

## Amazon Music Unlimited

### Problem

How does a music streaming service raise awareness for its unlimited platform?

### Solution

By posting various lyrical messages on bold OOH across the country to highlight its streaming capabilities.

### Background

Amazon launched its paid music streaming service, Amazon Music Unlimited, in the fall of 2016. Despite the competition, Amazon felt it had a strong advantage in the market, especially when the service was paired with Amazon's voice-enabled, connected devices and its intelligent personal assistant, Alexa. Together, Alexa and the Music Unlimited service could uniquely search for songs by lyrics. The challenge was to find the right avenue to tell that story.

### Objective

Amazon wanted a platform to broadcast a feel-good message of unity and hope, making its voice heard consistently around the world. It was targeting consumers who made their purchase decisions based on a company's reputation and values. The objective was to make the Amazon brand shine in a truly unforgettable way that would be talked about for years to come. The creative inspiration came from John Lennon and Yoko Ono's 1969 campaign, "War is Over (If You Want It)," which was posted across major cities worldwide. The old and the new campaign featured OOH in the same spot in Times Square. This inspiration was the driving force through every facet of the operation.

### Strategy

The company had to identify disruptive static and digital OOH placements in nine cities across the US that were instantly recognizable and capable of making a statement. In essence, Amazon would create a virtual network of OOH touch points that could be programmed with various lyrical messages from its streaming service. Amazon then isolated the need for a statement piece that would connect the dots between the messaging and the Echo device itself.

### Plan Details

Markets: Los Angeles, New York, Chicago, Dallas, Miami, San Francisco, Las Vegas, Detroit, and Seattle

Flight Dates: May 1 - June 25, 2017



OOH Formats Used: Wallscapes, Spectaculars, and Digital Media  
Target Audiences: Adults 18+

## Results

Amazon posted five different song lyric messages on 36 OOH placements across nine US cities, delivering 145 million impressions with an emphasis placed on New York and Los Angeles. It determined that the best way to draw a connection between Amazon Music Unlimited and the Echo device was to inspire the public with a massive visual. A 79-story replica of an Echo was constructed with working LED Lights that directly mirrored the light movement of an actual device when you spoke to it. At seven tons, the 3D Echo was believed to be the largest build-out ever constructed in Times Square.

## Testimonials

“We fell in love with this campaign immediately, but the creative really couldn’t come to life without the right placements in the right markets. The team was able to get significant visibility across key markets. However, the best part was the last minute ability to build that 79 foot Echo, we really felt that this was the exclamation point on a successful campaign.”

- Nick Gesualdi, Sr. Campaign Manager at Amazon

## Additional Information

[Time lapse video of 3D Amazon Echo](#)

