

 SOUNDCLOUD x **RAPTOR**

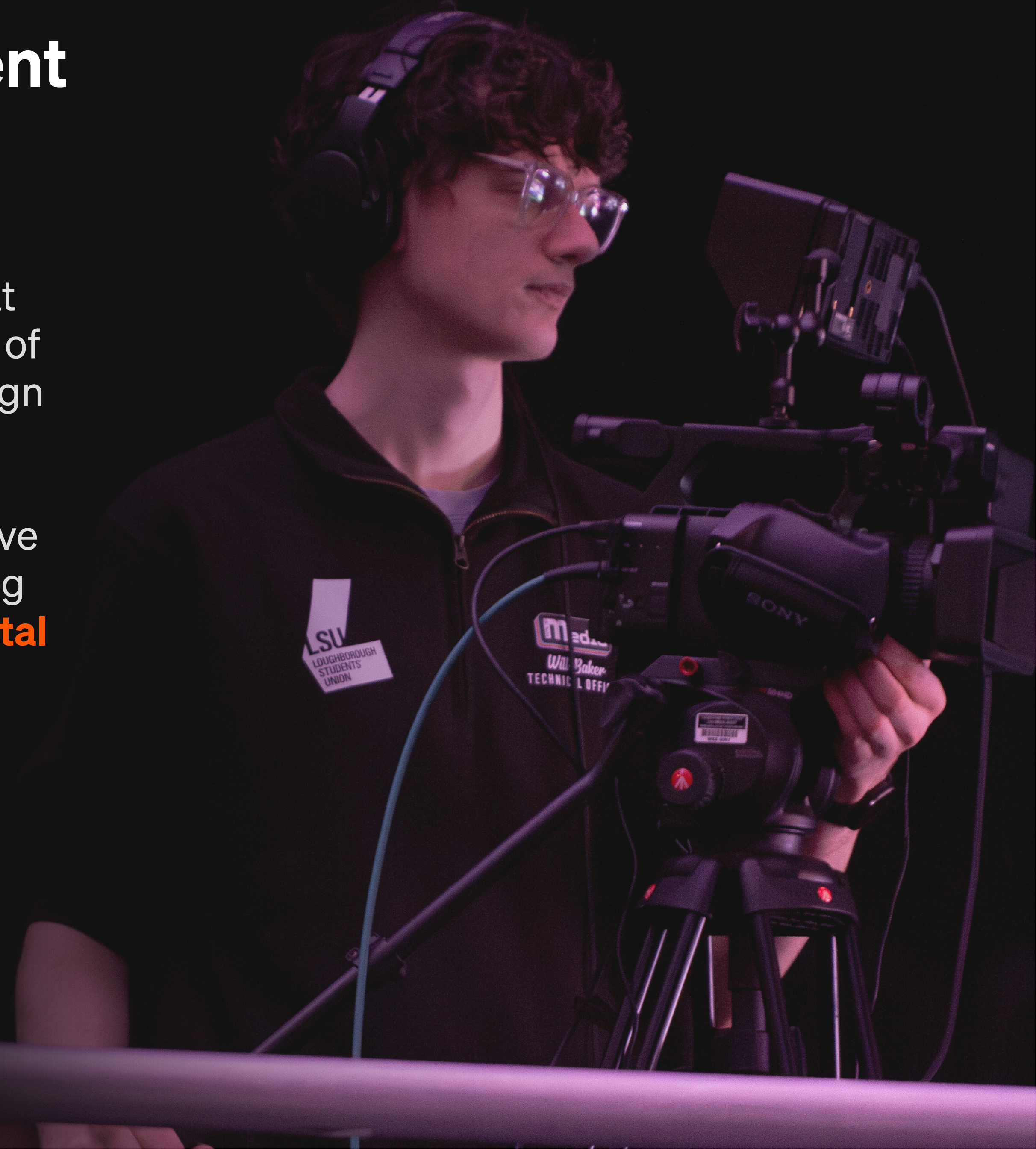
# Raptor Academy **2026**

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# Hi, I'm **Will**, a Graphic Design Student at Loughborough University!

