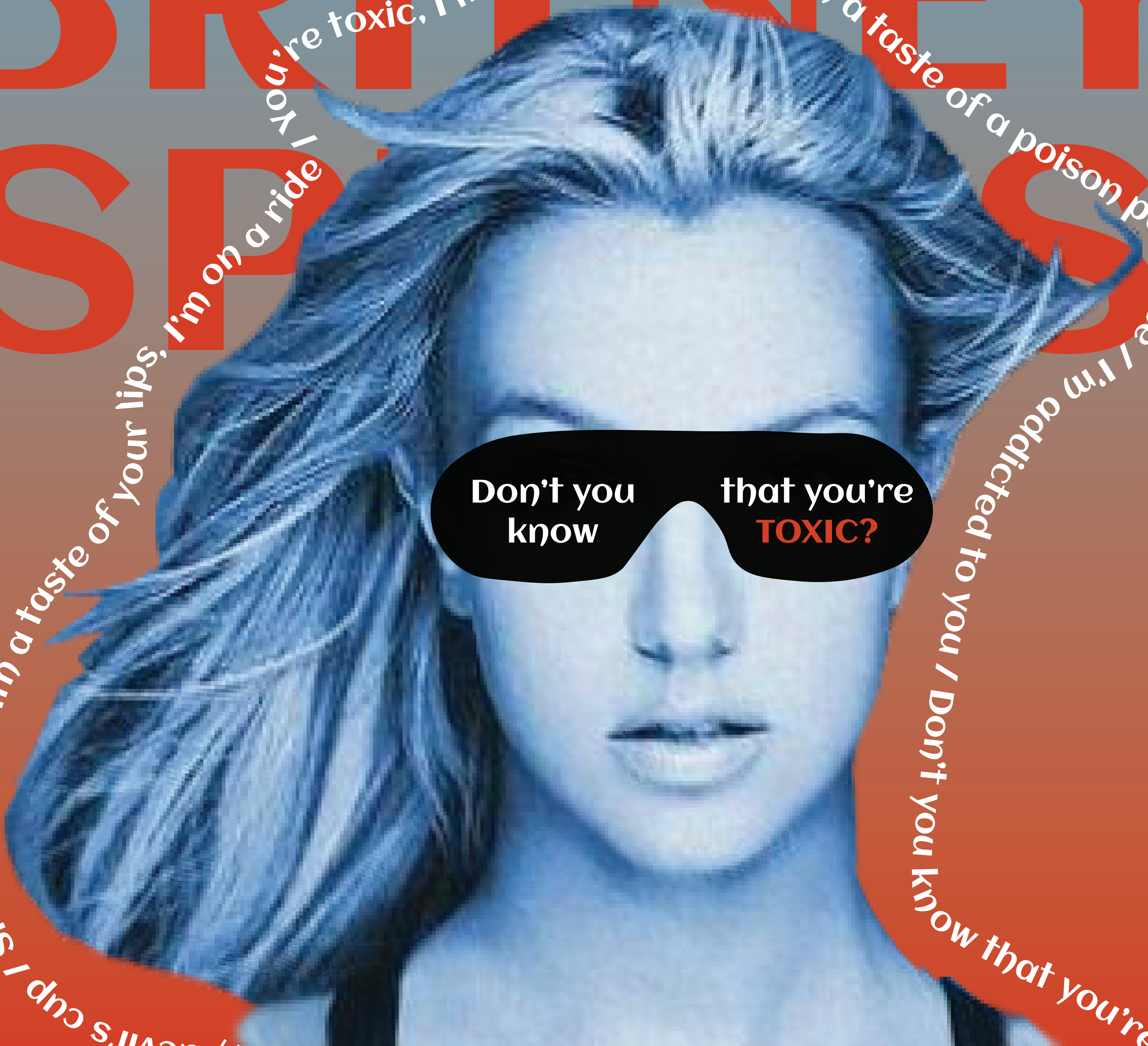
I get one done in a second if



# BRITNEY

# SPANS

Slowly it's / With a taste of your lips, I'm on a ride / You're toxic, I'm slippin' under / With a taste of a poison paradise / I'm addicted to you / Don't you know that you're



Don't you  
know

that you're  
**TOXIC?**



# ROCK

One more time, we're gonna celebrate / Oh yeah, alright, don't stop the dancing / One more time, we're gonna celebrate / Oh yeah, alright, don't stop the dancing





