

TAF!26 AWARDS ENTRY PRESENTATION

**MAKE THE
FIRST LISTEN
GREAT AGAIN**

An ecosystem-powered album premiere

Yandex Kazakhstan Ecosystem

Yandex Music became the core of the music mechanic: presave, artist catalogue listening and ticket drops.

The wider Yandex Kazakhstan ecosystem helped turn the XIV release into a user journey: from digital touchpoints to a ride to the live premiere.

ONE PREMIERE. ONE YANDEX ECOSYSTEM



FROM DIGITAL TO REAL LIFE

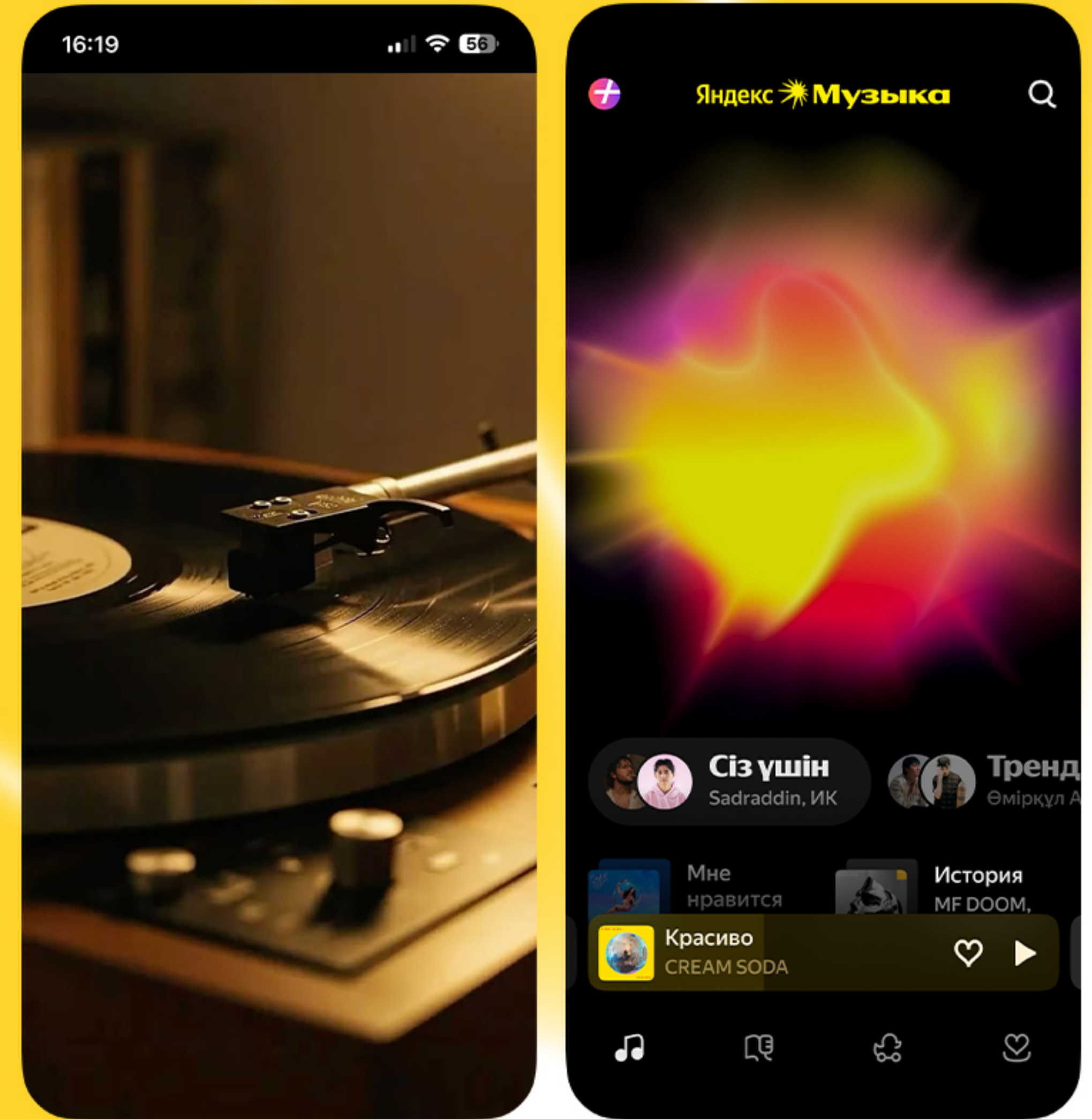
In Yandex Go, users could request a ride with one tap and go directly to the Listening Party.

Streaming made music instant

Releases became easier to overlook

Album releases used to feel like events: people would cross the city to get a record, and the first listen could become a memory.

In the streaming era, music is one click away. But convenience also means releases can disappear into an endless flow of new content.



How could a release feel like a major event again?

Four objectives. One release.



CULTURAL

Make XIV stand out from the flow of new music and make the first listen feel special again.



PRODUCT

Connect listeners' digital behaviour with an offline reward: access to an exclusive premiere.



ECOSYSTEM

Turn the release into an ecosystem-wide event by bringing together Yandex Kazakhstan services around it.



COMMUNICATION

Generate organic reactions from fans, influencers and media.

04 INSIGHT + IDEA

The first listen can never be repeated.

**YOU ONLY
HEAR IT FOR
THE FIRST TIME
ONCE.**

To make the release feel like an event again,
we had to bring back the emotion, anticipation
and specialness of the first listen.

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05 SOLUTION: LISTENING PARTY

A closed pre-release listening experience

XIV was premiered through a Listening Party held 24 hours before the official release.

The artists shared the stories behind the tracks and experienced the audience's first reaction in person - not through streams or comments.