I work as a **Student Graphic Designer** for Loughborough Students' Union, where I work on **marketing campaigns** that reach an audience of over **20,000 students**, doing a variety of work including motion graphics, 3D visualisation, print design and branding.

Alongside this, I also work as a **Technical Manager** for the live event side of things at the SU, designing/creating/organising **lighting and visuals** for a variety of artists such as **Rudimental** and **Dick and Dom**.



# The Brand

001

# What is SoundCloud?

SoundCloud is an online audio-streaming and distribution platform that allows users to **upload, share, and promote music**, podcasts, and audio tracks.

It was founded in **2007** and prioritises **independence** and **authenticity** over polished, mainstream appeal.

Von Dutch



# How's it different?

## Music Incubator

It's the launchpad where **trends are born** before they hit the mainstream. Artists such as Chance the Rapper blew up here before making it big through labels.

They host over **400 million tracks**, nearly 4x that of competitors, including demos, remixes and other UGC that **can't be found elsewhere.**

## Two Way Engagement

While other services are built for passive listening, SoundCloud is built for **active participation.**

SoundCloud users spend on average **66 more minutes** engaging with audio through comments, DMs and reposts than competitors.

Through a **Creator-Centric Model**, Artists are supported more directly.

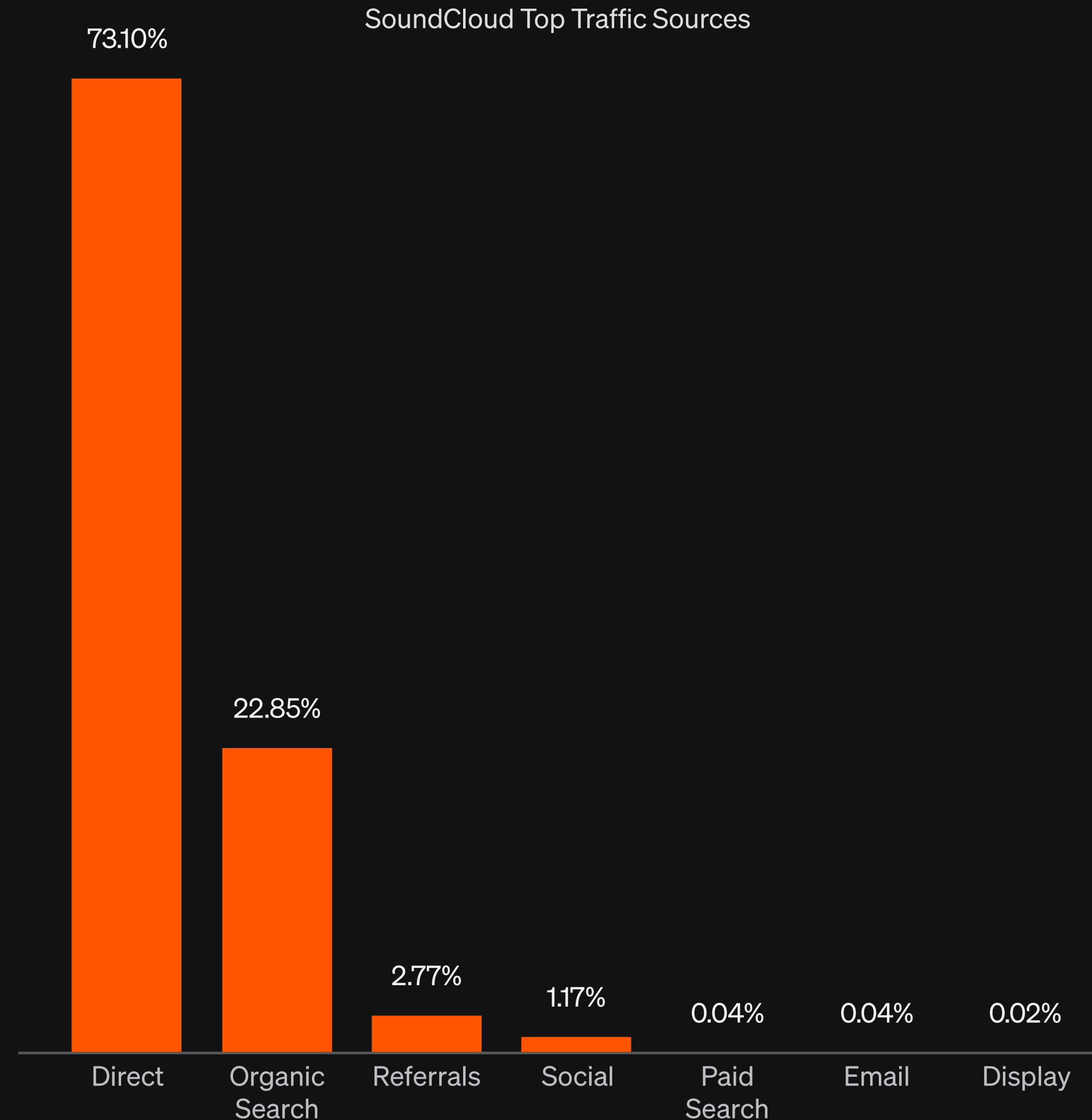


# What are they missing?

SoundCloud is a **culture powerhouse** and yet they have nearly **0 brand visibility**.

Only **0.04% of traffic** came from **paid advertisements** (ElectroIQ, 2025), whereas competitors such as Spotify dominate OOH and Social Ads.

They rely heavily on **word of mouth**, organic engagement and its own **internal audience**, resulting in a stagnation in user growth and revenue.



# Why Gen Z?

SoundCloud are currently **missing out** on a **large market** that already resonate deeply with their brand values of fair artist support, community and culture, they just need to **unlock it**.

While SoundCloud is already the preferred choice for Gen Z, boasting a **12% higher weekly active user rate** than its closest competitors (Midia, 2022), overall usage remains low, despite the fact that this demographic resonates with the platform's values.

Spotify have even admitted that SoundCloud are doing a **better job with the Gen Z audience** (Midia, 2022), they just need to expand this impact.