# Ad Campaigns





# Instagram Mockups





Instagram



Stories

Watch All



Your Story



spotify



genius



miamatangi



instagram



philip



spotify



GENIUS

MIA MIA

I fly like paper, get high like planes / If you catch me at the border I got visas in my name / If you come around here, I make 'em all day / I get one done in a second if

I fly like PAPER get high like PLANES



40,000 likes

spotify Behind the Lyrics: 2000's Hits

miamatangi #paperplanes







Instagram



Stories

Watch All



Your Story



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britneyspears



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philip

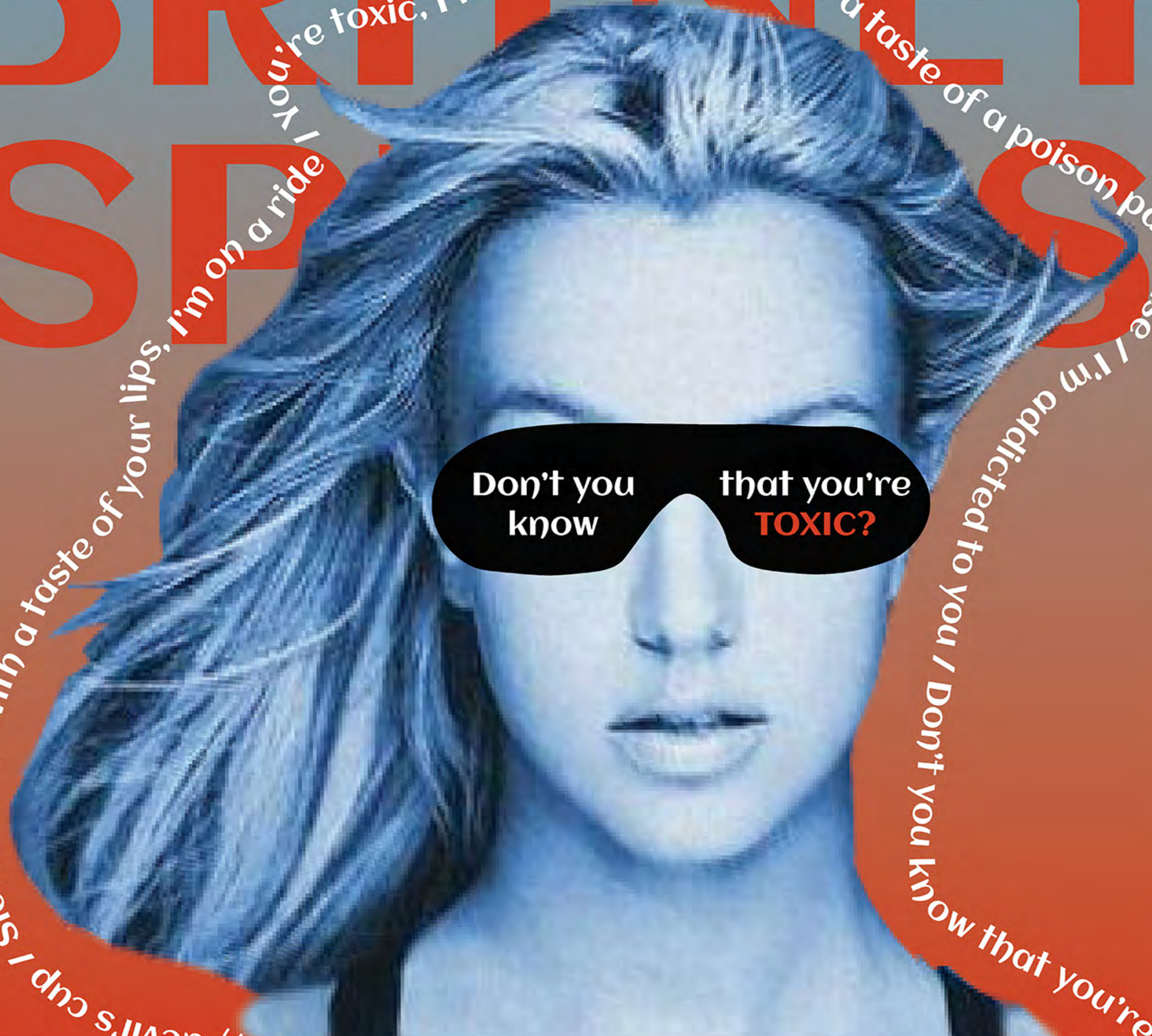


spotify



GENIUS

BRITNEY SPEARS



...slowly it's / With a taste of your lips, I'm on a ride / You're toxic, I'm slippin' under / With a taste of a poison paradise / I'm addicted to you / Don't you know that you're



