

AMPLIFYING BLACK ARTISTS

Scope/Background

The objective of this campaign is to generate content for Amazon Music Q1, 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 an emphasis on entertainment. These 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.

MOOD & POSES



LIGHTING OPTIONS



1

2

AMAZON M

PRE-PRO

INSPIRATION



SET DESIGN



1



2

AMAZON

FINAL PRO



HARMONY IN
DIVERSITY:
CELEBRATING BLACK
VOICES ON AMAZON
MUSIC