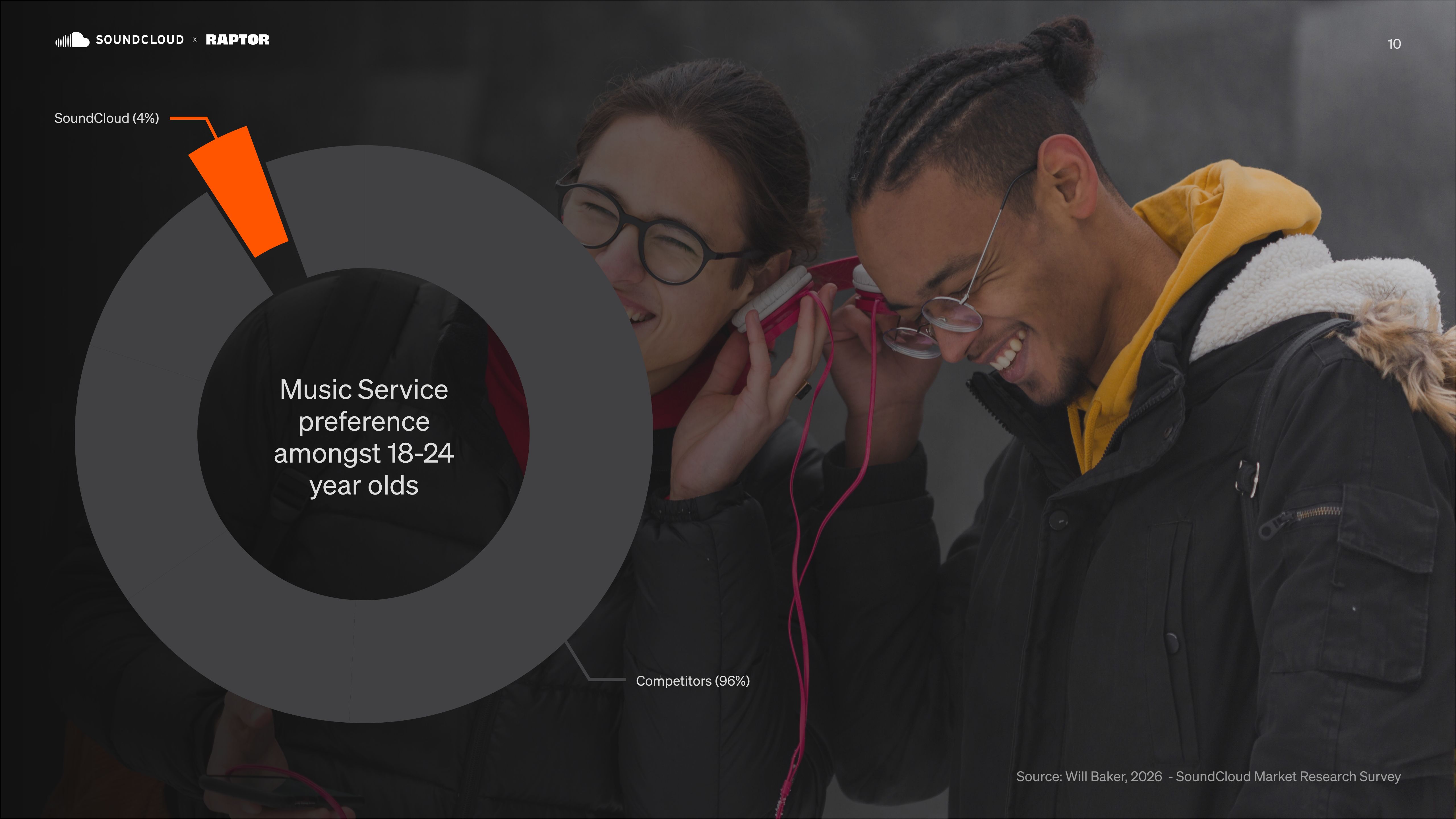
# Insights

# 002

SoundCloud (4%)

Music Service preference amongst 18-24 year olds

Competitors (96%)





Does SoundCloud represent independent/underground music better than others?

Positive Sentiment (74%)

Negative Sentiment (26%)

## So What?

**People love what SoundCloud stands for, but they don't have a reason to open the app in their daily lives. The brand has massive cultural impact that it's not cashing in on.**

## So What?

**To turn this sentiment into usage, SoundCloud must move from being a passive place to listen to music, to an active hub for culture and engagement, by bringing it into the real world.**

