

What Success Sounds Like

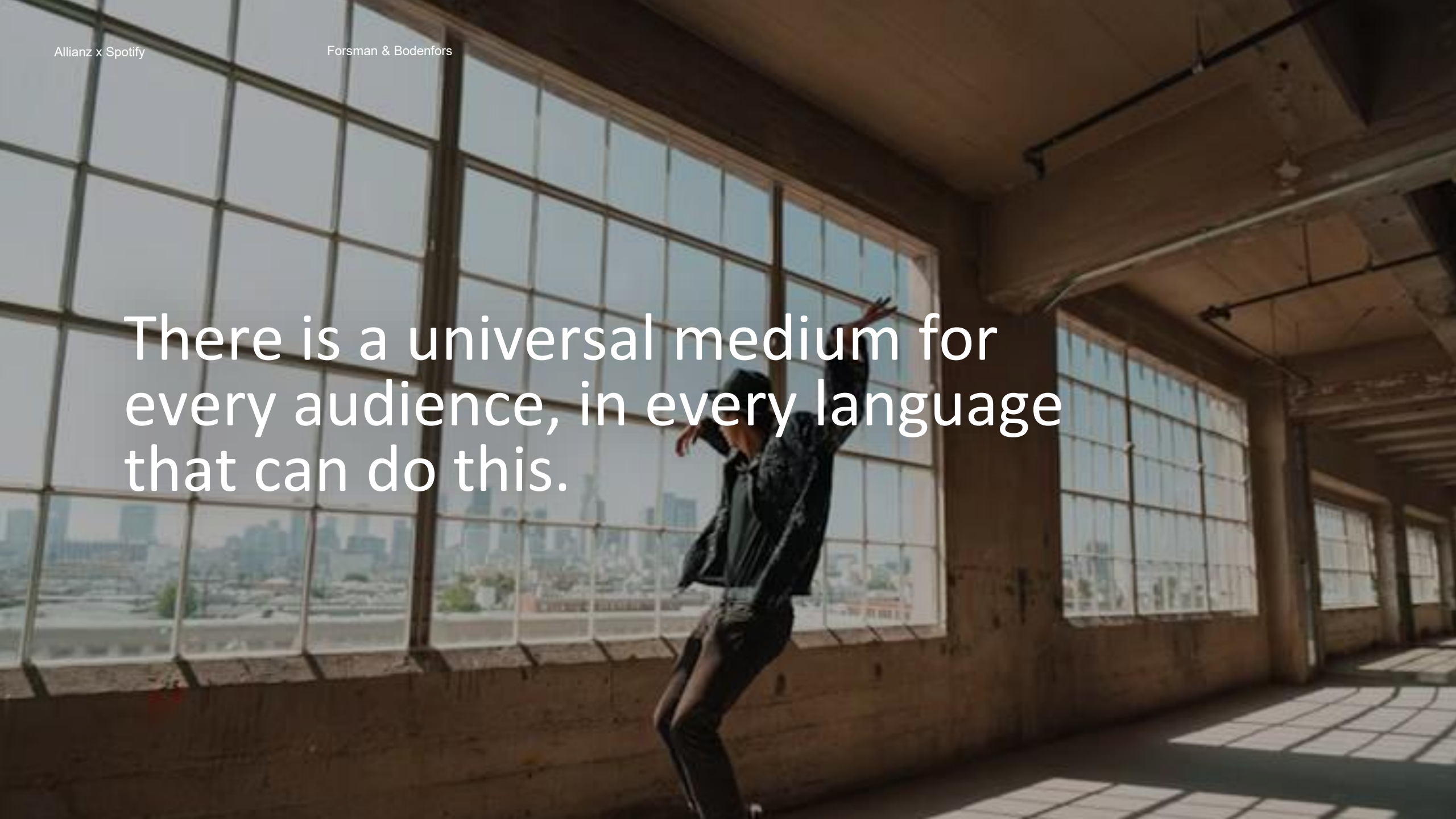
Showcasing how brands used audio to deliver business success



