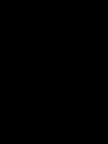


Building a flagship thought leadership brand for Amazon



We turned AWS's annual tech and science event into a robust thought leadership brand and full-funnel, always-on digital content experience

Since 2019 AWS's re:MARS conference has been presenting exciting new ideas in science and technology. But the premiere forum for machine learning, automation, robotics, and space deserved more than just a single, annual event. Working closely with Amazon, we evolved the limited-time event into a fully-articulated brand that includes a complete branding system, an online content hub, and streaming series on Amazon Prime.

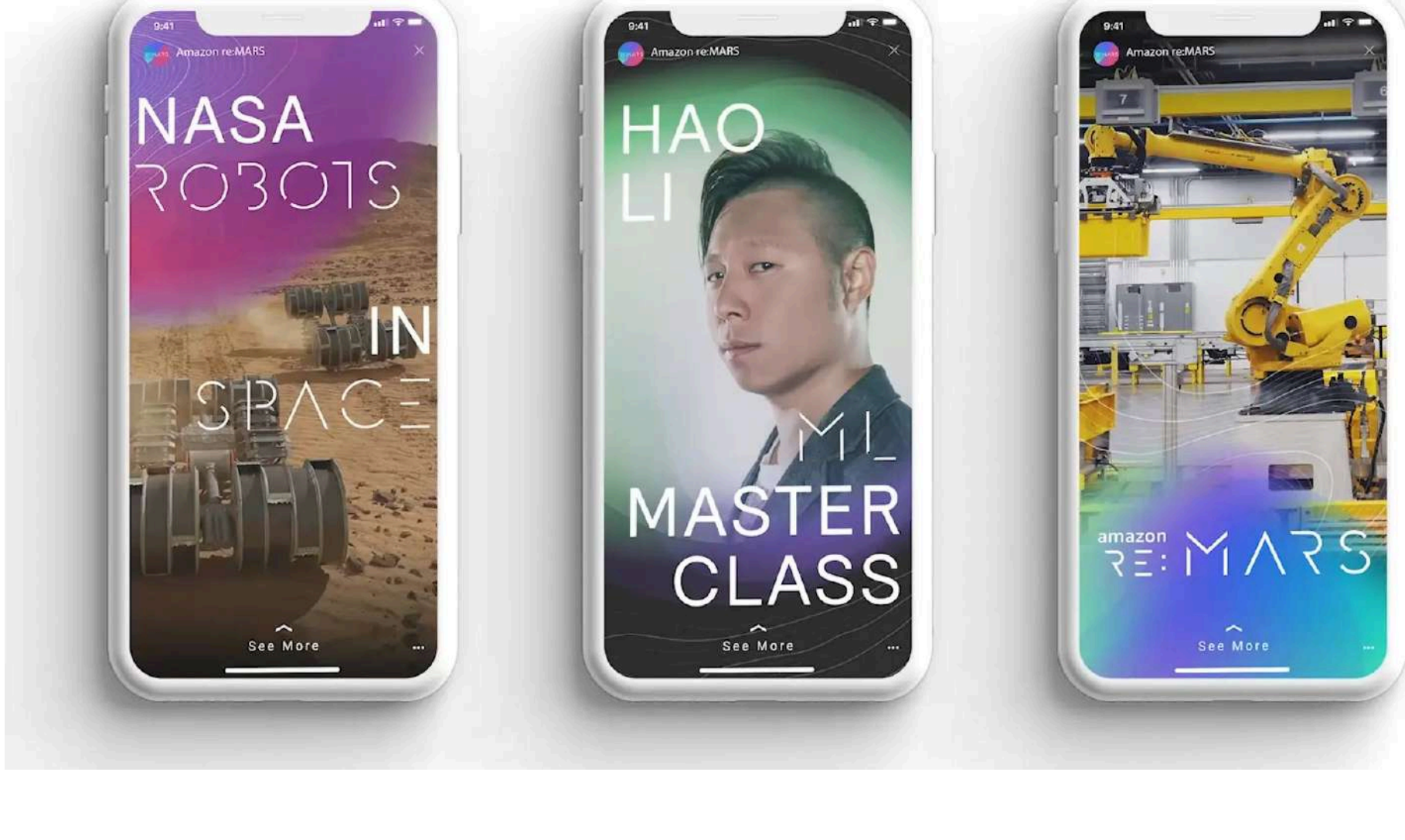
Our contribution

Event concepts and creative
Mainstage keynote design
On-site direction
Executive support
Production management



