

Spotify's New Ads Celebrate Music's Wildest Fan Rituals

Some Pitbull fans love to dress like the Miami rapper, donning sunglasses, suits, and bald caps. Others draw goatees on their chins to mimic his distinct look.

Spotify honors these and other rituals of diehard fans in the latest chapter of its "Fan Life" campaign, which debuted in April. For this installment, the streamer is expanding upon the vivid photography of the original ads with films that dive into the real-life fandoms of Pitbull, Bad Bunny, Charli XCX, Lil Uzi Vert, Rezz, Sleep Token, and Megan Moroney.

Every fan has different ways of showing their dedication. The Pitbull ad, for example, shows a group of concertgoers on a bus, carefully putting the finishing touches on their matching uniforms.

In another spot, a young Bad Bunny fan delicately twirls his abuela as they dance together in a crowded kitchen, as others look on and applaud.

Meanwhile, a couple of Charli XCX devotees ride a bike through a neighborhood after an extremely late night out. They're laughing hysterically, with one holding a handful of pink balloons.

The ads, created by Spotify's in-house team, will appear on social, billboards, and subway stations in the U.S., Canada, U.K., France, Brazil, Mexico, Australia, Germany, Italy, Spain, and Colombia.

Other spots depict crowds wearing Rezz's trademark HypnoGoggles; young women belting out lyrics to Megan

Maroney's "Tennessee Orange;" and Young Sleep Token fans spray-painting lawn flamingos black in honor of the mysterious English metal band.

"Fan Life" will also spotlight the fans of local artists revered by regional audiences, including Aitana (Spain), La Mano 1.9 (France), Nina Chuba (Germany), Sabino (Mexico), Pabllo Vittar (Brazil), and PinkPantheress (U.K.).

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