**92%**

**of Gen Z prefer real-world experiences  
over online engagement.**

84%

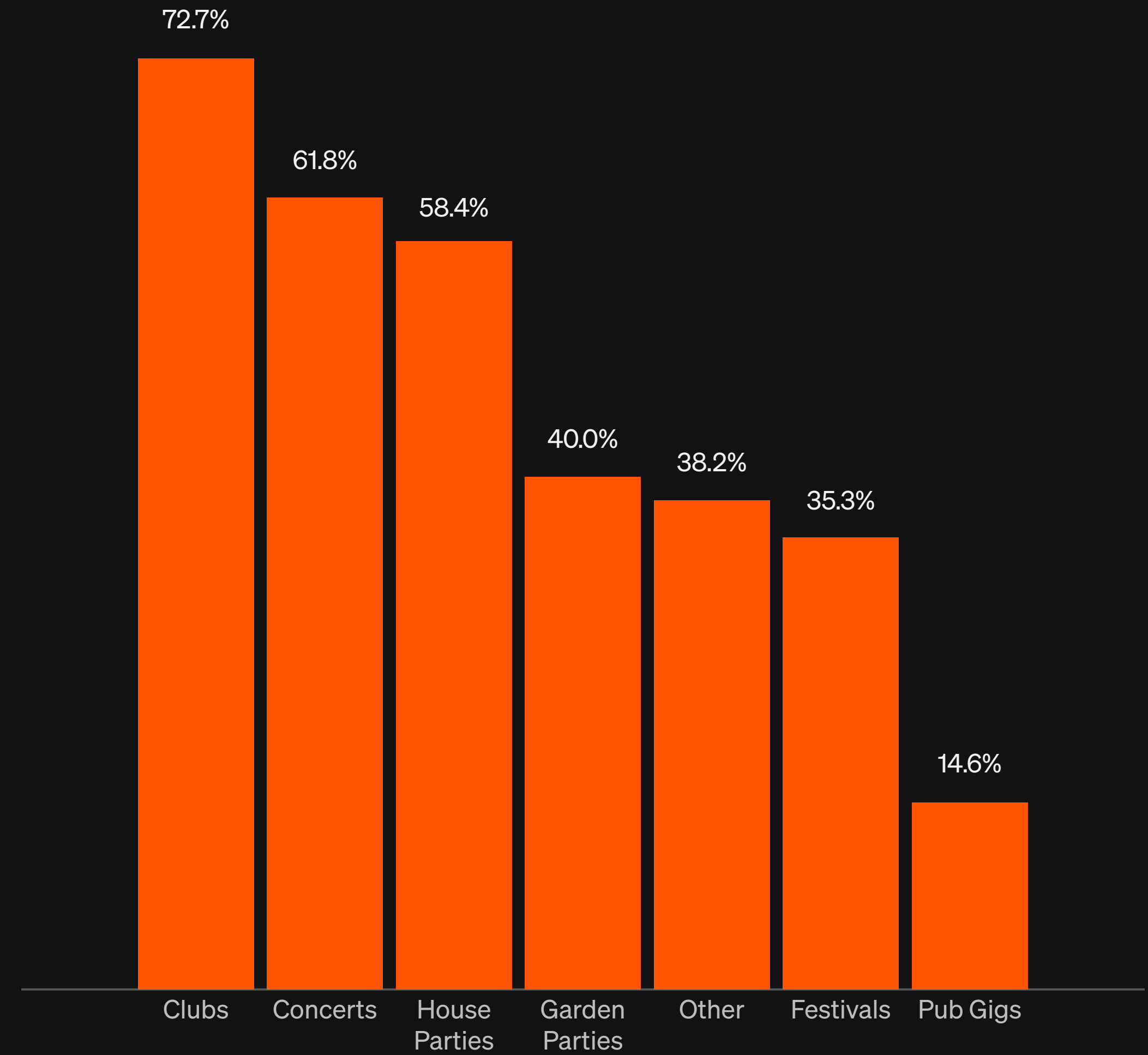
Would be interested in attending  
a music event sponsored by a  
streaming service

18%

Have never attended such event

### Where do Gen Z Listen to Music OOH?

1/3 of Gen Z experience Live Music either Weekly or Monthly



# What do Gen Z actually think?

To be honest, I only really go [to the club] to **socialise**.

The **timestamped comments** definitely stand out to me.

Yeah I go to the club loads

I enjoy listening to the music but its just **too loud** for me to chat to people

I wish that it was **easier to suggest songs** to the DJ

A lot of the **clubs play really, really crappy music**.

I always think of SoundCloud being the **trendy/hip version of Spotify** haha

I didn't even realise SoundCloud was even still around

I always liked being able to skip to the good bits based off of **peoples reactions** haha

## **The Consumer Problem**

**Gen Z lack places to discover new indie/alternative/underground music whilst meeting like minded individuals.**

# Solution

# 003

## **The Brand Solution**

**A series of themed events & pop-ups featuring up and coming SoundCloud DJs, cultivating an environment where people can enjoy new music, meet new people and provide real time feedback on songs & mixes.**

introducing...

*pulse*



# SoundCloud: Pulse

SoundCloud Pulse is a series of events dedicated to more **niche genres of music**. Each one is curated specifically towards the genre, with **up and coming DJs on SoundCloud** compiling together songs for the evening.