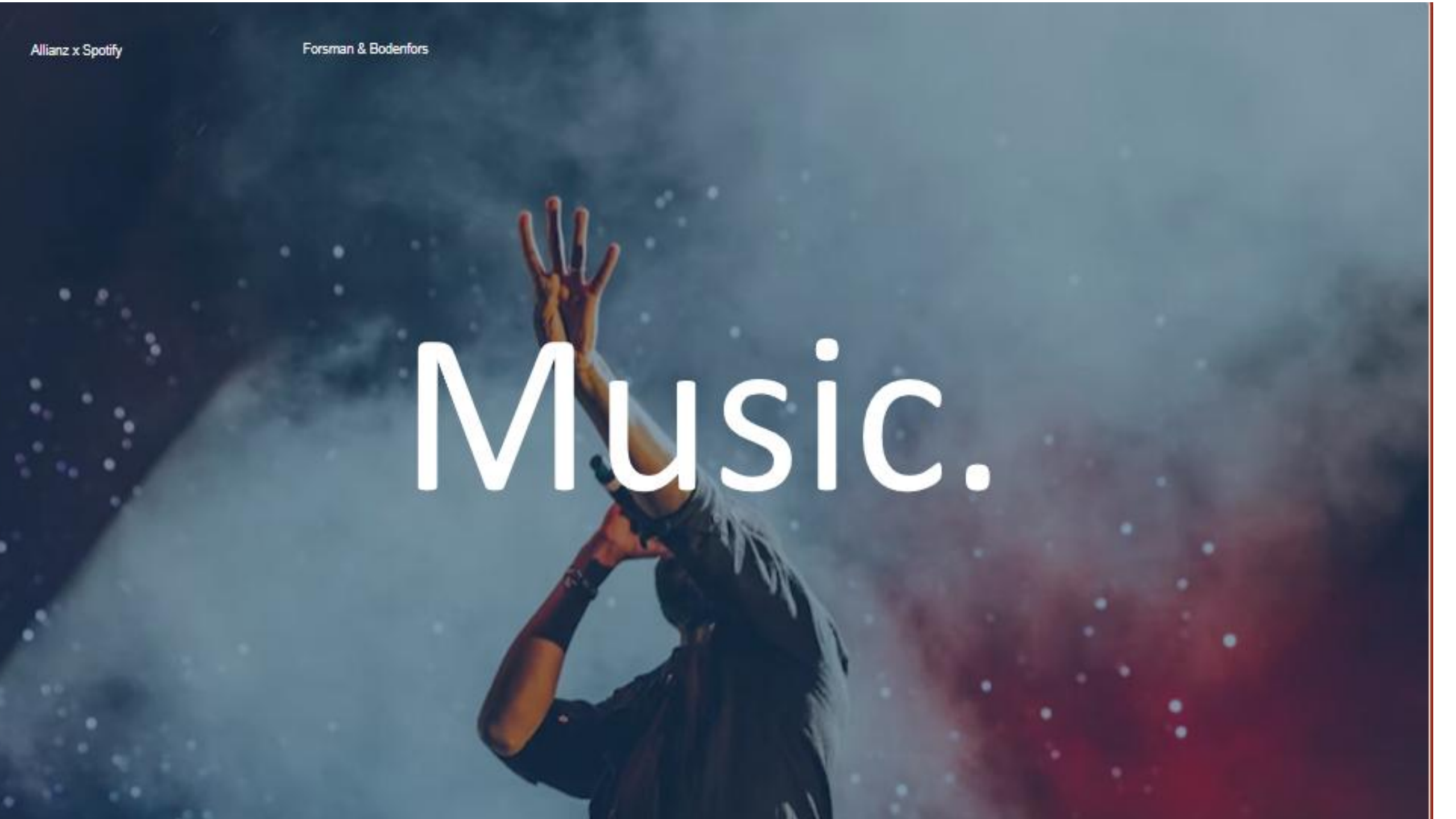
Allianz Spotify Partnership

Rising numbers are being killed on our roads.

How do we play our part in helping to address this?



There is a universal medium for
every audience, in every language
that can do this.

A person is shown from the chest up, with their arms raised in a gesture of joy or celebration. They are wearing a dark, short-sleeved shirt. The background is a vibrant, colorful display of light trails and bokeh, suggesting a night scene with fireworks or a concert. The colors range from deep blues and purples to bright pinks and oranges. The word "Music." is overlaid in a large, white, sans-serif font, centered horizontally and slightly above the middle vertically.

Music.

Studies have shown that music has a direct correlation to how you drive.

Speed

Alertness

Reaction Time

Decision Making

Motorists listening to higher tempo songs in the car are more likely to drive erratically, a study has found.

This indicated a higher crash rate, the study concluded.

FAST-PACED MUSIC MAKES DRIVERS MORE LIKELY TO BREAK THE SPEED LIMIT

Rock 'n' roll makes you drive like a bat out of hell, study finds

LAW-ABIDING motorists intent on sticking to the speed limit may want to consider switching to Smooth FM when behind the wheel, as a new study suggests you're more likely to drive dangerously while listening to fast-paced tunes.

Research carried out by scientists at the South China University of Technology indicates an uptempo playlist could substantially increase the chances of drivers exceeding the speed limit. According to the findings, the car users who listened to music playing at 120 beats per minute (bpm) or faster were clocked at speeds between 5mph and 10mph higher than the drivers who had sub-80bpm light music playing at 80bpm, or no music at all.



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> Int J Environ Res Public Health.