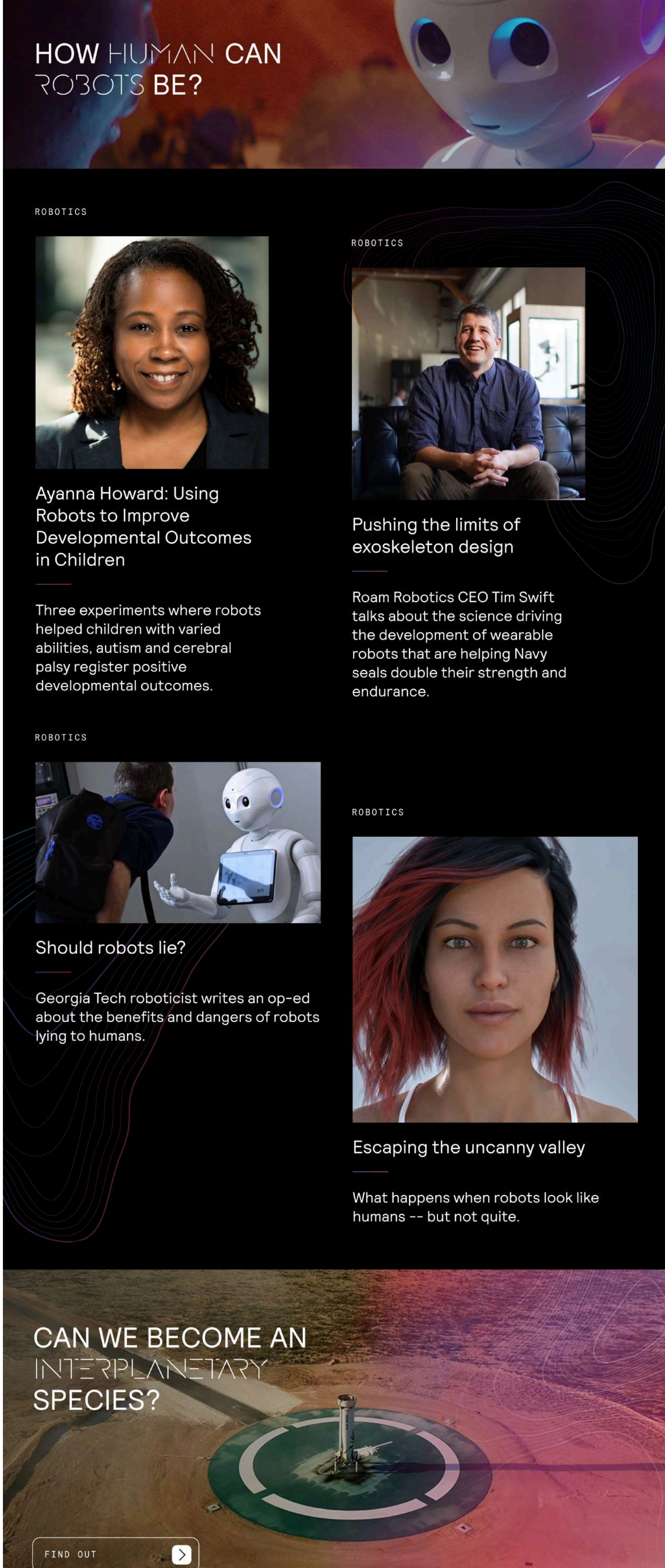
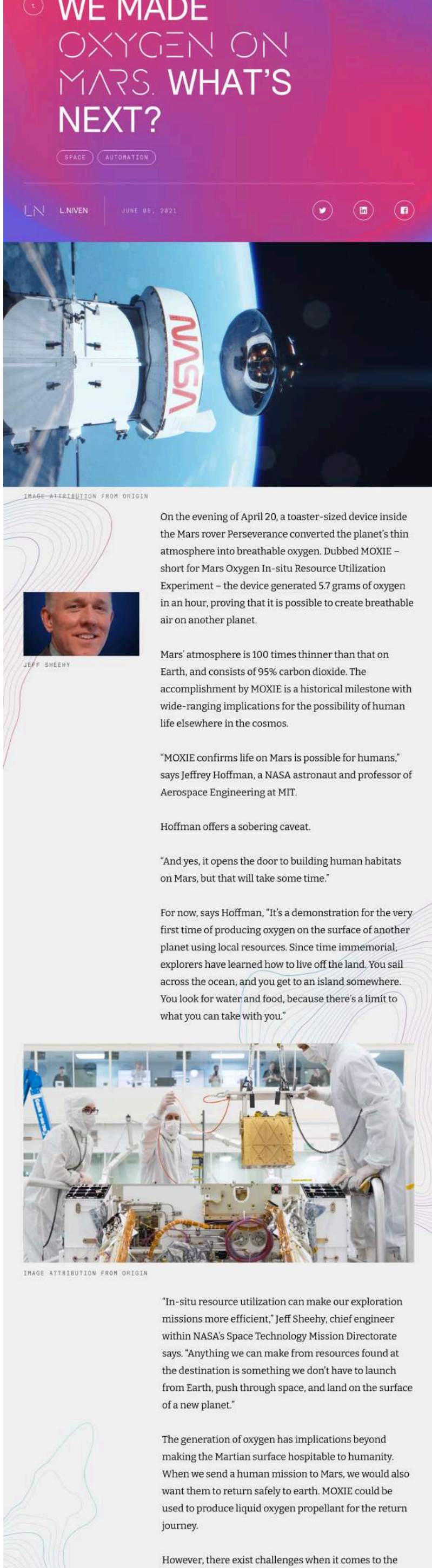
An attention-grabbing brand identity

