

2022 SALES EVENT SOCIAL CAMPAIGN

You missed the two most exclusive and long-awaited days of the year for all prime members? No problem - because this year Amazon is rolling out the red carpet for its prime members a second time with its brand-new sale event for 2022. Prime Early Access Sale is more than a sales event. It's a surprise to remind Prime members how special they are. Getting access to the best deals of the season before anyone else will make Prime members feel like a big deal.

The last months of the year are full of elaborate dinners with family, cozy nights snuggled up on the couch, desperately searching for that perfect gift for that special someone, or which decorations will bring the loudest screams... And all the while, you still have your regular life admin and tasks that can't be ignored. Shop your household must-haves, your gift ideas, a wide variety of festive decorations, and Winter essentials on Amazon, and leave yourself more time and energy to enjoy the fun and togetherness of the colder months of the year. PEAS has got everyone covered and through your purchases at Amazon Smile not only will your wallet thank you, but also a charity organization of your choice!

Prime members are special and worth celebrating, and that's how they should feel on these two days. Dress up, enjoy the deals on these two days and be the biggest deals of 2022 yourself.

Campaign Objectives

- Communicate the emotional connection that Prime Deals understands your needs
- Showcase the lightning deals that Prime early access has to offer - only and exclusively for prime members
- Drive awareness around the prime membership
- Champion the Amazon Prime benefits which are available all year round
- Highlight the opportunity to give back to those in need with Amazon Smile

STRATEGIC APPROACH

Prime Day is the day when Amazon celebrates its prime members and deepens its connection with them. This year, Amazon will hold the first exclusive sales event for its prime members and allows everyone with a prime membership to feel very special, because prime members are the most important part of Amazon and need to know about that. Spotlight on, on October 10 and 11, prime members are the stars of Amazon and can benefit from exclusive deals and enjoy their 15 seconds of fame!

The channels to focus on between September 26th and 10th of October would be TikTok and Instagram as the audiences we want to reach out to can be found mostly on these platforms. These two channels are notorious for their Amazon product discovery videos, which have even given rise to UGC hashtags such as **#AmazonFinds** with 20.4B posts on TikTok and 2M posts on Instagram. Finally, Millennials and Gen-Z are native to these platforms, and content placements on these channels are a high impact as these audiences search for their next purchase. On this year's second Prime Day We want to try different content and key message approaches and distribute them mainly through the conversion and engagement-driven channels Instagram and TikTok:

- inspirational and explorative content based on the latest trends only
- entertaining content that especially follows the format logic of reels and TikTok.

When it comes to the days off phase, the focus is shifted to Twitch and TikTok and working exclusively with the respective channel live formats and paid media. TikTok is currently introducing the TikTok live ads and would like to include Amazon in the test group. With this format, Amazon takes the absolute role of the pioneer strategist and gets the highest possible reach with 2 engagement driven (over 200% ER) live streams with 3 protagonists each: a creator moderator and 2 other creators, who will be the main actors of the entertaining storyline of digital TV talk show betting games.

BUDGET & KPIs

Estimated Budget Split & KPIs

Cost-Factor		
Campaign Budget (Influencers, Products, Side Cost etc.) inkl. KSK Tax		
Cash Expenses Handling Cost		KPI Estimate: 3M unique users reached 6,5M impressions 500K engagements 70K views 600K reach paid 2M impressions paid
MOONBASE Management Fee		
Campaign Budget		

* Early budget split & KPI estimates can be subject to change.

CREATOR SHORTLIST

[#Sales Event Influencer Shortlist](#)

POSSIBLE INTEGRATION OF PRIME BENEFITS

- Prime Day Deals
- Prime Member Benefits
- Amazon Smile

CAMPAIGN PHASE OVERVIEW

The campaign is to be divided into 3 phases ie. *Announcement; Deals & Live Streaming.*

- The **Announcement** phase will focus on creators announcing the dates for the #PrimeDay rather than focusing on deals. Teasing viewers about the approaching event and generating hype surrounding what's to come. The announcement is to be communicated in parallel to the press generated by the #PL influencers in order to outline the strong connection and identification of the #PL influencers and Amazon. → *25% Budget allocated*
- The **Deals** content will go live after the announcement phase but prior to the actual #PrimeDay. This phase would inform the customers of the deals that they can expect and inspire them to shop on #PrimeDay.
→ *35% Budget allocated*
- The **Live Streaming** phase will run during #PrimeDay. As this year's #PrimeDay is to be a fully virtual event, entertaining and engaging live streams will notify and guide viewers on deals in real time on #PrimeDay. The live streams are divided into count-down live, real-time live and during the last hours of Prime Day.
→ *40% Budget allocation*



CONTENT IDEAS ANNOUNCEMENT #PL : 26.09.2022

PrimeDay is just around the corner. Giving the viewers enough time to plan their next shopping adventure, and announcing the upcoming Prime Day is a key step for the whole event.

