

A photograph of Dwayne Johnson in a gym setting. He is sitting on a bench, wearing a maroon tank top and black leggings. He has a serious expression and is looking directly at the camera. His arms are crossed, and he has numerous tattoos on his arms and chest. The background shows gym equipment, including a barbell and weights. The text is overlaid on the image.

Dwayne Johnson's Progress Workout Playlist

10 days post launch
September, 2020



Performance

- **Highlights**
- **Top 50**
- **Comparisons**

Highlights



- **#1 “Fastest growing playlist” according to Spotify, through 8 days.**
- The median growth for the Top 50 growing non-Spotify playlists, is 50k growth in 28 days. This playlist did 50k in less than 3 days.
- The average growth for the Top 50 growing non-Spotify playlists, is 106k growth in 28 days. This playlist did 106k in 7 days.
- Average Run Time: 20 minutes, which is on par with Spotify’s biggest and most established playlists
- Top Countries - 45% USA, 21% India, 9% Canada
- Top Demos - 75% Male, 70% 18-34 years old

Playlist Lifespan	Followers	Daily Active	Peak Daily Streams
10 Days	118k	55k	500k

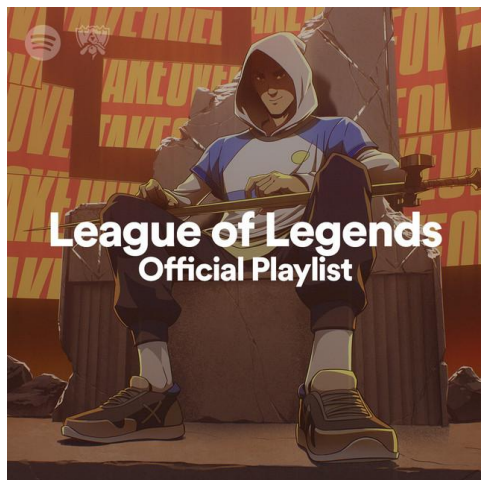
Comparison Against Top 50



	Project Rock Playlist	Avg. Top 50 playlist
Evaluation period	10 days	Up to 28 days
Size	118,631	411,640
Growth	118,631	105,173
Ratio	1:1	1:4

The playlist is growing at nearly 4 times the rate of the fastest growing playlist

Similar Playlist



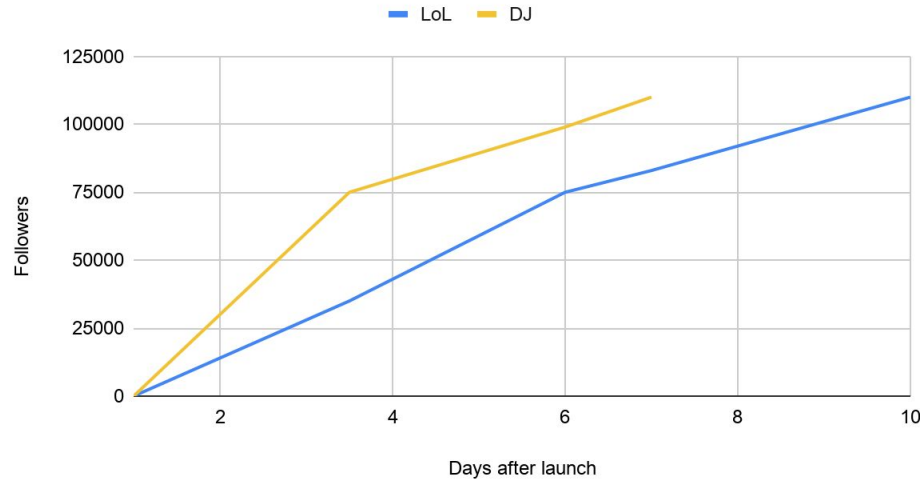
Recently Spotify became an official sponsor of the eSports game “League of Legends”. The two businesses released a playlist together in August. This playlist has 163,700 followers.

The promotion is heavily supported. This playlist has marketing promotion from Riot Games, Interscope Records, and has had new articles on Variety, The Verge and numerous gaming websites.



League of Legends Comparison

Follower Growth



How long did it take to reach each milestone?

Milestone	League of Legends	DJ
75k Followers	6 Days	3.5 Days
110k followers	10 Days	7.5 Days

Although they have a similar number of subscribers, the Progress Through the Work playlist grew faster, even though there was heavy promotion for the League of Legends playlist.