We started by creating foundational positioning and messaging alongside a new visual language and identity, featuring fully custom logo marks, typography, supporting graphics and design assets that live across web, print, video, social, and beyond



A new destination for science and tech journalism

Once the brand had been established, we brought it to life with a robust content hub that promotes discovery and exploration. The hub provides a central source of knowledge for insight, as well as a variety of strategic entry points for greatly varied target audiences.

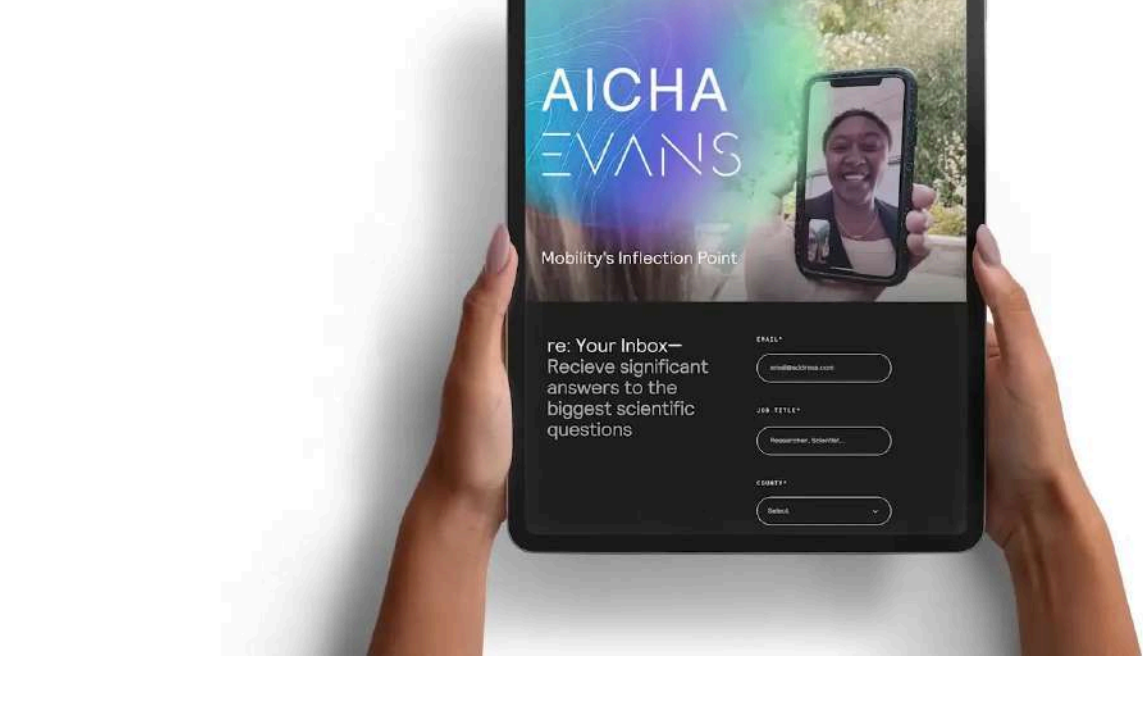
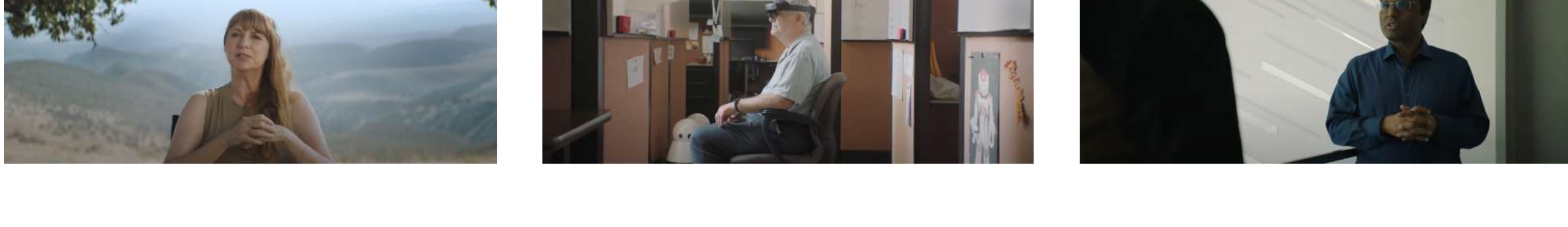
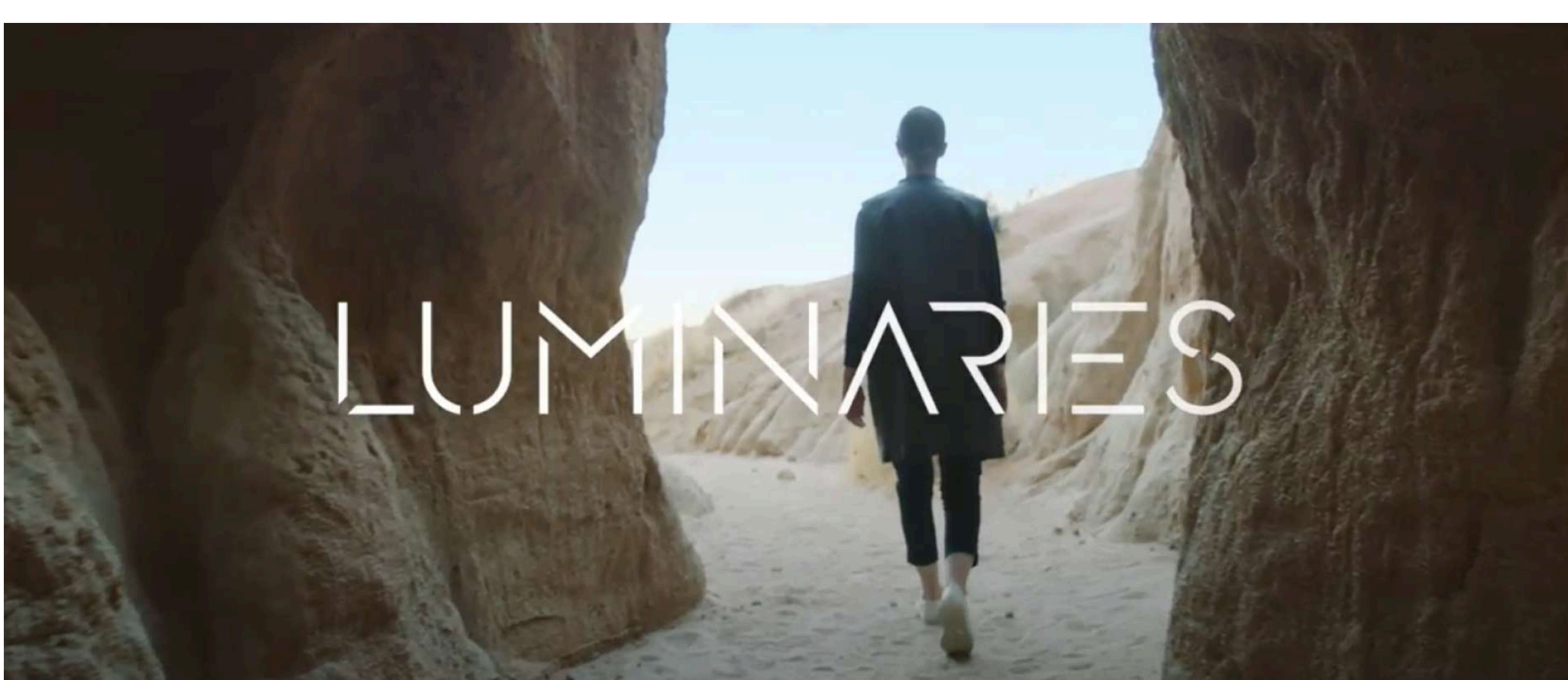
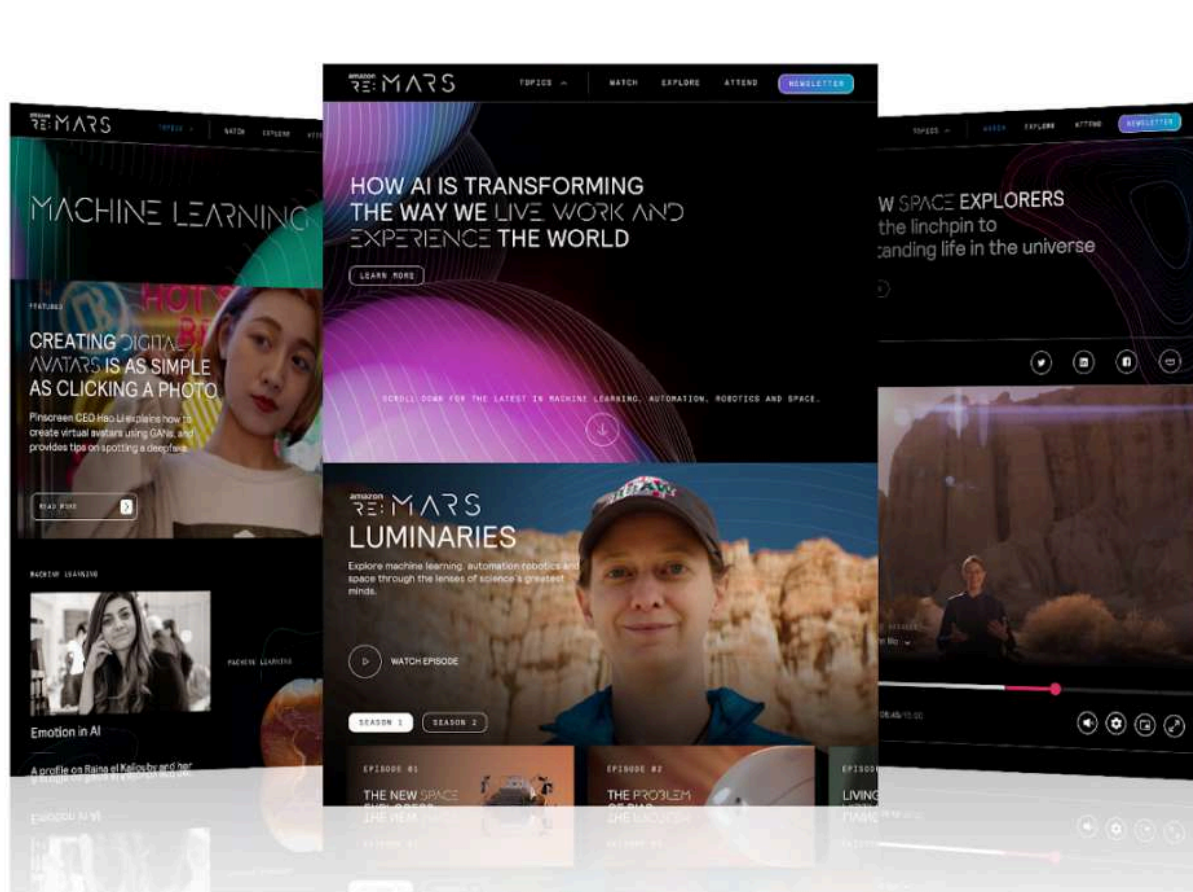


