



Case Study:

Amazon Music - Here's to the Game Changers

Year: 2023



This case study was prepared for the client Amazon Music for the Here's to the Game Changers campaign to highlight Hispanic heritage by strengthening the cultural connections between young Hispanic listeners and fans of Latin music, regardless of their ethnic background. It was developed and designed by BeautifulBeast. In the Creative Ingenuity category, it won Silver.

Executive Summary

Amazon Music viewed Hispanic Heritage Month as a unique opportunity to branch out further to the Hispanic community and burnish its credentials by showing that it understands and values the diversity of the Hispanic community and the various genres of its music. Younger Hispanic consumers want to experience music from a wide range of Hispanic cultures, and Amazon Music intended to bring this to them.

Definition of your challenge

Amazon Music LAT!N was launched initially in Hispanic Heritage Month of 2020, giving Amazon a unique connection to this time to reach Hispanic consumers. With this anniversary and the initial growth of Amazon Music LAT!N, this presents an opportunity to further reach into the Hispanic community and reach new consumers in the Latino community while putting on the biggest celebration of Hispanic Heritage Month yet.

The Key Insight & Strategy

We noted that *nuestra música* caters to various music styles, history, and preferences, which led to the interpretation that Latin music has no bounds as it transcends generations, languages, and ethnic groups. Our general target audience was first and second-generation Latinos attached to both the new artists and those from past generations to resonate and build a community with them. *La música* (the music) helped them identify with their heritage and makes them proud to be a part of it.

Our second target audience encapsulated a broad segment of people who are not just Latin music fans, but also eager to understand the history and culture that makes it come to life. That is why this campaign's goal was to stay authentic to the modern Hispanic culture, being sure to avoid stereotypes and nuances. The Game Changers campaign had to encapsulate the innovation of not just the new artists but also young U.S. Hispanics. While creating this campaign, the main goal was to make Hispanics feel proud to be Hispanic and of their history and for the non-Latin music fans to appreciate and learn all there is to know about *Nuestra Cultura* (Our Culture).

Execution

This month-long program, "Here's to the Game Changers," was so much more than just an advertising campaign. It was a celebration of Hispanic people and Latin music. Of course, we still had digital videos, animated and static banners, a YouTube masthead, an influencers program, in-stadium signage, out-of-home in Times Square, and 3D billboards in the heart of Las Vegas. It also featured content from huge multigenerational artists, interviews, podcasts, new music from Elvis Crespo, and even a pop-up museum in Miami.

Results

Here's to the Game Changers campaign was a big success with the target market. Unfortunately, the brand's policy does not let it disclose specific data and figures. However, the campaign led to a substantial increase in the percentage of monthly users. It also resulted in an increase with both apps and downloads compared to previous years.

Industry Impact

Amazon Music established a fresh standard of engaging with younger audiences in a profound and relevant manner. With the "Here's to the Game Changers" initiative, the brand flawlessly harmonized advertising messaging, content, and entertainment, creating an experience that resonated with its audience. Beyond being just an advertising campaign, "Here's to the Game Changers" was a commitment from Amazon Music to Latin Music Fans. That is because it assured them that their culture will remain through the years, extending beyond just Hispanic Heritage Month. By Amazon doing this, we hope more brands exhibit similar creative boldness that authentically engages their audiences in a way that celebrates diversity.