1. "We have a mystery announcement"

When a big event is happening, Influencers tend to use the anticipation by making an announcement video - or a few of them. Twisting that practice by making a fun parody of the announcement videos to share the news of Prime Day 2. Creators can use over-the-top costumes and party backdrop to embed the parody.

2. "Waiting with my hands open"

A very beloved trend on Social Media is the anticipation trend. Creators show the same person, waiting with open hands, in different settings and changing locations to represent how time passes. In the end, when the long-awaited Prime Day is here, The empty hands of the Creator are filled with a Prime Day package and the Creator is celebrating the return of Prime Day.

5. Alexa, when is the biggest sale event starting?

Using Alexa, the creator asks about the next big sales event this year. Alexa mistakenly starts stating the date for Black Friday. The Creator then stops Alexa, asking for the „biggest“ sales event. Alexa excuses herself and says „Of course, the biggest sales event is the return of Prime Day on October 11th/12th“

6. Prime Day 2.0 Red Carpet

All of the glitz and glamour of shopping minus the wallet-breaking prices. Inviting friends and family over and setting the scene with champagne and lavish outfits - the creators will give the second Prime Day a red carpet celebration to introduce all of the epic deals on offer. Similar to an awards show - each time a Prime purchase is made; everyone applauds and a speech is made to commemorate this exciting moment.

CONTENT IDEAS DEALS: 01.10. - 11.10.22

Entertainment content

1) *Tacky infomercial*

A popular trick in past television marketing; now a trend to make fun of: the infomercial approach, when the creator is deliberately failing at a task using an item, that is not ideal for that task. Then, the revelation awaits: Amazon has the perfect Prime Product to ease this task and make it a fun and happy experience for the creator. If you've ever woken up at 2 AM and turned on the television -

chances are you've enjoyed the delights of the infomercial. Styling a parody of the 90s shopping channel advertisements, the tacky infomercial is a humorous way for creators to showcase Amazon products that they would like to purchase during the Prime Day sale.

[Example 1](#)

[Example 2](#)

2) *Shopping hacks*

Is there really a cheat or hack to scoring the best bargains online? Creators will mimick this year's popular "booking a flight be like" videos by presenting the struggles of NOT ordering with Amazon. Long delivery times, high prices for your order to be delivered to your door, and also having to order from multiple websites to get everything that you need. If you really want a great deal, then why not just shop on Prime Day? And save yourself the hassle!

[Example 1](#)

[Example 2](#)

[Example 3](#)

3) *Amazon Finds: ridiculous edition*

LED light showerhead with wifi? Socks that squeak as you walk? Shopping isn't always about buying what you need. To showcase some of the less-conventional products available on Amazon - creators will pick out some of the more ridiculous items they have purchased that have brought them so much joy. Prime Day

[Example 1](#)

[Example 2](#)

4) *Prime Day Red Carpet Deals*

The biggest deals of the year deserve a red carpet greeting. Creators will put on their most impressive outfits to welcome in the most epic deals. Inviting friends and family over and setting the scene with champagne and lavish outfits - the creators will give the second Prime Day of the year the hollywood treatment it deserves.

5) *30 seconds of fame*

Let's face it, Amazon Prime members are the royalty of shopping... The celebrities of online deals. With Prime Day 2, Prime Day members can feel the rush similar to that of internet fame with exclusive access to deals only Prime Members can get. Creators will produce GRWM for Prime Day 2.0 similar to those seen for celebrities like Kendall Jenner preparing for the Oscar's After Party and discuss some of the Prime Day 2 deals they are particularly excited about.

[Example](#)

Inspirational content

1. *Bye Summer, hello Winter (closet organization)*

"Let's Amazon my closet!" Organizational videos are satisfying, inspirational, and addictive to watch. Creators will record their closet detox as they prepare for cooler temperatures. Thanks to discounted items they purchased during Prime Day, they can now sort their belongings with Amazon's wide selection of organizational products to make sure they never lose control of their closet again!