2019 Aug 2;16(15):2766. doi: 10.3390/ijerph16152766.

Effect of Music Listening on Physiological Condition, Mental Workload, and Driving Performance with Consideration of Driver Temperament

Huiying Wen^{1 2}, N N Sze³, Qiang Zeng^{4 5 6}, Sangen Hu⁷

Affiliations + expand
PMID: 31382474 PMCID: PMC6695829 DOI: 10.3390/ijerph16152766
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ACTIONS

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Fast music makes motorists drive badly, study shows



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SAFETY

The Sun

Published September 24, 2019 11:29am EDT

Motorists drive [faster and more erratically](#) when listening to fast music, experts say. Drivers should keep music below 120 beats per minute, they add.

Volunteers in a simulator changed lanes about 70 times an hour when listening to light music or none at all – but those listening to faster rock switched lanes 140 times. They also drove at up to [10mph faster](#).

This is more than a cultural truth, it's a scientific one.



Music matches different ranges of our heartbeats which can influence our feelings and behaviours.



Music has the ability to deeply encode information and experiences into our memories.

Songs with more than 120 beats per minute were found to have the worst impact on driving.

- In some cases high tempo songs resulted in participants driving up to 10mph faster.
- The amount of lane changing doubled in an hour long simulation of driving when listening to high tempo rock.

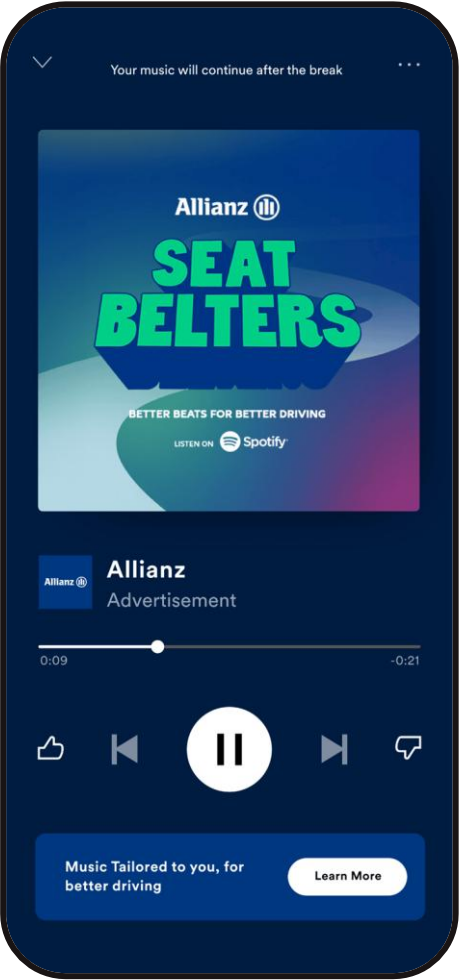
IDEA:

Seat Belters

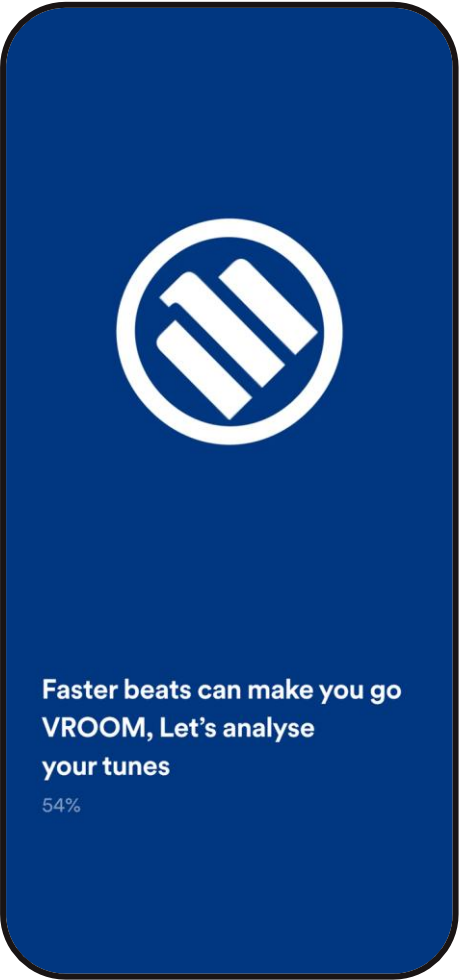
This is a tool created by Allianz in partnership with Spotify aimed at promoting safe driving through music.

Our tool analyzes a driver's Spotify listening history and creates playlists tailored to their favourite genres — but with a BPM optimised for safe driving.