Social Listening

- **Insights**
- **Popularity**
- **Publications**

Key Insights



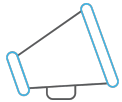
PERFORMANCE

The Spotify Playlist contributed to making September already the third highest volume month of DJ mentions in 2020. The playlist itself was extremely well received, as positive mentions increased throughout the week and rose from 13% in the 72 hour window to 20% in the 7 day window.



FEMALE PARTICIPATION

Female audiences were more active in playlist conversation (36%) than they were in conversation related to the “Through The Work” apparel launch (26%). Female athletes and gym lovers called it the “perfect” playlist to work out to.



CALL TO ACTION

Fitness enthusiasts shared that they listened to the playlist at the gym and it motivated them to work harder – some even said they hit a new personal best. Audiences also continued to share recommendations for future playlists.

Consider keeping them engaged and involved by preparing for the next playlist early, potentially using polls and letting fans vote on which songs should make the next cut. This could build anticipation and keep the conversation going.

“Dwayne Johnson’s Progress Workout Playlist” currently has **118,631 likes** – nearly **1.5x more likes** than at the 72 hour update.

Listeners put DJ's playlist to the test at the gym – and post workout, raved about the “beast” playlist that pushed them past their limits.



@therock motivation is the biggest thing which people need at times like this Thank you 🙏🙏



for your “iron paradise” ... break out the 10s! 💪



Its my new favorite playlist, I love the motivational talks from you throughout.



YES!!! FINALLY



The gift that keeps on giving



killer play list just downloaded it!!!



I listened to it today at the gym. Quiet the taste of a beast 🔥🔥



Great playlist for lifting! 💪🏋️



Did a workout with your playlist, this morning. Killed it. ❤️



Will be putting this on repeat until further notice 🙏



Love the playlist, especially the little snippets of motivation. I would love a whole playlist of that 💪

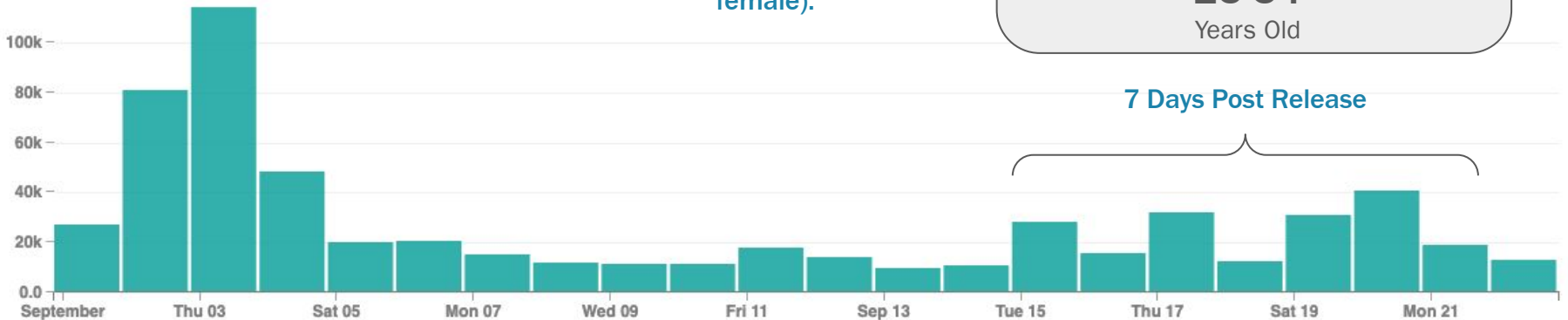


Define bangers?!?! 😂😂🙏

September is already the third highest month in terms of total social volume of DJ mentions in 2020 and on pace to take the top spot.



DJ day over day social mentions - September 2020



The audience talking about the Spotify Playlist skewed more female than those talking about the “Through The Work” apparel launch (26% female).

Audience Talking About Playlist



64%
Male

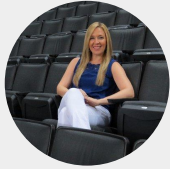
36%
Female



25-34
Years Old

7 Days Post Release

While neutrals continued to dominate chatter, organic reactions remained overwhelmingly positive.