Together, the crowd can **react live to the songs through either emojis, text or photos**. These reactions are saved and **uploaded along with the final mix to SoundCloud**.

As well as this, people can also **vote on the queue**, ensuring the DJ is **playing songs that the crowd actually want to listen to**.

Watch the intro video here: <https://youtu.be/pT1Lpag9Y5U>

Watch the demo video here: <https://youtu.be/lcUcUygunRU>





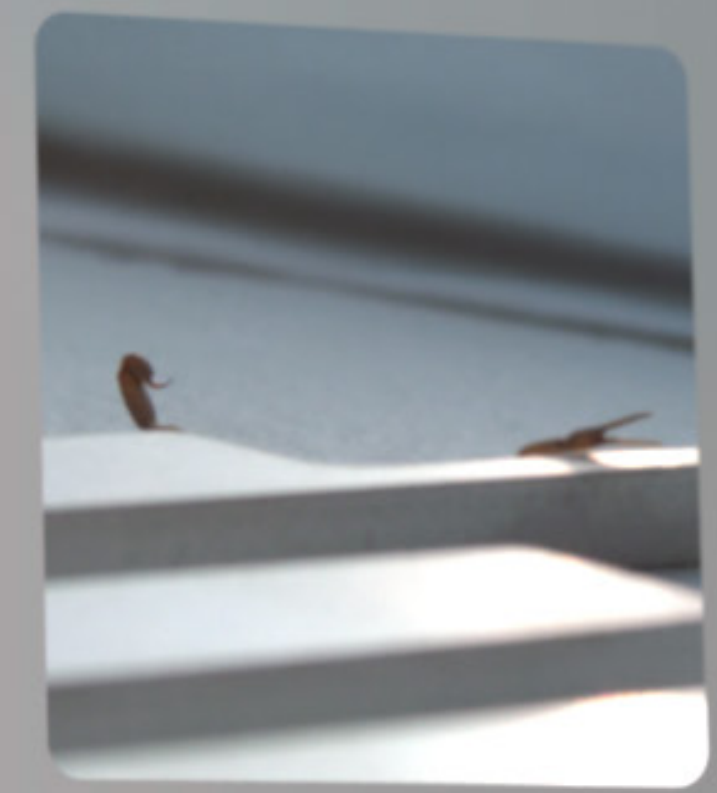


Now Playing...