40,000 likes

spotify Behind the Lyrics: 2000's Hits

britneyspears #toxic







Instagram



Stories

Watch All



Your Story



spotify



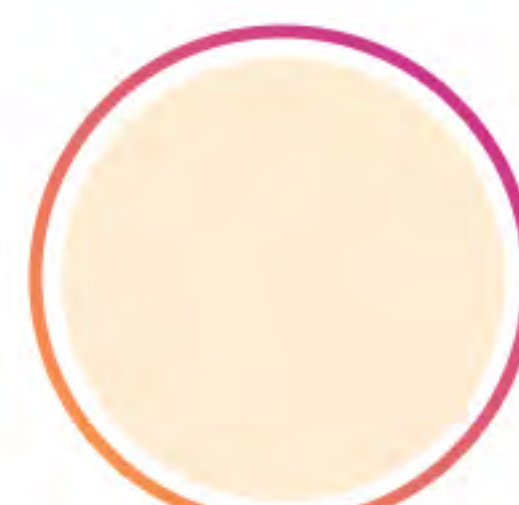
genius



daftpunk



instagram



philip



spotify



40,000 likes

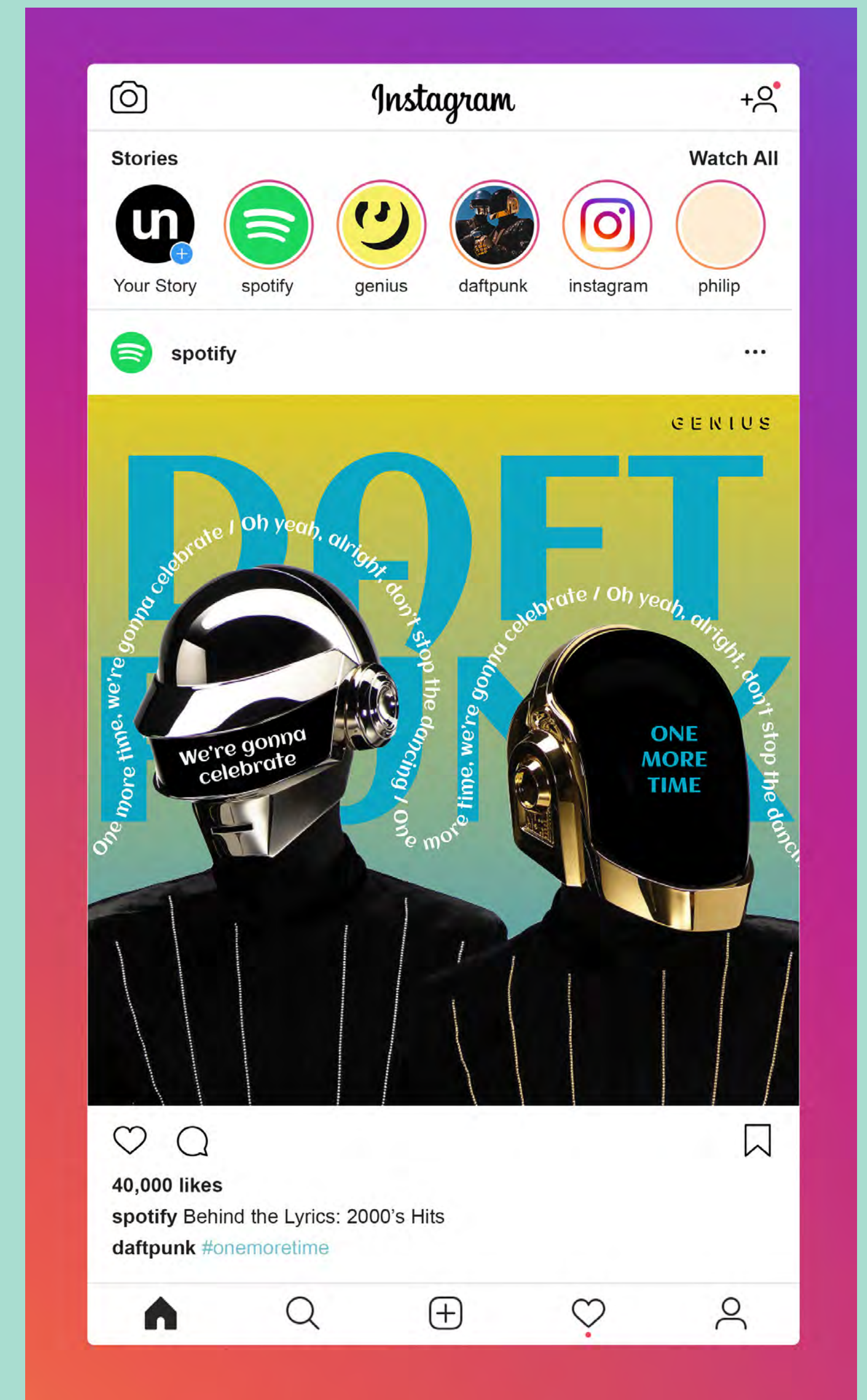
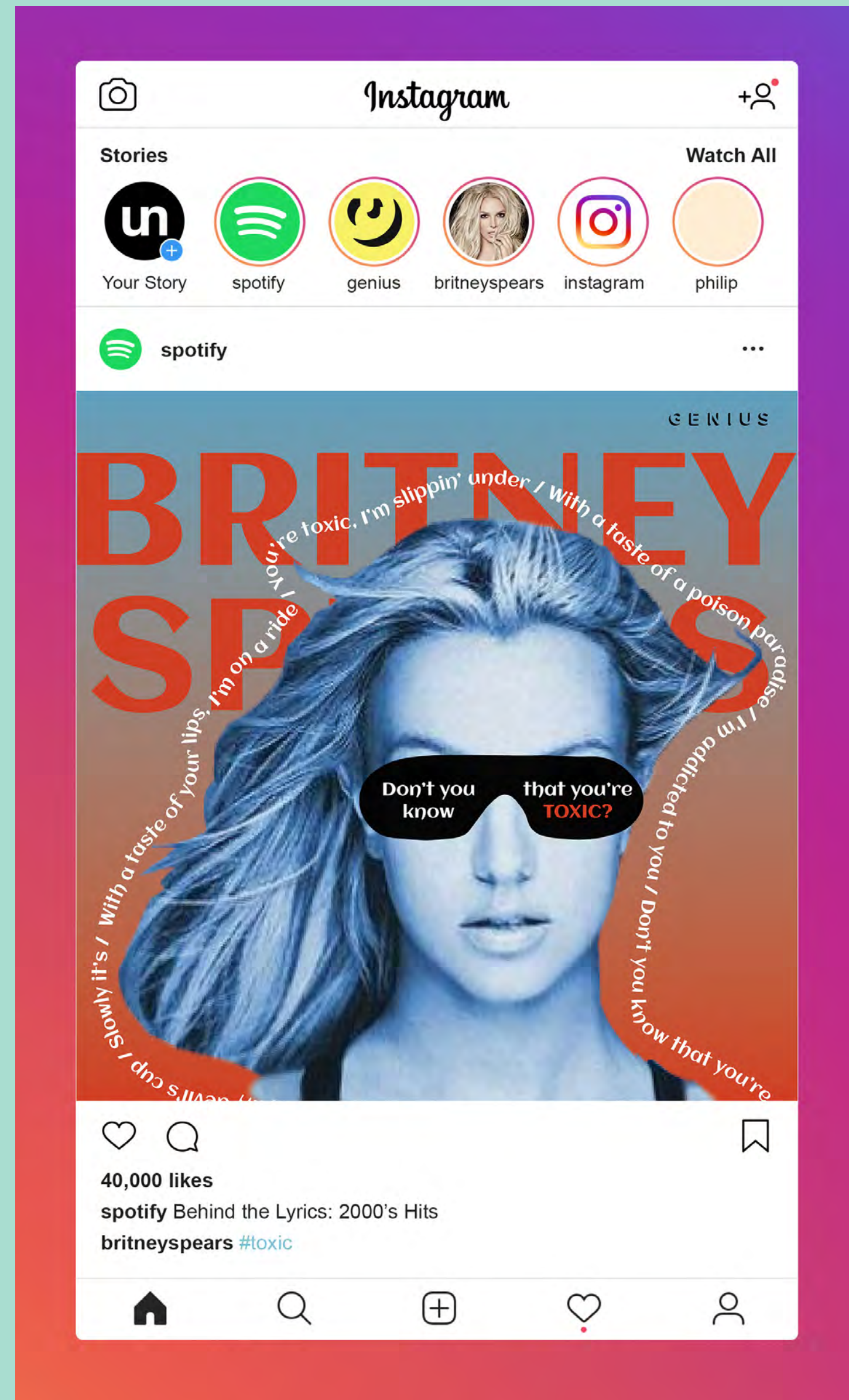
