# Case Study: Amazon re:MARS

*Building a flagship thought leadership brand for Amazon — how Article Group turned AWS's annual tech and science event into a robust thought leadership brand and full-funnel, always-on digital content experience.*

## The Challenge

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
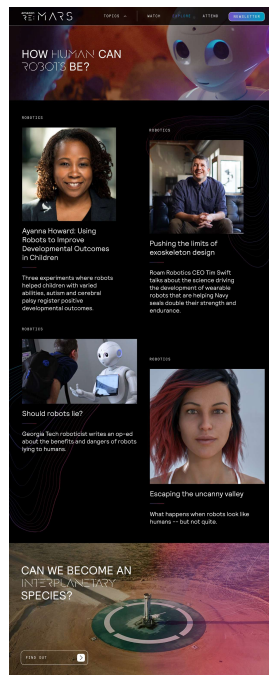


re:MARS brand identity and event creative

## 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.

## The Result

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.