Skrillex, Young Miko - Duro

Skrillex, Young Miko

pulse



2:34



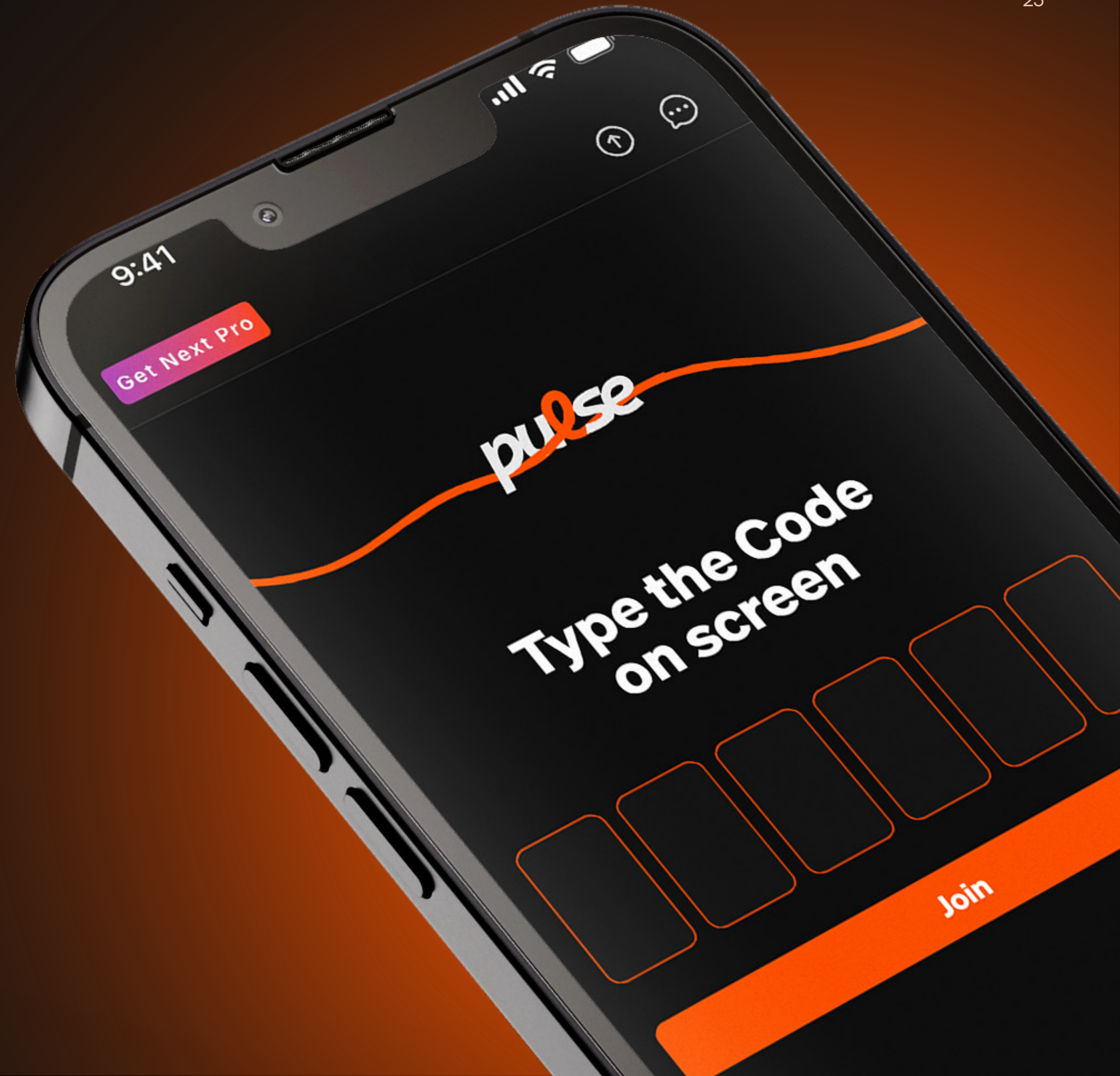
Paige Cardenas im obsessed

# The App

The companion app is accessed **through a widget on the SoundCloud app**. When pressed, the user enters the event code, where they can then **react to the songs, and have their comments appear on the screen**.

As well as this, they can **add songs to the queue**, as well as **voting on existing ones**.

Once the event is over, the final **mix is automatically added to their SoundCloud library**, as well as the live reactions, acting as a keepsake of their time at the event.





# Student Ambassadors

A large driving force to get students to these events would be **Student Ambassadors**.

They would be positioned within **University societies**, specifically those with a **deep, pre-existing culture**. For example, skate, snow, DJ, as well as more **alternative societies**.

They would **raise awareness of these events** through their societies and social circles, **working with Student Influencers to promote attendance** through the use of informative posts and reels.



