

## Amazon Web Services

### Problem

How does Amazon Web Services (AWS) grow its AWS Public Sector Summit both in attendance and quality of attendees?

### Solution

By concentrating ads in areas of heavy traffic of government employees with liveboards, geo-targeting and radio.



### Background

Amazon Web Services (AWS) was gearing up for our ninth annual AWS Public Sector Summit in Washington, D.C on June 19-20, 2018. Global leaders from government, education, and nonprofit organizations come together for one of the largest public sector cloud events in the world. At the first Summit in D.C., we had 50 people attend. Fast-forward nine years; we were looking to host our biggest event to date. With D.C. being home to the federal government, we had the opportunity to tailor our event specifically for the government and defense audience. In order to keep up with the growth of the event (and our goals), we had to reach the government where they are and in the communication methods they are most receptive to. This opened up the opportunity to bring in more of our potential buyers to hear from over 100 sessions.

### Objective

We were looking to grow our ninth annual AWS Public Sector Summit in Washington, D.C. to reach over 14,500 registrations, an increase of 70% from the previous year's goal of 8,500. Although we were looking to increase the number of registrants, we were also looking to increase the quality of registrations by targeting federal government employees and the Department of Defense.

### Strategy

In order to focus on federal and defense agencies, we secured Metro Station Takeovers in both the Federal Triangle Station and the Pentagon Station. We customized the "Build On" ads to reflect the federal and defense audience. The Metro Station Takeovers were the foundation of our advertising campaign and this is where we invested the majority of our budget. Additionally, we geo-targeted federal buildings in the district with our mobile ads to reach our audience on their commute to work as well as at work. This was an important strategy as many defense employees are unable to access emails or outside web-pages when they are in restricted areas. We did takeovers at these select two stations, but also had digital liveboards and digital mezzanine screens across 28 of DC's highest traffic stations servicing government employees, to blanket our messaging across D.C. To further our campaign, we also created a radio ad that gave voice to the "Build On" advertisements present in the metro stations. Our strategy included radio, out of home, digital, and mobile advertisements. Whether our target audience rode the metro or drove to work, our campaign addressed different commuters within the government.



## Plan Details

Markets: Washington DC

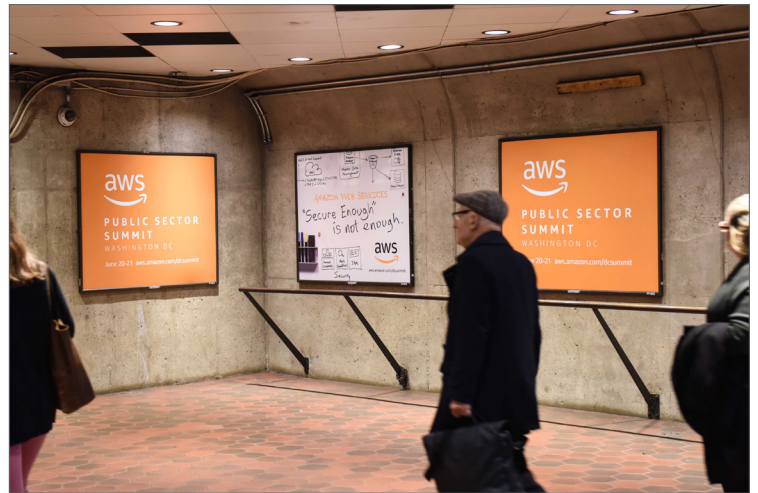
Flight Dates: April 2018 - June 2018

OOH Formats Used: Radio

Target Audience: U.S. Federal Government and U.S. Department of Defense.

## Results

At the AWS Public Sector Summit in Washington, DC, June 19-21, 2018 we hosted our largest event to date with 15,832 registrants (121.7% of goal; 55.7% YoY Increase) and 9,910 attendees (99.1% of goal; 51.9% YoY Increase). We also had 4,912 mentions of #AWPSSummit and Public Sector Summit keywords from January 1, 2018 to June 30, 2018. The landing page had 76,690 page views and 55,157 unique visitors. Over 25,000 of our visitors came through an organic search and 15,802 came through a direct search. We attribute this traffic to our advertising. The advertising was also covered by CNBC and Bloomberg.



## Testimonials

We had several customers visit us at other events sharing how they saw the metro station advertisements. This showed us that the takeovers do make an impact.

## Additional Information

Referenced articles: CNBC [here](#) and Bloomberg [here](#).

