



Emerging Creative Competition Brief 2022

PRIME VIDEO. SEE WHERE IT TAKES YOU

Bring Prime Video's new positioning to life in a **December holiday brand campaign**, celebrating how the immersive entertainment of Prime Video and our deep-diver fans are unique.

The Objective

With a big, bold advertising idea, establish Prime Video as a unique player in the streaming space, with a distinct personality and emotional resonance, in order to create brand love.

Eligibility

This program is open to new and emerging creatives without significant experience working in entertainment marketing. This could mean students enrolled in an undergraduate or graduate program or any other emerging creative who has never held a full-time, paid position in the entertainment marketing industry. Anyone who fits those parameters will be permitted to enter.

Background

Prime Video brings together the world's best creators with the most passionate communities in a way that no other entertainment brand can. Not only are we a one-stop hub for distinctive, critically-acclaimed and award-winning original programming including TV series such as The Boys, The Marvelous Mrs. Maisel, Jack Ryan, The Wheel of Time, and the upcoming Lord of the Rings and movies like Borat Subsequent MovieFilm, Coming 2 America, Cinderella, and The Tomorrow War, but we offer a multi-dimensional experience that allows subscribers to fully immerse themselves in their fandom: to read the book, to listen to the soundtrack, to buy the costume, to replay live sports in real time, and more. That differentiation—the breadth and connection to the Amazon family of brands— sets Prime Video apart as more than just a distributor of content, instead, a delightful rabbit hole where one experience leads to another and entertainment never has to end.

Prime Video has defined a new brand POV which will allow us to emotionally resonate with customers, provide a differentiation within a saturated streaming landscape, and allow us to stand alone as a premium entertainment hub, with a separate personality, values, and tone of voice than our retail and shipping parent brands, Amazon and Prime.

MISSION

Bringing communities and creators together to ignite and deepen our experience of entertainment.

POSITIONING

Where Immersive Entertainment Sparks Action

TAGLINE

See Where It Takes You

VALUES

Shatter the Status Quo
Invite everyone into the story
Ignite fan/creator conversation
Deepen our obsessions

PERSONALITY

Ambitious
Tuned In
Charmingly Nerdy
Engaging

The Challenge

How do we create an inclusive holiday-themed connection to the depth of PV's entertainment hub using our tagline, See Where It Takes You--diving deep into PV series and movies, features like X-Ray, Channels like Showtime and Starz, TVOD movies, our marketplace, customer reviews, and social handles to find those charmingly nerdy connections and bring them to life in unexpected ways, e.g.:

A fan of all things Christmas can follow a favorite actor from an Amazon Original series, to classic holiday movie you can rent, to a cookie recipe they posted on social, culminating in a watch party with family that can't travel for holidays.

A passion: a fan's love of space brought them to PV for the Expanse, but then they rented Apollo 13, read the Right Stuff, and is now desperately raising funds to ride on Blue Origin.

A poignant coming-out: seeing a LGBTQ journey come to life from the first toe-dip into Transparent and seeing where it went from there on the platform.

Either way, the connection in each is that our passions may take us down a unique path, but at PV you'll always find a community of others that share the same passion.

The Campaign

Your idea could be any or all pieces of a multimedia integrated campaign, including: Vis ID, AV, Static or Motion Design, Digital/ Mobile, Music, Experiential/Events, Out of Home, Partnerships & Collaborations, Print, Social Media and Influencer delivered as a case study video, pdf, or ppt deck. While bar-raising execution is always appreciated, the best **IDEA** wins.

Who Is It For?

Our people. The never-enders. The entertainment nerds. The ones who dive deep into entertainment, and follow their passions wherever they lead. While we want to broadly appeal to anyone who celebrates Christmas/Hanukkah/Kwanzaa/Festivus/Winter Solstice/New Year's during the season, there are some areas of potential focus: YA, Black Audiences, and Latinx, and some giant opportunities with a slate that includes The Boys, The Lord of the Rings: The Rings of Power, and our exclusive rights to Thursday Night Football.

54% Male/ 46% Female

29% 18-34

31% 35-49

40% 50-64

What to Consider

- *Shatter the status quo*

Our brand is spliced from the DNA of Amazon and Prime—inventors, disrupters, risk-taking tech whizzes. Our ideas should be forward-facing, modern, and show what's next for entertainment and explore non-traditional forms of advertising.

- *Invite everyone into the story*

Our everything-store mentality is all-inclusive. Our logo has a smile built in! So keep it positive, and widen the lens as far as it can go.

- *Ignite fan/creator conversations*

Of course we want to break the internet and create talkable, huge moments. But we also love those moments when a showrunner, director, or talent enters the conversation and speaks directly to a superfan. Or when someone clever leaves a hilarious review.

- *Deepen our obsessions*

Our PV series, movies, and channels are always the way in. That's where the obsession starts. But we want to see how deep it can go. When you have an infinite number of options in the whole Amazon family, the opportunities are endless.

Tone

Engaging with a wink and a smile. Clever, not snarky. Nerds rule.

Requirements

Materials that MUST be used

- Tagline: See Where it Takes You
- Logo w/smile (the curved arrow)
- [Color Palette](#):
 - Off-White: #F5F5F5
 - Cyan: #7CE8F4
 - Prime Blue: #00A8E1
 - Indigo: #002B60

- o Pitch Dark Blue: #00061C

Additional Resources

- [Sign Up for 30 Day Amazon Prime Free Trial \(this include Prime Video\)](#)
- [Brand POV Deck](#)
- Photography
- Video

The Prize

Entries in this medium will be judged by a CLIO jury. Judges will select one winning entry to be produced and supported with media. Additionally, the creator of the award-winning submission will work as an Honorary Creative Director alongside the brand and creative team. A shortlist of submissions will be recognized for outstanding achievement within an editorial piece on [Muse by Clio](#).

How to Enter

To submit your entry visit: [Entry link](#)

Entries open: 4/20/2022

The submission deadline for the competition will be August 12, 2022.

Judging will start in Sept 2022 and the onsite judging will take place in early October 2022