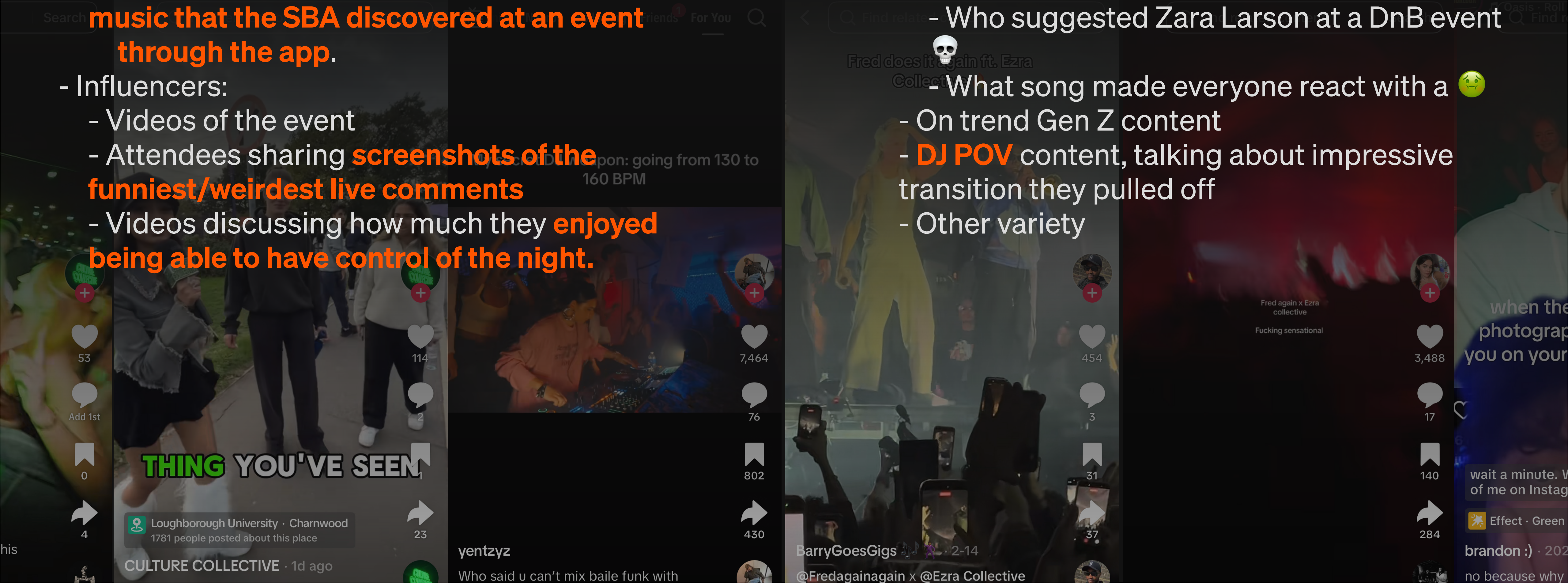
# Socials Content

## UGC

- SBAs:
  - **Informative Posts and reels**
  - Carousels of underground/unreleased **music that the SBA discovered at an event through the app.**
- Influencers:
  - Videos of the event
  - Attendees sharing **screenshots of the funniest/weirdest live comments**
  - Videos discussing how much they **enjoyed being able to have control of the night.**

## Brand Content

- **Streetstyle interviews** of attendees at the events
- Videos referencing the interactive aspects:
  - Who suggested Zara Larson at a DnB event
  - What song made everyone react with a 🤔
  - On trend Gen Z content
  - **DJ POV** content, talking about impressive transition they pulled off
  - Other variety



# OOH Ads

Rather than relying on passive billboards, Pulse uses **guerrilla OOH** to tap into student curiosity and underground music culture. **QR stickers** placed across campuses and nightlife hotspots **unlock unreleased tracks, secret mixes and early access to event details.**

To build local cultural relevance, Pulse would collaborate with **emerging street artists** to create **genre-specific murals** in culture-centric locations such as skate parks, creative districts and nightlife areas, **revealing event details and lineups organically.**





# Conclusion

# 004

## So What?

**By introducing people at the event to the SoundCloud app as well as to SoundCloud exclusive DJs, the brand is being exposed to more students than ever, with the event acting as the entry point.**

## So What?

**By tying live event energy straight back into the app, this campaign turns crowds into active listeners. It takes casual Gen Z love for SoundCloud and turns it into a brand at the heart of student culture.**

**Why this works.**

**91% of consumers say they're more likely to purchase or engage with a brand after participating in a brand activation and 82% of Gen Z attend live experiences like pop-ups and brand activations at least once a month.**

**How we'd  
measure it.**

**We'd measure app widget opens per event, SoundCloud account sign-ups in event cities in the weeks following, as well as monthly active user rate among 18–24s across pilot cities vs. control cities.**

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