[Example 1](#)

2. *Must-Haves: Kitchen & Bathroom (bathtub) - INSP*

The festive season is around the corner, and that means many evenings in the kitchen cooking up elaborate spreads to enjoy with your nearest and dearest. Creators will stock up on the latest kitchen gadgets and items before the busiest time of the year begin. And Prime Day is the perfect opportunity to prepare the kitchen to ensure you get the most enjoyment out of your holiday time with your loved ones.

[Example 1](#)

[Example 2](#)

3. *The wishlist*

Ring ring - it's that Amazon wishlist that you keep adding items to but never actually buying... And it's mad. Amazon is filled with wishlists that will never see the light of checkout. Creators go through their long wishlists of items they intended to buy but somehow never did. With Prime Day, they finally have the opportunity to purchase those items that have been collecting digital dust. A Christmas present for a relative that was too expensive, or even an item that wasn't a necessity - there is no longer an excuse with the incredible deals on offer during Prime Day!

4. *Semester begins must-haves*

Uni Semester begins and you're stressing about how to prepare. An organized space, the right equipment, and the best living essentials all contribute to your studying experience. Where can you buy all of this when you live on a student budget though? Prime Day! Creators will show their favorite Amazon must-haves for student life to make sure they can enjoy the experience of the university to the fullest.

[Example 1](#)

[Example 2](#)

5. *Essentials: Kaffeemaschine + Tabs - INSP*

Coffee is love, coffee is life. Coffee is a hobby that can get quite expensive. However, coffee lovers can rejoice that Prime Day is around the corner, and they will have another chance to shop their favorite coffee must-haves or purchase a new addition to their coffee-loving experience for a fraction of the price. Whether you're an at-home barista or you're looking to get the Starbucks experience with the press of a button - creators will guide their followers on everything coffee on Amazon.

[Example 1](#)

[Example 2](#)

6. *Snug as a bug in a rug*

There is nothing better than cozying up to sleep on a cold Winter's night. A good night's sleep in Winter is one way to keep flu season at bay, and it also is one of the things we look forward to after a hot and busy Summer. Amazon is the place for everything Winter warmth and creators will give their audiences some tips on what to buy during Prime Day to make the coldest months of the year the coziest ever.

[Example 1](#)

[Example 2](#)

7. *Set the scene*

POV: A Pinterest board but it's your home. Winter and colder weather mean less time outside and more time at home. As the seasons change, creators will redecorate their living spaces to aesthetically represent the cooler temperatures. Only Amazon has everything they need, and Prime Day gives everyone the opportunity to make their own cozy escape from the outside cold.

[Example 1](#)

[Example 2](#)

PRIME DAY LIVE: 11TH AND 12TH OCTOBER

COUNTDOWN

1. [RevedTV Twitch](#)

CORE STREAMS

2. [Kenn2Go and Ruz \(moderated by @manicoloress\) TikTok](#)

Two creators under the hosting talents of [@manicoloress](#) battle it out during a 90-minute trivia extravaganza to become the next Prime Day Deal Extraordinaire. In a game of wits and knowledge, Kenn and Ruz will take part in a series of time-sensitive questions all surrounding the greatest deals on Prime Day 2. The community will be on the edge of their seats as these two creators drop some Prime Day 2 deal easter eggs as they move through the gameshow rounds. Not to be missed are the cameos from some of Kenn and Ruz's most popular online alias's.

3. [Maurii and Richard \(moderated by @manicoloress\) TikTok](#)

Is the price right? What's that object? I spy with my little eye? Guessing games are fun, just ask Maurii and Richard! In a gameshow-esk setting, two creators under the hosting talents of [@manicoloress](#) will play against one another to reveal some of the best deals on offer during Prime Day 2. Viewers will be treated to an entertaining 90 minutes of guessing games, and also will be given a chance to participate in some fun community games themselves in-between rounds.

4. [Pietsmiet Twitch](#)

With the gaming format "Brain Battle" we will play 12 rounds after each of which we can flexible & nicely incorporate the sweepstakes with the Amazon Deals. Pietsmiet will play against each other in different puzzle rounds where they test each other's general knowledge, to entertain their community in the style of formerly known puzzle talk shows, and this under the amazon umbrella. After each round of the game (12 in total), we would give away a special Amazon Deal to the PietSmiet community. The prizes will be determined in advance and we will create tracking links to the featured deals. If applicable, we can even include a small overlay with the deals that people in the stream will then see (tbd). This way we playfully connect the event with the Amazon deals.

Reference: https://www.youtube.com/watch?v=IA_LioppOjQ

LAST CHANCE

5. [Mahluna Twitch](#)

Reved Countdown

Mahluna Last chance