



Spotify x The Unsent Project

Songs We *Never Sent*

An integrated media relations campaign concept

Some feelings are easier to express through a song.



A hypothetical concept, not an official Spotify or Unsent Project communication.

I still hear it every time it rains.

▶ The song that's you

*I never told you I kept your
last voicemail.*

▶ The song that's you

*Thank you for everything. I
never said it.*

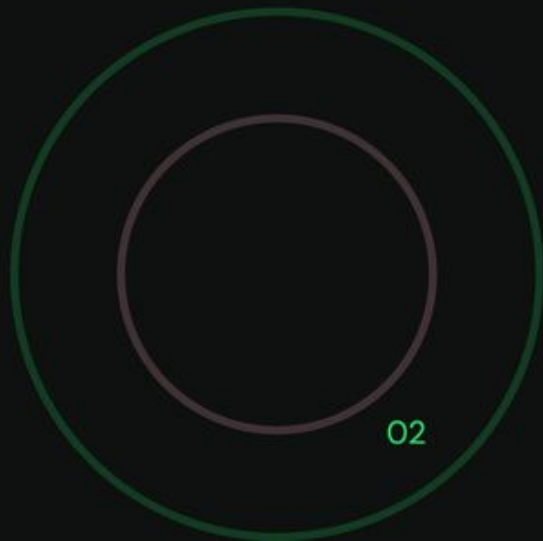
▶ The song that's you



THE QUESTION

What happens when the **words we never said** meet the **songs** that say them for us?

Spotify connects people through music. The Unsent Project gives people a place to say what they never sent. Together they turn private feelings into a shared listening experience.



WHY THE PAIRING WORKS

Two brands, **one purpose**



The Unsent Project

Launched in 2015 by artist Rora Blue as an anonymous archive of messages people never sent, mostly to first loves.

Each message is shown on the color its sender associates with that person.

Featured by Huffington Post, Teen Vogue, Cosmopolitan, Refinery29, Women's Health and Good Morning America.



Connects people through music, and knows how a song can hold a memory.

Brings playlists, artist relationships and a listening experience that the archive has never had.

Gives each unsent message a soundtrack.

THE AUDIENCE ALREADY EXISTS

A decade of **unsent** messages

11M

messages to first loves
submitted since 2015

Unsent Project; Washington Post,
Aug 2026

7K

new messages approved
by moderators each week,
on average

Washington Post, Aug 2026

310K

followers on Instagram
and growing

@theunsentproject [confirm before use]

Founded in 2015 by artist Rora Blue. A built-in audience, and an archive that renews every week.

WHY IT MATTERS

Why songs and lyrics matter to Gen Z

73%

of 16–24-year-olds say lyrics help them process difficult feelings

Youth Music (UK), 2023

60%

of US 13–24-year-olds say music helps them connect with their emotions

Edison Research and SiriusXM, Q4 2024

96%

say the music they choose says something about who they are

iHeartMedia and Critical Mass Media, June 2026

Why the exhibition fits

- Lyrics help young people process feelings, and an unsent message does the same job
- Music choice is personal identity, so pairing a song with a message adds meaning
- About 70% worry about being judged for what they play, so anonymity lowers the barrier
- 54% of 16–24s say lyrics ease loneliness, and a shared space turns that into community

Youth Music has not published its sample details. The iHeart sample is radio listeners aged 18–64.

WHY NOW

Unsent letters are **having a moment**

Mainstream press is noticing

The Washington Post ran “The internet is overflowing with unsent love letters” in August 2026.

Anonymous sharing is growing

The Post reports the app A Map of Us passed 300,000 users, with searches nearly tripling in a year.

Gen Z speaks indirectly

The Post ties young people’s caution about direct romance to a pull toward anonymous outlets.

Research backs the ritual

A CHI 2026 study found unsent messages can create a pause and help people let go.

THE PLAN · OBJECTIVES

Four goals

1 · Awareness

Earn coverage in Teen Vogue, Billboard, People and The Cut.

2 · Participation

Invite the country to share a message and a song.

3 · Engagement

Fill the NYC exhibition and get the themed playlists streaming.

4 · Brand

Position Spotify as the place music meets personal moments for Gen Z.

Specific targets are set with the client once scope and budget are agreed.

