



3%

CAMPAIGN PLAN - THE 3% PLAYLIST

The 3% Playlist is an integrated campaign created to expose and correct the underrepresentation of women in music production, where only 3% of producers globally are female. While women are highly visible as performers, their absence in technical roles remains largely unnoticed. The campaign aims to make this imbalance impossible to ignore and drive active support for female MENA producers.

STRATEGY

Use sound as both the message and the medium. Instead of focusing on the missing 97%, the campaign celebrates and amplifies the existing 3%, reframing scarcity as value. Embedding the message directly into music platforms and listening moments, the campaign turns passive awareness into active participation.

EVALUATION

Campaign success will be measured through playlist streams and saves, engagement with Spotify audio ads, hashtag usage, and social media sharing. Increased visibility and follower growth for featured female producers will indicate impact beyond awareness.

CREATIVE IDEA

The 3% Playlist is a curated Spotify playlist featuring tracks produced exclusively by female MENA producers. The playlist becomes the campaign hub and a permanent discovery tool. A minimal waveform visual, interrupted by a small pink segment, represents the 3% and appears consistently across all touchpoints.

DESIGN APPROACH

The visual system is built around audio waveforms, a universal symbol of sound. A minimal waveform is interrupted by a small pink segment representing the 3%. This subtle contrast visually communicates imbalance while reinforcing that the 3% is very essential, not insignificant. Warm, neutral tones create an inviting and an inclusive aesthetic, avoiding guilt-based messaging.

CHANNELS USED:

Paid: Billboards and Spotify audio ads
Owned: Instagram content and Spotify playlist
Shared: User-generated content via #The3PercentPlaylist
All touchpoints direct audiences to the playlist using QR codes and direct links, ensuring a seamless journey from awareness to action.



#The3PercentPlaylist