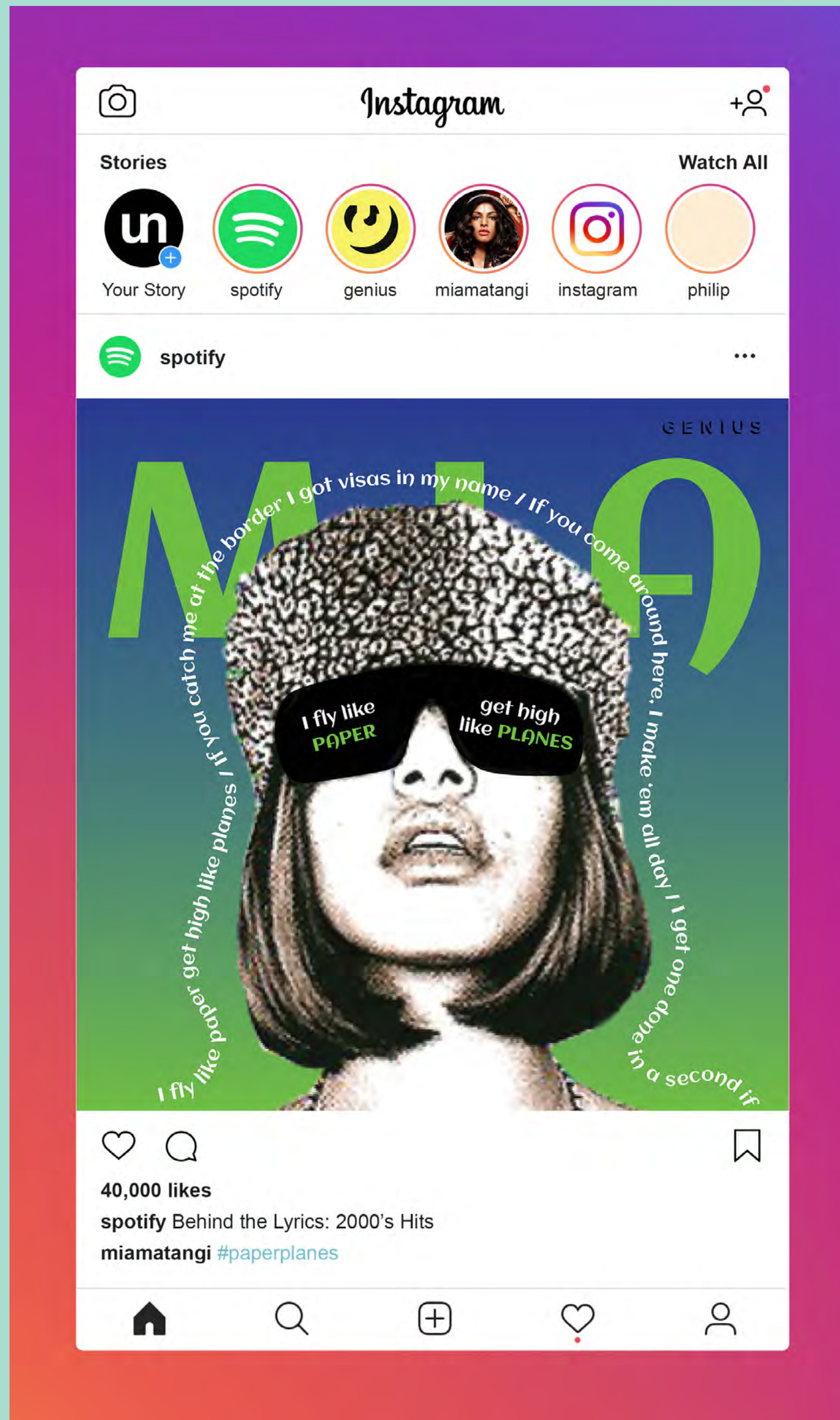
spotify Behind the Lyrics: 2000's Hits

daftpunk #onemoretime





# Mockups





**Thank You!**