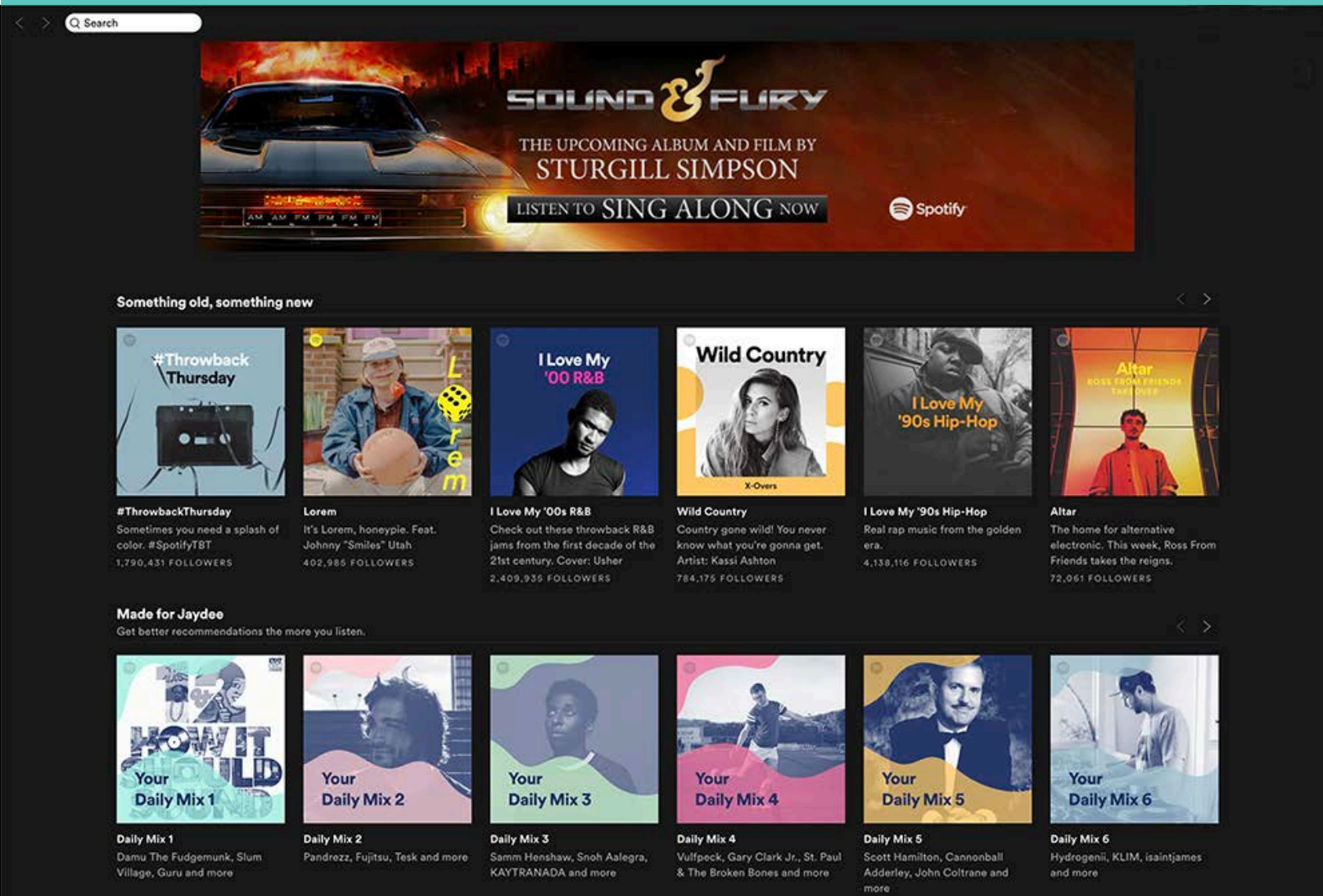


# STUDIOCENTER®

## CASE STUDY



### How We Did It

The Spotify client provided us with the scripts and translations, and we jumped in and got to work, handling all aspects of the production from finding the right casting and negotiating talent contracts, to finding the right music and SFX.

Given Spotify's audience, we knew we wanted the delivery to come across as authentic as possible, so we cast our talent directly from the 36 different countries in which the advertisements would run. Working with voices.com, we auditioned talent in each language, ultimately selecting two voices for each demographic—one male and one female.

With the talent selected, it was time for the fun part—coordinating 72 voice recording sessions all around the world. Working across different time zones and against the inevitable scheduling conflicts that arose, we worked our magic. We did our best to ensure the client was available to listen in and direct each session. And when they weren't, our talented audio engineers jumped in and expertly took the lead, adjusting their schedules to come in as early or stay as late as required until they we're ready to hand over finalized, ready-to-air spots to our clients.

### Case Study: Spotify

#### PROJECT: Evergreen Foreign Language Spots

In late 2017, Spotify came to Studio Center wanting to create 28 different Spotify Premium Ads, recorded in 36 different languages. Given our familiarity with foreign language recording, of course we were more than up for the challenge.

