

## Amazon Studios Instant Video

### Problem

How does a brand elevate awareness among their target audience and distinguish itself from the competitor?

### Solution

Use OOH to establish a strategy to mix high profile, highly visible locations to reach target audience.

### Background

People primarily think of Amazon Prime Membership as the way to get free two day delivery, and they're right, but it also gives them access to hundreds of thousands of TV shows and movies with its own original programming.



As of fourth quarter, 2014 Amazon Instant Video jumped to second in the streaming channel marketplace. Netflix is in 36% of all American TV households, while Amazon is in 13% and Hulu Plus is in 6.5%, according to Nielsen. Additionally, as of April 2014, video streams on Prime Instant Video nearly tripled year over year. According to a report from Qwilt, which tracks growth in online video usage, Amazon has now passed both Apple and Hulu in streaming video usage. It was clear to Amazon they had a compelling offering on their hands with their Instant Video but to truly take on streaming channel giant Netflix within the streaming television space they isolated creating – and showcasing – quality original programming as a driver for that growth.

### Objective

Amazon identified three missions for the releases: Elevate the brand to show it has the high quality offerings to compete with other streaming and cable networks, drive awareness of the original programming to lead to tune in, and target the entertainment community to ensure the talent – writers, producers, performers, etc – know Amazon Studios is a new and exciting opportunity to take their content for distribution.



### Strategy

With limited budgets by entertainment advertiser standards and a tight timeline ahead of the campaign start dates, the planning team needed all selected media to check multiple boxes to deliver across all three key pillars the client laid out of elevating the brand: target the entertainment community, and generating awareness which would lead to tune in.

The agency enacted a strategy to mix high profile, highly visible locations that would elevate the brand's stature, as well as connect with the entertainment community. Support media was then added enhance driving reach and frequency to build awareness.

### Plan Details

#### Markets and OOH Formats

For Transparent, delivery was over 185MM impressions for less than a \$3 CPM during the 4 week flight between New York and LA. To deliver a prestige feeling, while also targeting entertainment community, a wall at the Grove mall valet stand was execut-

ed, 7 wrapped double deckers between New York and LA, and three Sunset Strip placements. To target the entertainment community, while also drive LA awareness, 10 bulletins throughout the Westside on major roadways such as Pico, La Cienega, Santa Monica Blvd, and Melrose were added. To generate awareness in NY, MTA two sheets and Manhattan transit shelters were added. Thirty second cinema spots through the Spotlight cinema network across their entire network were also executed.

For Mozart in the Jungle, delivery was over 212MM A18+ impressions for a less than \$2.50 CPM during the 4 week flight. Doubled decker buses were used in New York, barricades on Sunset Blvd and Santa Blvd in Los Angeles, as well as two Sunset Strip locations. To target the entertainment community in LA, 2 bulletins and wild poster murals in LA were executed. To drive awareness subway two sheets and shelters in New York, and 90 panels in LA were posted.

For the Bosch plan, delivery was 183MM impressions for a \$3.7 CPM during the 4 week flight. In LA we executed wallscales at high income malls the Grove and Santa Monica Place, an oversize bulletin on the Sunset Strip, while in NY we executed 3 double decker buses and the 42nd St digital bulletin near Bryant Park. To deliver messaging toward an entertainment community – while also driving broad awareness – 15 LA bulletins were executed and wild poster murals on major roadways such as Melrose, La Cienega, la Brea, Pico, Olympic, and Beverly. To drive mass awareness we also added in 90 premier panels and 200 bus kings in LA, as well as 260 MTA two sheets, 75 phone kiosks, four bulletins and walls in New York.



## Results

During the Transparent and Mozart in the Jungle flights Amazon conducted proprietary studies to understand the awareness of their new series against the overall national audience as well as on a market by market level in eight cities that have a high penetration of Instant Video consumers. There were fantastic results in New York and Los Angeles, the only two markets, which had OOH support.

In both instances Amazon saw NY and LA carried an approximately 4-6% higher awareness levels than the national average, from roughly 8% on a national level to 12-14% depending on the market. Additionally, awareness increased approximately 35% in those two markets from the week before the OOH campaign began to the week after the campaign's conclusion. These statistics proved to Amazon that OOH delivers a remarkable lift in awareness. Amazon has already budgets increase for the fall 2015 release schedules.