Scope/Background

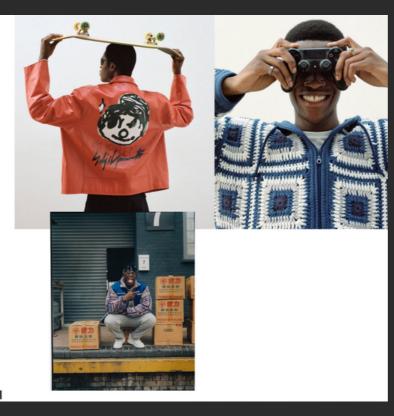
The objective of this campaign is to generate content for Amazon Music QI, aiming to spotlight merchandise of Black artists by employing lively and genuine styling and innovative creative direction. The campaign will be showcased on billboards, wheat-pasted throughout New York, and featured prominently on the website.

Brand personality

Amazon Music's brand personality embodies reliability, innovation, accessibility, customer-centricity, modernity, trustworthiness, and emphasis entertainment. characteristics help define its positioning in the competitive music streaming industry and shape how users perceive and engage with the brand.

Target Audience

Amazon Music aims to appeal to a wide range of music enthusiasts, tech-savvy users, families, Prime members, music discovery seekers, a global audience, and potentially specialized interest groups. By offering diverse content, personalized recommendations, and a user-friendly experience, Amazon Music seeks to engage and retain a broad spectrum of users within the competitive music streaming market. However, specific marketing strategies and promotions might be tailored to resonate more effectively with each of these target segments.



LIGHTING OPTIONS

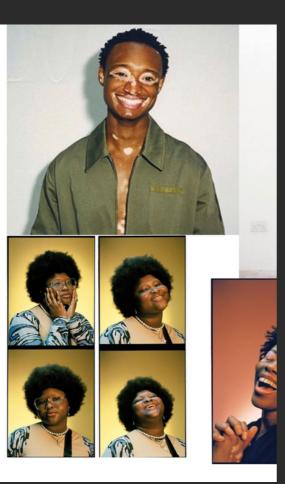




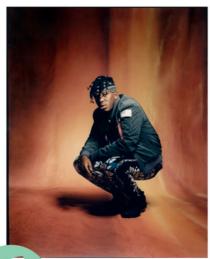
AMAZON M

PRE-PRO

INSPIRATION



SET DESIGN







AMAZON

FINALPRO



HARMONY IN DIVERSITY CELEBRATING BLACK VOICES ON AMAZON MUSIC