Reporter Kristi Dosh's [tweet](#) made up **44%** of Twitter conversation (down 3pp)



Tweets from the [Spotify](#) & [Spotify India](#) accounts made up **17%** of Twitter conversation (down 3pp)

Listeners on Twitter continued to voice love for DJ's new playlist, as they applauded his song choices as well as motivational messages. Many also expressed intent to listen (whether it be when working out or for pleasure). While a smaller group of fitness enthusiasts simply shared that they were currently listening to the playlist during their workout session, a couple were ecstatic to share they hit a new personal best or worked out even harder thanks to the motivating playlist.

Mixed reactions remained consistent from the 72 hour update, which stemmed from those confused about the "first-of-its-kind playlist-meets-podcast" line as well as sarcastic jokes about the songs being more suited for breakups.



@TheRock THANK YOU!! For the extra push this morning!!!
#chestday #triceps #shoulders
@Spotify
#DwayneJohnsonprogressplaylist



Listening to the @TheRock @Spotify playlist and I hit a new 1000m Row PB it's only 2seconds better but it's better!
👊👊 #therock #SpotifyPlaylist
#workout #row #pb



Conversation Themes

Love for Playlist (Incl. Songs & Motivational Messages): 8%

DJ Love: 4%

Excited to Listen / Listening While Working Out: 4%

Giving Song Recommendations: 3%

Tagging Others: 1%





Confused Over "First-of-its-kind" Line: 3%

Mocking Song Choices: 1%

While the Red Notice filming and gate incident dominated editorial this week, relevant articles talked about the Spotify Playlist being the “First-Of-Its-Kind” and “Inspiring.”



Editorial in the initial 48 hour window focused on DJ and Ryan Reynolds resuming filming for Red Notice. As the week continued, news of DJ ripping off his malfunctioning gate dominated headlines.

SOURCE Ranked by Social Engagement	TOP ARTICLES
	The Rock Celebrated His Latest Gear Drop With an Inspiring Gym Playlist and Chest Workout
	Dwayne 'The Rock' Johnson Releasing First-Of-Its-Kind Playlist With Spotify
	CHECK OUT DWAYNE “THE ROCK” JOHNSON’S ULTIMATE WORKOUT PLAYLIST
	Dwayne 'The Rock' Johnson, Under Armour debut new Project Rock collection and motivational playlist with Spotify



Social Listening

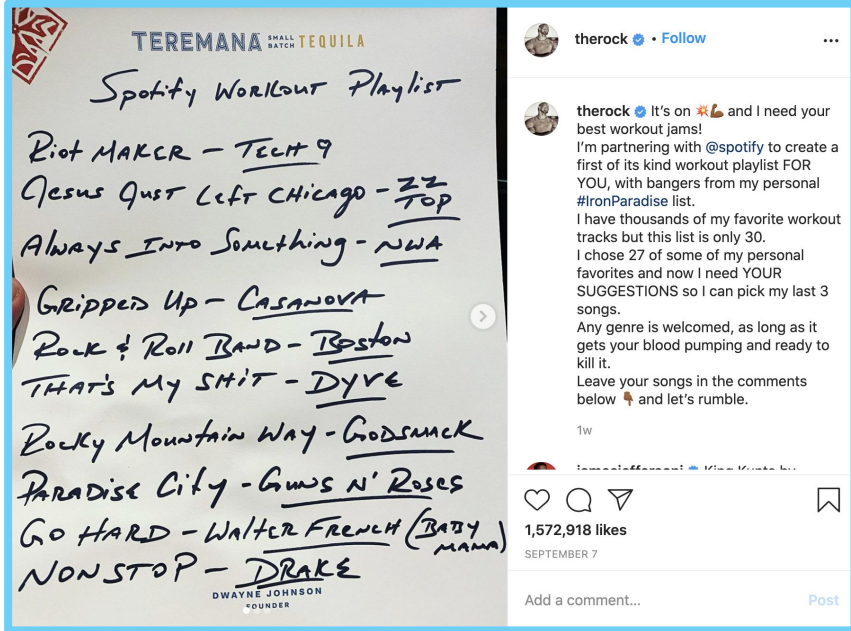
- **Post Performance**

Spotify Playlist Teaser Post: September 7

"It's on"



2nd Most commented Marketing post in 2020



99%
Positive Response

1.5M
Likes

41.7K
Comments

“ Love this!! Can't wait to see all the suggestions. Sick playlist!!
🔥🔥🔥 ”

“ Come visit us in Texas and let's workout to that final list ”

“ so gonna add these or just make a new playlist. ”

“ @shepherdsreign "Le Manu"! 100 100 100 Keep it real cuz!❤️ ”

DJ's Spotify Playlist teaser post had the second most comments in September – just behind DJ's COVID-19 positive post.