THE PLAN · AUDIENCES

Who we are **talking to**

Primary · Gen Z music fans

Young people who use songs to say what they feel.
Reached through social, Spotify and artists.

Secondary · Unsent followers

An existing community on Instagram and the archive.
Reached through the project's own channels.

Influencers · Artists and creators

Musicians and writers who tell the stories. Reached
through direct invitations.

Media · Journalists

Editors at Teen Vogue, Billboard, People and The Cut.
Reached through tailored pitches.

THE PLAN · SWOT

Where we stand

Strengths

- 11M+ messages and a loyal community
- Spotify's global reach and music catalog
- A simple, emotional idea

Weaknesses

- No existing Spotify partnership yet
- Sensitive content needs careful handling
- Depends on venue and artist approvals

Opportunities

- Unsent letters are in the news now
- Gen Z uses music to express identity
- A data story for a second news cycle

Threats

- Backlash if messages are mishandled
- Privacy concerns around anonymity
- Other apps in anonymous sharing

THE PLAN · STRATEGIES

How we **get there**

Make it personal

Anyone can submit a message and a song.

Let artists lead

Real artist stories give the press a face and a song.

Build for the press

Tailored pitches and a preview before opening.

Keep it going

Playlists and a data story outlast the exhibition.

Protect trust

Moderation, consent and support throughout.

THE CAMPAIGN

Five parts of **one campaign**

- 1 NYC museum-style exhibition** Anonymous messages on the wall, songs on headphones
- 2 Artist storytelling series** Musicians share songs tied to words they never said
- 3 Nationwide digital campaign** Anyone can submit a message and a song
- 4 Press preview event** Journalists see the installation before it opens
- 5 Spotify playlists** First love, regret, closure and missed connections

PILLAR 1

Museum-style exhibition in NYC

The visitor journey

1. Read selected anonymous messages on the gallery wall
2. Listen at a headphone station, or scan a QR code to play the song
3. Add a message and a song of your own

Why press will cover it

A quiet, photographable space where journalists can hear the stories in person.

Venue: a museum or gallery space in New York [to be confirmed]



Reference image: headphone listening stations in a gallery

EXAMPLE

A sample submission

ANONYMOUS · COLOR: ROSE

I should have called after you moved away. I still think about our old street more than I would ever admit.

▶ hope ur ok · Olivia Rodrigo

The message

Anonymous, with no names or details that identify anyone.

The song

Chosen by the writer from Spotify, the song that reminds them of that person.

On the wall

Visitors scan a QR code or use a headphone station to listen.

PILLAR 2

Artist **storytelling** series

Format

One artist, one song, one message they never sent, told in a short video and a written piece.

Lineup

A mix of emerging and established musicians.

Ideas on the next slide

Press value

Interview opportunities for music publications, and a reason for fans to share the story.

ARTIST IDEAS

Artists known for **unsaid words**

Olivia Rodrigo

hope ur ok: support for childhood friends she lost touch with

the grudge: forgiving someone before you are ready

Billie Eilish

my future: needing space and self-reliance

What Was I Made For?: feeling lost and disconnected

Gracie Abrams

I know it won't work: cutting contact with an ex you still care about

Difficult: anxiety and strain with the people close to her

Taylor Swift

All Too Well: working through the end of a relationship

marjorie: what she wished she had said to her grandmother

EXAMPLE

A sample artist story

ARTIST STORY · MOCK-UP LAYOUT

[Artist name]**The song:** [Song title]**The unsent message:** [Written by the artist, in their own words]**Why this song:** [The artist's own note] Play on Spotify

Format

A short video and a written piece, one artist and one song each.

In their own words

Every message and quote is written and approved by the artist.

Press value

Each story gives music outlets an interview and a song to feature.

Layout mock-up. Fields in brackets are filled in by each participating artist.

PILLAR 3

Nationwide digital campaign

Open submissions

People across the country add an anonymous message and the song that goes with it.

Curated selection

Selected entries are featured in the exhibition and in campaign content.

Safeguards

Moderated and anonymous: no names or identifying details are published.

THE DATA STORY

What the campaign could reveal

The songs we pair with regret

Which tracks people most often attach to a message they never sent.

A color for every song

Which songs sit with which Unsent Project colors.

Where the unsent live

How song choices differ by city and region.