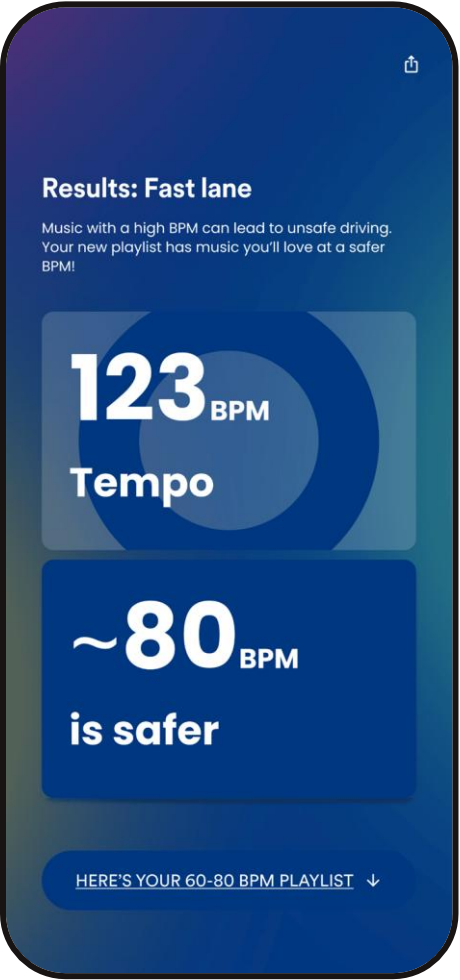




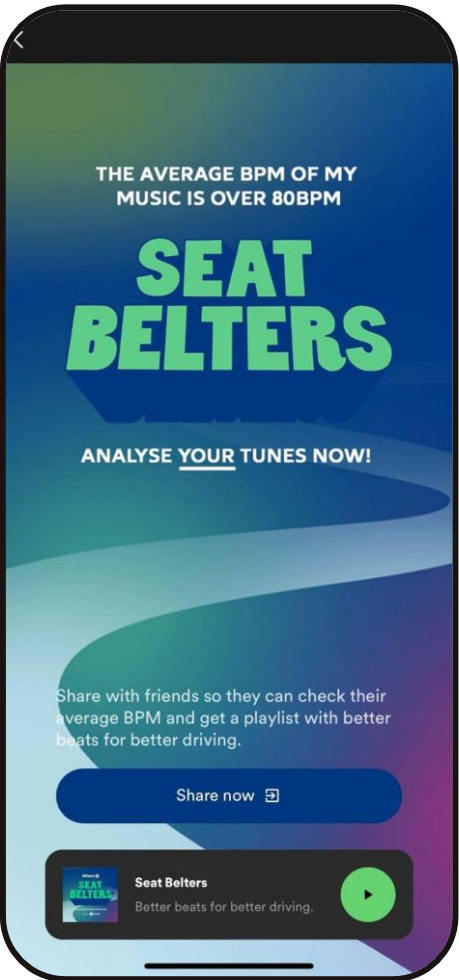
Audio Driver



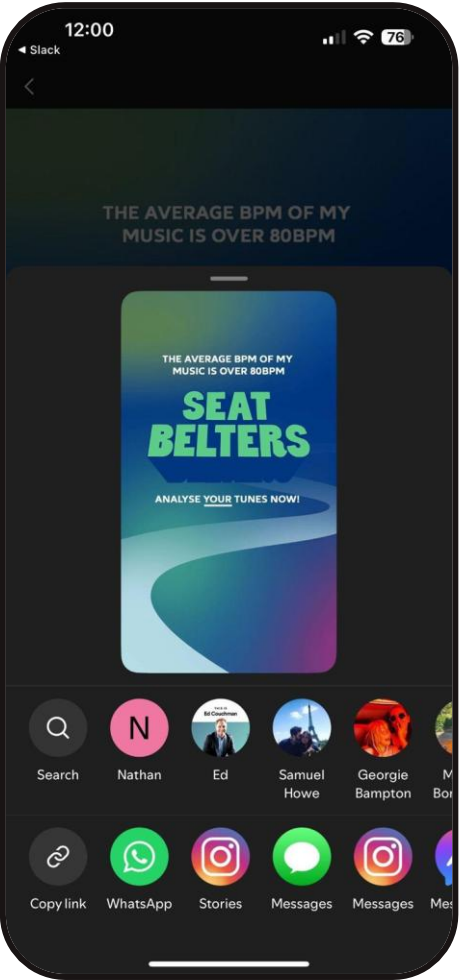
The Stage
Listening Analysis



BPM Results



Playlist Generation



Share Card



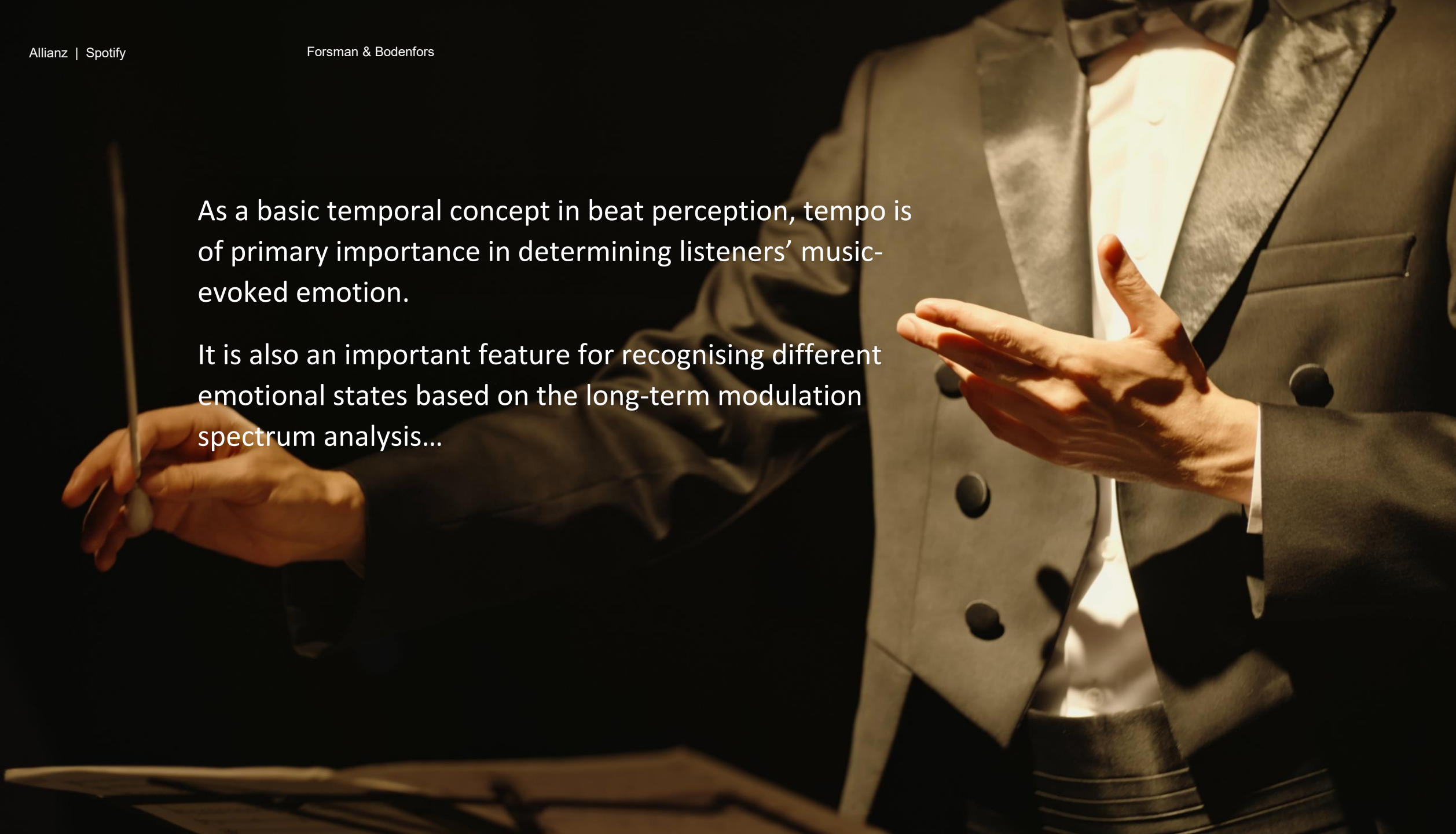
We wanted to launch Seat Belters with an activation that it deserves.

Something fun, shareable, and easy to understand... and yet so capable of introducing new concepts such as BPM and their effect on our behaviour on our roads.

Basically, we need our audience to understand the following...

As a basic temporal concept in beat perception, tempo is of primary importance in determining listeners' music-evoked emotion.

It is also an important feature for recognising different emotional states based on the long-term modulation spectrum analysis...



A photograph of two men standing in front of a vintage car in a studio setting. The man on the left is older, with white hair and glasses, wearing a dark quilted jacket. The man on the right is younger, with dark skin and dreadlocks, wearing a light-colored North Face jacket with his arms crossed. The background features blue and purple lighting, a bright light source, and a screen displaying the Allianz logo. The car's hood and windshield are visible in the foreground.

To demonstrate this, here's Big
Manny and Stewart Copeland in
a vintage cop car.

Dashboard Drumming

A photograph of two men standing in a studio. The man on the left is older, with white hair and glasses, wearing a dark quilted jacket. The man on the right is younger, with dark skin and dreadlocks, wearing a light-colored jacket. They are standing in front of a drum set. The background is dark with blue and purple lighting. A large, bright light source is visible in the upper center. The Allianz logo is visible on a screen in the background.

A photograph of two men standing in a studio setting. The man on the left is older, with white hair and glasses, wearing a dark quilted jacket. The man on the right is younger, with dark skin and dreadlocks, wearing a light-colored North Face jacket. They are standing in front of a dark car. The background is filled with blue and purple light panels and studio equipment like lights and stands.

A beautifully simple yet highly effective introduction to the science behind Seat Belters, with a strong CTA to drive both awareness and use of the tool.

The Science



Big Manny has amassed almost 4m followers on his social channels, thanks to his uncanny ability to make science relatable and easy to understand.