N/A Views

1.5M Likes

41.7K
Comments

99%
Positive

<1%
Negative

1%
Mixed

DJ's call-to-action post asking his followers to share their favorite songs to workout to garnered over 41.7K comments, and over half of the comments stemmed from those excitedly recommending their favorite artists/songs. Some raved about the artists and songs he had already selected and shared emojis to show their approval.

Fitness enthusiasts couldn't wait to hear what DJ worked out to – hoping that they could get just as big as him – while a smaller segment tagged their friends to take note of the songs he shared. A few even mentioned that they started listening to the songs (even before the official launch) and liked what they were hearing.

Negative and mixed reactions were nearly non-existent, with the very few coming from those who commented that the song/artist they liked weren't featured.

While not related to the podcast launch, some dedicated DJ fans positively called out the Teremana branded notepad.

Conversation Themes

Giving Song Recommendations: 56%

Excited / Intent to Listen: 15%

Love for Playlist / Songs: 14%

Tagging Others: 7%

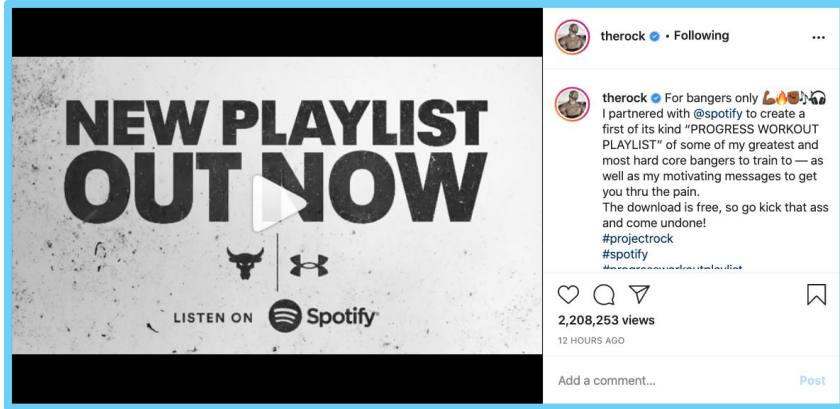
Emoji Reactions: 6%

Noticed Teremana Branded Notepad:
1%

Missing Favorite Artist/Song: 1%

Spotify Playlist Launch Post: September 14

“For bangers only”



93%
Positive Response

634K
Likes

3K
Comments

“ Wait... what am I missing??!
What's the name of the
playlist? ”

“ I listened to it today at the
gym. Quiet the taste of a
beast 🔥🔥 ”

“ It's bang on!!! Thank you
champion!!!
🔥🔥🔥🔥🔥🔥🔥🔥🔥🔥🔥🔥 ”

“ Will be putting this on repeat
until further notice 🙌 ”

Fans can't wait or are already raving about DJ's workout playlist, and many are advocating for their gym buddies to take a listen.



2.8M Views

634K Likes

3K Comments

93%
Positive

2%
Negative

5%
Mixed

DJ fans (especially gym goers) were beyond excited for his Spotify playlist, and many anticipated listening or already listened to the “banger” songs during their workout session. Others tagged their friends and gym buddies to advocate for the playlist and expect to go hard at the gym.

A smaller group shared their own song recommendations in hopes that DJ would listen or add it to the playlist. However, a couple said they were disappointed that their song of choice wasn't included.

Despite DJ sharing his playlist in the caption, 3% of chatter came from those confused about what the actual name of the playlist was. Some also hoped that he would release a playlist on Apple Music since they weren't Spotify users.

Outside of Spotify related conversation, a few raved about DJ's white hoodie and wanted to know where they could purchase it.

Conversation Themes

Emoji Reactions: 36%

Excited to Listen / Love for Playlist:
27%

Advocacy / Tagging Others: 18%

DJ Love: 6%

Giving Song Recommendations: 3%

Loved DJ's White Hoodie: 3%

Confusion Over Playlist Name: 3%

Don't Have Spotify: 2%

Disappointed By Song Choices: 2%