Not one, but two premium video series

Now it was time to move beyond re:MARS's built-in audience and position the brand for mass appeal. AG rose to the challenge by developing and producing two original long-form video formats for serialized storytelling across streaming and digital platforms.

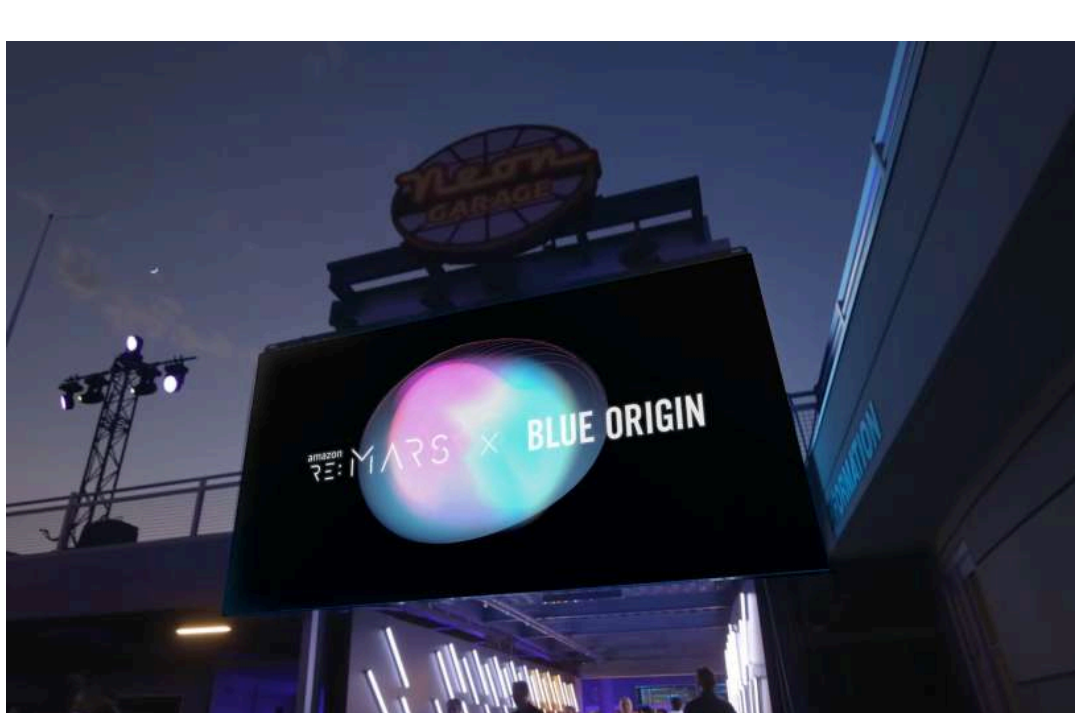
Luminaries: A premium documentary profile series streaming on Amazon Prime and featuring some of the most influential thinkers across the MARS space.

Explorations: An original YouTube series that provides compelling deep-dives into real-world business applications for MARS technology.



An efficient and scalable infrastructure

AG didn't just build the brand and make the content, we created a turn-key production infrastructure embedded within the Amazon organization, giving Amazon the tools it needs to create, distribute, and activate its new brand and develop content at scale—minimizing production costs and streamlining workflows.



Through strategic planning, inspired creative thinking, dynamic design, and superlative production capabilities, we turned a one-time event into a brand that will continue to engage audiences in perpetuity, building community and extending AWS's reach into entirely new realms.