With his clear explanations and engaging style, he connects directly to our target audience, bringing complex concepts to life in a way that's both educational and entertaining.

Watch him [here](#)



The Beat 🎵

Stewart Copeland needs no introduction — he's the iconic drummer behind the legendary band, The Police. With his slew of timeless hits like Roxanne and his infectious energy, he's the perfect fit to attract attention and bring an unforgettable beat to this concept.





Allianz and Spotify.



SEAT BELTERS

Press Coverage

TRENDING:

FEATURES & ANALYSIS

SCHOOL REPORTS

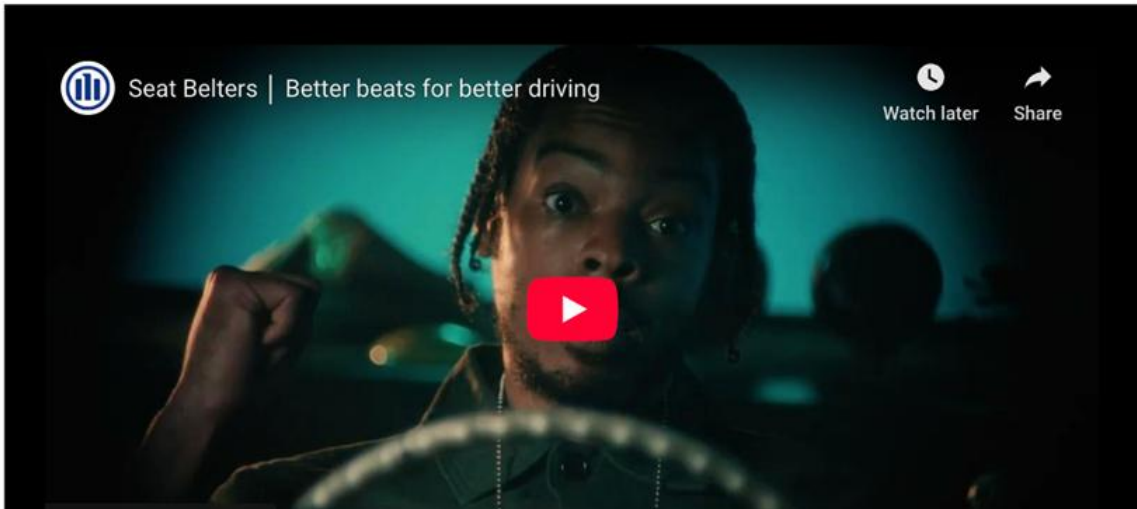
BEST PLACES TO WORK

MARKET REPORTS

PODCASTS

Allianz “Seat belters” by Forsman & Bodenfors Dublin

Added 19 hours ago



Seat Belters | Better beats for better driving

Watch later Share

Agency
Forsman & Bodenfors

Sector
Financial services

Financial services company Allianz highlights that slower music can encourage safer driving with personalised playlists created in partnership with Spotify.

The work is centred on a data-driven experience, which is available on the music streaming platform and allows people to

Creative

Allianz's Personalised Playlist Encourages Better Driving

F→B

Forsman & Bodenfors Dublin

Advertising Agency
Dublin, Ireland



111



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15/05/2025

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Creative in association with [Gear Seven](#)



More News from Forsman & Bodenfors
Dublin



[Home](#) > [Campaigns](#) > [F&B Campaign for Allianz Harness the Power of Spotify for Safer Driving](#)

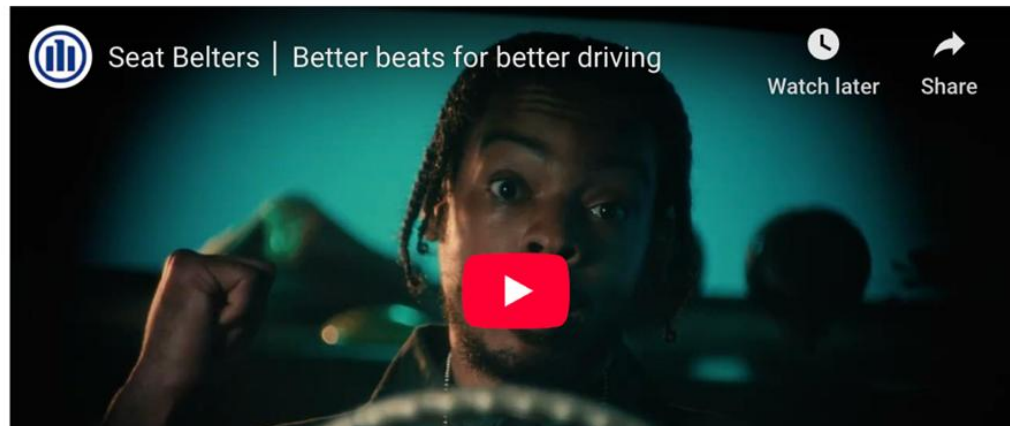
NEWS

F&B Campaign for Allianz Harness the Power of Spotify for Safer Driving

May 16, 2025

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May 16, 2025

Out Look: Lovely Day for a Drop

May 16, 2025

Yvonne Caplice Rejoins Bloom as Managing Partner

May 16, 2025



**SEAT
BELTERS**

Allianz  LISTEN ON  **Spotify**
BETTER BEATS FOR BETTER DRIVING



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Seat Belters is an innovative tool leading the way on road safety through tech and music.

