Amazon Video's *Sneaky Pete*

Problem

How does amazon create intrigue for its upcoming series *Sneaky Pete*?

Solution

By developing a multi-layer OOH campaign to bring the anti-hero to life.

Background

Amazon Video consistently challenged the streaming landscape with award-winning content during the Golden Age of television. The launch of *Sneaky Pete* continued Amazon's journey in producing clever content by highlighting the personal journey of a new anti-hero. *Sneaky Pete* focused on Marius, also known as Pete, and his release from prison. He took cover from his past by assuming the identity of his cellmate. Pete was dealt a difficult hand in life and relied on his conning skills to survive. He was a wandering soul who battled his instincts as he started to feel at home with his new, fake family. The OOH captured Pete's lifestyle, immersing people into the mindset of a con-artist.


Objective

The communications objective was to drive streams, Prime trials, and consumer buzz. The company wanted to create viewership and brand linkage with Amazon Prime Video. It also wanted to spotlight the anti-hero with an intriguing story that centered on someone everyone could relate to. The goal was to develop a wide-reaching campaign that delivered at high-reach impressions across the New York (NY) and Los Angeles (LA) markets.

Strategy

The team developed a multi-layered OOH campaign that achieved the core objective of delivering high coverage in Los Angeles and New York. Leveraging data from Geopath, the team was able to determine the most effective formats in achieving its desired reach per market. By utilizing its permanent placements and incremental budget, it selected media to target the public in multiple touch points throughout their day. Bulletins and wallscapes with strong reads were selected in key neighborhoods and areas with higher dwell times. In New York, media was chosen with high frequency and impact on surface and subterranean-

level streets. Amazon brought the con-artist lifestyle to subway passengers through the interactive platform kiosks. The creative ultimately encouraged people to stream the show by sending calendar invites and text message reminders of the show's premiere. To dive deeper into the mindset of the main character, the media company worked with Amazon's creative team to gamify what it's like to work a con job. In Los Angeles, the team created an interactive experience at the Grove. The activation challenged participants to test how their level of deceit compared to con-artist Pete. Each contestant was shown a brief clip of the show and then had to simulate lying their way through the scenario presented to them. Technology was used to measure each participant's heart rate and eye movement, which analyzed how good they were at lying during these scenarios. In New York,
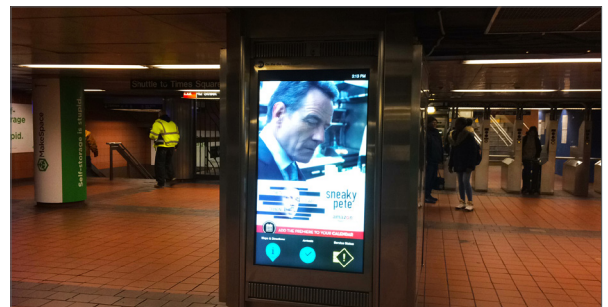
on-the-go digital interactive screens created the look and feel of the card game three-card monte, which played a crucial role in the series.
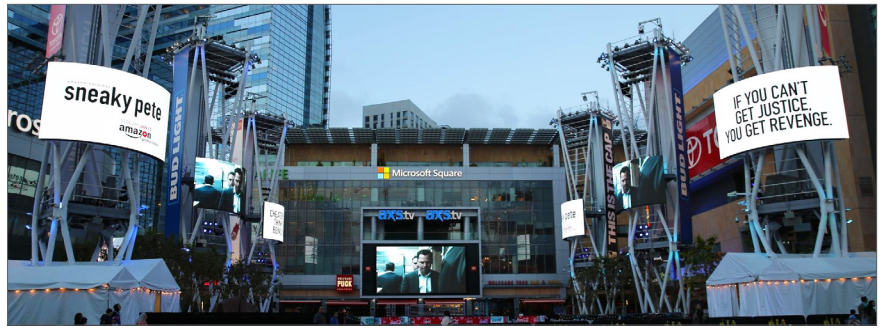
Plan Details

Markets: Los Angeles, CA, and New York City, NY

Flight Dates: Teaser January 6 to January 12, 2017; full launch January 13 to February 3, 2017

OOH Formats Used: Bulletins, wallscape, digital spectacular, activation space, interactive platform kiosks

Target Audiences: Adults 25 to 54

Budget: $1.3 million

Results

The Grove activation in Los Angeles enticed the public to test their con-artist skills by passing a lie detector test. Inclement weather during this activation limited the projected foot traffic and created challenges with the overall footprint. However, it's estimated that the activation garnered more than 50,000 impressions. There were 1,000 participants and over 350 shares on social media. In New York City, Amazon tailored creative for on-the-go interactive kiosks that led to 65,371 conversions. There was a 3.19 percent click-thru rate (CTR) with 64 percent of people wanting to play the game again. Throughout the entirety of the campaign there were over 100,000 impressions in both markets.

Audience Metrics

Target Audience TRPs:
- Adults over 18: Los Angeles 322.27; New York 362.6
- Adults 25 to 54: Los Angeles 135; New York 147.2

Target Audience Reach:
- Adults over 18: Los Angeles 6.8M; New York 4.08M
- Adults 25 to 54: Los Angeles 2.2M; New York 2.9M

Target Audience Frequency:
- Adults over 18: Los Angeles 6.7; New York 7
- Adults 25 to 54: Los Angeles 4.5; New York 4.6