When feelings surface

How themes shift by season, holiday or time of night.

Anonymized, aggregated findings give editors a story to run after the exhibition closes.

PROPOSED SAFEGUARDS

Built with care

Anonymous

No names or identifying details on display.

Moderated

Every message reviewed before it goes on the wall.

Clear guidelines

Rules on harassment, threats and private details.

Remove on request

A simple way to report or withdraw a message.

Support on site

Mental health resources at the exhibition and online.

Consent first

Opt-in for display and for use in campaign content.

Builds on the moderation The Unsent Project already uses. Details to be agreed with both partners.

PILLAR 5

Themed Spotify playlists



First love

Songs for the first person you ever loved.



Regret

Songs for what you wish you had said.



Closure

Songs for endings that finally made sense.



Missed connections

Songs for the ones that almost were.

Each playlist links back to the stories behind its songs, turning the emotion into music discovery.

MEDIA PLAN

Tailored pitches **by outlet**

Outlet	Angle	Hook
Teen Vogue	Gen Z, first love and honest feelings	A new way to take part in a project it has already covered
Billboard	Music discovery and artist storytelling	Artists reveal the songs tied to words they never said
People	Human interest and emotional personal stories	Participating artists and the stories behind each song
The Cut	Culture, relationships and modern rituals	An NYC exhibition built around the texts we never send

Each outlet gets its own pitch and an invitation to the press preview.

THE PLAN · TACTICS

The PESO mix

Paid

- Spotify in-app placements
- Targeted social ads for submissions
- Promoted artist videos

Earned

- Tailored pitches to four outlets
- Press preview event
- Data-story follow-up

Shared

- Instagram and TikTok submissions
- Artist story videos
- Visitor photos at the exhibition

Owned

- Themed Spotify playlists
- Unsent Project site and Instagram
- Submission page and exhibition

Internal: Spotify app and newsletter, Unsent channels, employee ambassadors

External: media, artists, the NYC venue, creators

MEDIA MATERIALS

Pitch letter + press release

To: [Journalist], Teen Vogue

Subject: Songs We Never Sent: An NYC Exhibition Pairing Anonymous Messages With the Songs That Say Them

Dear [First name],

I wanted to share a campaign Teen Vogue readers will connect with. Songs We Never Sent pairs anonymous unsent messages with the Spotify songs that remind people of someone, and brings them to life in an immersive NYC exhibition...

Best regards,
Laleshka Romero
Mock Up Agency

FOR IMMEDIATE RELEASE · [Date]

Spotify and The Unsent Project Invite the Country to Share the Songs They Never Sent

Immersive NYC museum-style exhibition pairs anonymous messages with the songs that say what words couldn't

NEW YORK—**Spotify and The Unsent Project will open “Songs We Never Sent,” an immersive exhibition** where visitors read anonymous messages, scan QR codes to hear each song, and add their own...

Contact: Laleshka Romero · mockup@gmail.com

ROLLOUT · DATES TO BE CONFIRMED

Five **phases**

Prepare

Confirm partners, venue and artists. Build the submission site and press kit.

Announce

Open nationwide submissions and start pitching outlets.

Preview

Press preview with Rora Blue and participating artists.

Open

Exhibition opens to the public. Playlists and the artist series go live.

Extend

Share visitor stories and results while submissions stay open.

MEASUREMENT

How we will know it **worked**

Awareness

Placements in target outlets, reach and tone of coverage

Participation

Submissions received, from how many states, new vs returning

Engagement

Exhibition visits, playlist streams and saves, social shares

Brand

Sentiment and mentions linking Spotify to personal moments

Tracked with media monitoring, the submission platform, venue and Spotify data, and social listening. Targets are set with the client.

POSITIONING

What already exists and **what is new**

Already exists

- The Unsent Project message archive
- The color-based artwork
- The project's existing press coverage

New in this campaign

- The music pairing for every message
- The listening experience and QR codes
- Artist involvement
- The Spotify collaboration

No official Spotify partnership with The Unsent Project was found in public sources. This deck is a hypothetical concept.

NEXT STEPS

Songs We *Never Sent*

- 1 Confirm both partners and Rora Blue's involvement
- 2 Shortlist the NYC venue and the artist lineup
- 3 Draft tailored pitches for Teen Vogue, Billboard, People and The Cut

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