MORE STORIES



Garda Kevin Flatley was 'a great garda and family man' with a focus on community, funeral hears



International Criminal Court prosecutor steps down while sexual misconduct probe is carried out



Ireland are out of the Eurovision after being eliminated in tonight's semi-final

Allianz and Spotify drop 'Seat Belters' playlist to drive safer habits



by Tom Gosby

Posted on 15 May 2025



Allianz Australia has partnered with Spotify to introduce 'Seat Belters', an in-app experience that generates personalised playlists aimed at encouraging safer driving behaviours through slower tempo music.

 SHARE

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 EMAIL

Allianz Australia has collaborated with Spotify to launch 'Seat Belters', a new in-app experience designed to promote safer driving during National Road Safety Week (12–18 May). The initiative allows drivers to generate personalised playlists consisting of songs within the 60–80 beats per minute (BPM) range, which research suggests can support calmer and more focused driving.



IRISH TECH NEWS

PODCAST CRYPTO BUSINESS SHOWCASE REVIEWS CUTTING EDGE INTERVIEWS

BUSINESS TECH NEWS





**SEAT
BELTERS**

Awards

Irish Audio Awards

Seat Belters

One idea. Two trophies.

↪ Grand Prix & Innovation Award





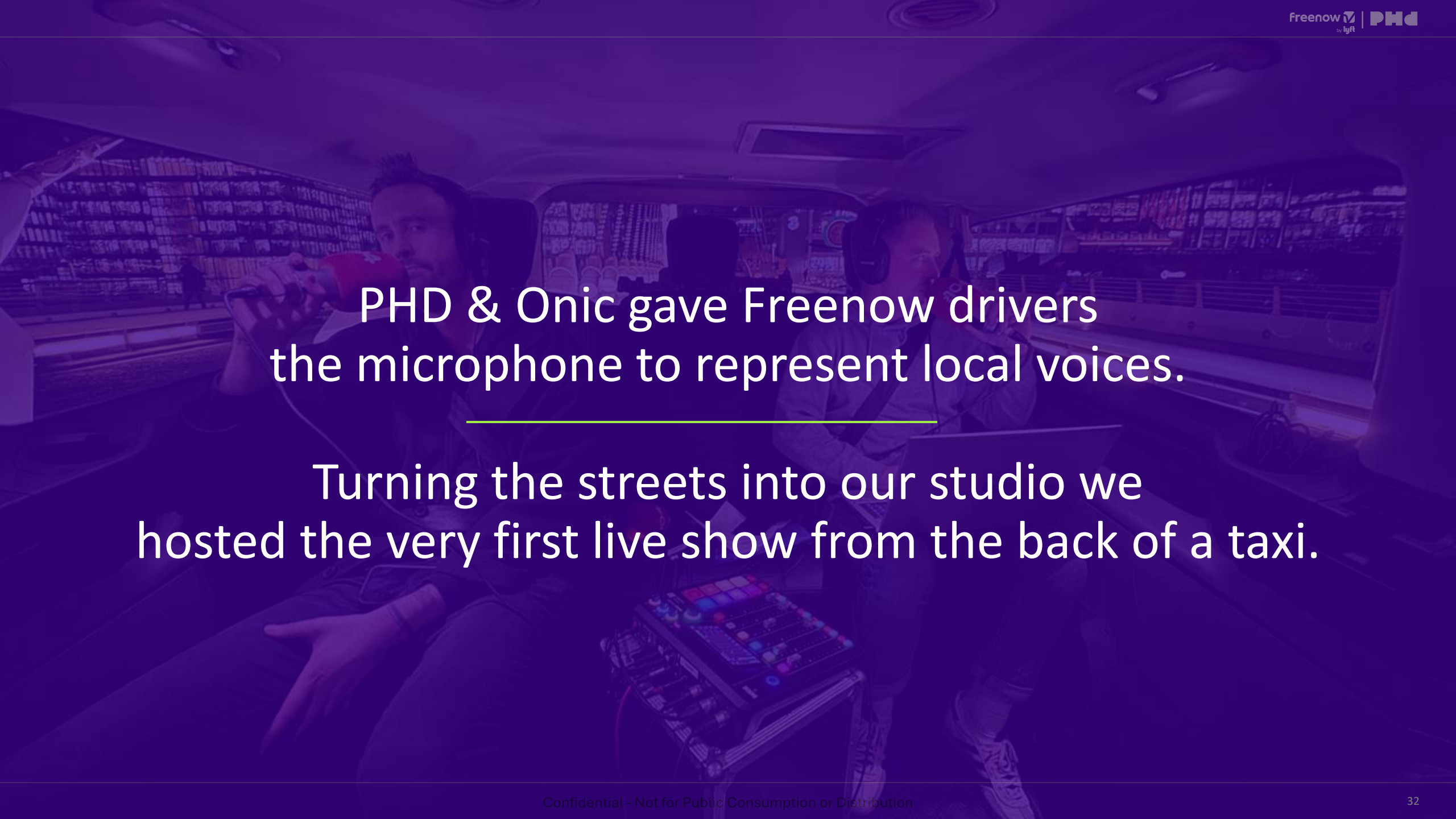
SEAT BELTERS

Results

Thanks!



Making Freenow taxi drivers radios newest voices



PHD & Onic gave Freenow drivers
the microphone to represent local voices.

Turning the streets into our studio we
hosted the very first live show from the back of a taxi.

+75%

app downloads



Emotional
Connection
Metrics



The Challenge

Freenow needed to increase **brand love** and their **emotional connection** with the Irish market



With competition employing aggressive tactics, the category was becoming increasingly commoditised with low brand differentiation.

Bolt Uber



We needed a bright idea to
make Freenow stand out in the
ranks



A photograph of a man with a grey beard and mustache, wearing a grey sweater and dark trousers, standing next to a dark-colored taxi. The taxi has a yellow 'TAXI' sign on its roof and a large yellow 'TAXI' sign on its side with the number '19475'. The background shows a brick building and trees. The entire image is overlaid with a semi-transparent purple filter.

What if we gave the literal voices of Freenow ...



a microphone & platform?

GRAHAM & NATHAN

WEEKDAYS 3PM - 7PM

The best chat you'll hear all day



