

Unwrap Your Wrapped

Discover the women Behind The Track



Entry Screen

Introduces the Wrapped experience and invites users to discover the woman behind their monthly music mood.

Top Moods

Shows the user's dominant listening mood based on their monthly listening behavior.

Listening Insight

Visualizes how much time the user spent listening to this mood compared to others in their country.

Match Reveal

Reveals the female producer whose sound matches the user's listening mood.

Why This Match

The producer's sound aligns with the user's listening habits and vibe. Users can preview her tracks to hear the match.

Behind The Track

Allows users to preview a track by the matched producer.

Balance Your Mix

Encourages users to support female producers by adding her tracks to their playlists.

Share

Shareable story highlighting the user's producer match of the month.

The first screens mirror Anghami's familiar Wrapped experience, while the producer reveal, match, and discovery screens are unique to Unwrap Your Wrapped.

Problem

Women in the MENA music industry are heavily underrepresented behind the scenes as producers, mixers, and creators. While audiences listen to music daily, they rarely notice who makes the sound, and female producers remain largely invisible.

Insight

People choose music based on mood and vibe, not credits. Listeners know the feeling they're drawn to; chill, upbeat, joyful, sad, but they don't know that specific female producers create the exact same vibes they love.

Idea

A Wrapped-style monthly experience with Anghami that matches listeners with a female producer who creates the same mood they listen to, revealing the woman behind the sound they enjoy. By turning mood-based listening into discovery, the campaign makes hidden female creators visible and helps audiences balance their mix.

Media Used

Owned

In-app (Anghami) Wrapped-style stories revealing the Artist of the Month with playlists featuring female producers by mood

Shared

Social media stories encouraging users to share their Producer Match using #UnwrapYourWrapped and #BalanceTheMix

Earned

Influencer "Unwrap Your Wrapped" kits: Influencers unwrap a physical package revealing this month's top female producer in the region, including:
 - A card introducing the producer
 - A plexiglass music card with QR code featuring her track

Paid

Outdoor billboard featuring this month's top female producer in the region with QR code linking directly to her playlist.

Unwrap Your Wrapped Packages:
 - A card introducing the producer
 - A limited edition collectible plexiglass music card with Qr Code of her tracks