Fans heard the new music first, together with the people who created it.



1,700 guests heard XIV first

ONE PREMIERE. ONE YANDEX ECOSYSTEM.

The premiere did not live only in Yandex Music. Listening Party promotion appeared in Yandex Music and Kinopoisk, as well as across Yandex Go services: Lavka, Food, Afisha, Intercity and Cargo Delivery.

Users encountered the release in familiar journeys: inside apps, on the map and during rides.

7 SERVICES > 1 PREMIERE



Access could not simply be bought.

Only the most engaged listeners could get access to the premiere. The mechanic was tied to activity in Yandex Music.



Activate
Yandex Plus



Presave
XIV

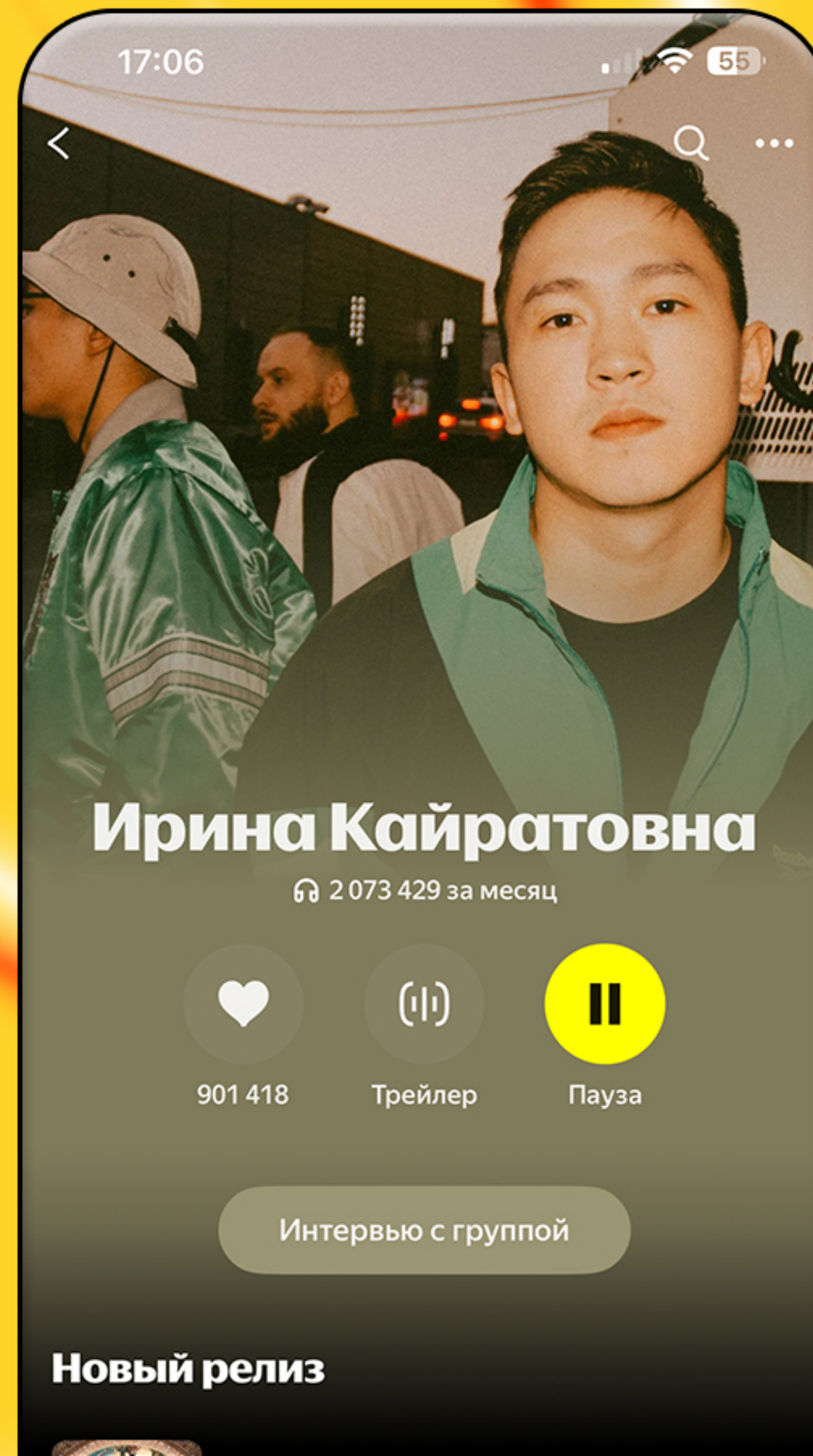


Listen to
Irina
Kairatovna



Follow
ticket drops

DIGITAL ENGAGEMENT > REAL-LIFE ACCESS



A closed format did not limit reach

Thousands of viewers joined the premiere online, while fans, bloggers and media carried the first listen far beyond the venue.

1,700

GUESTS AT THE
LISTENING PARTY

9,200

LIVESTREAM
VIEWS

507

UGC
POSTS

3.5M

UGC
REACH

165

INFLUENCER
PUBLICATIONS

2.7M

EARNED PR
REACH

The digital mechanic delivered measurable results

The campaign did more than create an event around the release. It drove users toward specific product actions.

4,200

REACTIVATED
USERS KPI

11,800

PRESAVES KPI

3,150

TICKET MECHANIC
PARTICIPANTS -
185% KPI

+200K

MONTHLY
LISTENERS

#10
#40

GUCHI / MUN
KAZAKHSTAN
TOP-100

ONE PREMIERE. ONE YANDEX ECOSYSTEM

7 SERVICES -> 1,700 GUESTS -> MILLIONS REACHED