Radio was the perfect media format
(not just the perfect creative format!)

Radio reaches **79.7%** of adults daily

38% tune in to find out what's going on locally in
their community

Radio drives a **72%** uplift in trust and a **12%**
uplift in emotional impact for brands

70% of listeners tuning in to feel connected





LOCAL Radio
LOCAL Voices
LOCAL Drivers

Your local Freenow taxi drivers giving you a steer on what's happening in your local area live on air and on prime time spot & social media



PROUDLY SUPPORTED BY





An Irish media FIRST

Delivering outstanding media value

929k

adults reached across the Onic network with 613 spots on each station.

60

live show on air mentions, alongside +80k views for our real-time social content

500k

digital audio impressions via Onic audio exchange for 30" asset

Shifting emotive brand metrics

Reliability increased by

20 ppts

FREENOW ✓

Recommendation
increased by

3ppts

51% identified
& connected with the
taxi drivers.

Consideration scores
increased by

6ppts



Driving business growth

+75%

app downloads



A sign off from our hosts



11:42

5G

freenow 
by lyft



**Your journey is
nearly complete**

Any questions for Gold?

Thank you





BEAMISH

Genuine **STOUT**
Genuine **CHARACTER**



THE CONTEXT/THE CHALLENGE

A BRAND WITH MOMENTUM IN A CATEGORY WITHOUT PERMISSION

LAYERING IN LEGACY

PUBLISHED NOT PROMOTED

RITUAL NOT RECURSIVE

THE INSIGHT

THE MOST POWERFUL IRISH MEDIA CHANNEL IS STILL THE PUB

Digital speeds life up. The pub slows it down.

THE CREATIVE IDEA



Beamish became the quiet witness to Irish conversation



WHY AUDIO WASN'T A TACTIC – IT WAS THE IDEA

Audio is **invisible**.

Audio doesn't interrupt

Audio feels like memory

STRATEGY AND MEDIA

DESIGNED FOR DISCOVERY, NOT DISRUPTION

Digital Audio → intent, precision and frequency

FM Radio → familiarity

Podcast platforms → depth and emotional dwell time

Social video → atmosphere and warmth, without selling

EVERY CHANNEL PLAYED A ROLE – NONE SHOUTED

EXECUTION

We didn't add atmosphere, we captured it

Real pubs, real sound

Crossy delivered 'next-table energy'

RECORDED, NOT PRODUCED



GENUINE CHARACTERS: THE STORYTELLERS



WHEN AUDIO FEELS RIGHT, PEOPLE STAY

91.8%

LISTEN THROUGH RATE

56%

FULL SERIES COMPLETION



CULTURAL PRESENCE DELIVERED COMMERCIAL GROWTH

2.7M

BROADCAST IMPRESSIONS

+17%

YOY GROWTH FOR BEAMISH

1.9M

DIGITAL AUDIO

87%

IRISH LISTENERSHIP

IF TAPS COULD TALK...THEY'D SAY THANKS

