



Spotify x La Vara 2025

Jóvenes Talentos Category – Creative Brief

How can Spotify make our culture travel?

Context

La Vara is one of the most respected creative awards in Central America and the Caribbean. The festival is relaunching their *Jóvenes Talentos* Category, sponsored by Miami Ad School Punta Cana.

This competition is open to students and young professionals from across the region — Caribbean and Central America. It's a chance to show what creativity looks like when it's fueled by culture, rhythm, and the voices of the next generation.

And this year, we're inviting you to team up with Spotify.

The Challenge

Spotify wants to be more than just a streaming platform.

It wants to be a bridge — between creators and audiences, between local and global, between tradition and innovation.

So here's your brief:

Prompt: How can Spotify make our culture travel? Spotify wants you to imagine new ways that its platform can become a bridge between local creators and global audiences.

Challenge: Create a campaign, experience, or content idea that uses Spotify as a platform to spotlight, amplify, or reimagine our cultural identity through sound and/or video. For example, it can be a bold brand campaign or visual concept; an interactive experience; a social activation; a new format for storytelling or for discovering creators (music artists, podcasters, authors)



The only rule is that it must celebrate the richness of our region, and the power of the platform and its technology (think of Spotify's AI tools and algorithms) to shape how the world hears and sees your culture.

Your Idea Should Answer:

- How can Spotify help our music, stories, humor, languages, or traditions reach global audiences?
- How can technology (Spotify's platform, algorithms, and AI tools) become a tool for cultural empowerment?

Deliverables

Your submission should include:

- A powerful insight behind your idea.
- A clear creative concept (a phrase or tagline that sums it up).
- A visual or content demo: mockups, storyboards, scripts, sample assets, or any format that brings the idea to life.
- A short explanation of why it matters to your generation and how it celebrates your culture.

Judging Criteria

Your idea will be evaluated on:

- Creativity & originality
- Cultural relevance & authenticity
- Use of Spotify as a platform
- Feasibility and execution potential

What's at Stake

- USD 1,000 in educational credit at Miami Ad School Punta Cana for each member of the winning team.
- USD 500 in educational credit at Miami Ad School Punta Cana for each member of the second-place team.
- USD 250 in educational credit at Miami Ad School Punta Cana for each member of the third-place team.
- Visibility across Spotify and La Vara platforms
- The chance to put your name (and your culture) on the map