



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 to unite all fans by bringing together Latino music icons from today and yesterday. It was developed and designed by BeautifulBeast. In the Mainstream Impact category, it won gold.

Executive Summary

Amazon Music knows that there is not only one demographic that listens to Latin music, so they wanted to strengthen the brand's recognition across ethnicities. Amazon Music also noted that music goes beyond cultures and languages. Amazon Music set out to target first and second-generation Hispanic Americans and give them a sense of belonging. In doing so, Amazon Music set out to make their platform reflect the world that we live in today, which is more diverse than it has been in the past.

Definition of your challenge

Amazon Music tried to find a way to connect to broader audiences in a way that felt authentic to them. Amazon Music realized that Hispanic Americans were a large segment of the population. For this reason, Amazon Music wanted to find a way to target them. This led them to create a more diverse platform by adding more Latin music playlists, podcasts, and more to their platform. They also wanted to connect the option of using Amazon Music to younger Latin music listeners.

The Key Insight & Strategy

This campaign focused on how *nuestra música* (our music) is a unifying force for the Hispanic community. It can transcend generations, languages, and ethnic groups. The campaign was focused towards two target audiences: first and second-generation Hispanics and fans of Latin music. The first group of first and second-generation Latin Americans are connected to both current music and music from previous generations. Their connection to music from previous generations is a connection to their family roots. The second group, the fans of Latin music, are those with an omnicultural mindset that wish to educate themselves on Latin culture, values, and history. This campaign was developed based on modern Hispanic culture, and not on the stereotypes associated with their culture. Amazon Music was trying to capture the spirit of these new artists, as well as the young Hispanics in the United States. They wanted every Latin American to feel a sense of pride and recognition throughout this campaign, yet also wanted to provide a platform for other fans to educate themselves and discover more about the rich history of Hispanics beyond music.

Execution

"Here's to Game Changers" was executed using digital videos, animated and static banners, YouTube mastheads, influencer programs, in-stadium signage, out-of-home advertisements in Times Square, and 3-D billboards in Las Vegas, Nevada. Content from multi-generational artists was also generated. This included exclusive interviews, podcasts, new music from Elvis Crespo, and a pop-up museum in Miami, Florida. This was an immersive experience that celebrated Latin music and people.

Results

During Hispanic Heritage Month, Amazon Music's integrated marketing campaign "Here's to the Game Changers" (September 13th to October 16th), focused on celebrating Latin music icons whose enduring legacies have significantly shaped the world of music. This compelling campaign was developed and executed by a talented team of Hispanic marketing, communication, and advertising professionals. Creative and production agencies owned by Hispanic individuals were also involved in the process. The "Game Changers" campaign made a noteworthy impact by significantly increasing unaided awareness of Amazon Music within the Latin American consumer segment, with an impressive growth rate of 13.6%. Concurrently, Amazon Music managed to narrow the unaided awareness gap between the Latin American population and the US general population by a substantial 16.6%.

Industry Impact

Amazon Music set a new benchmark in its ability to connect with younger audiences in a way that was meaningful and highly relevant. Under the rallying cry of "Here's to the Game Changers," the brand masterfully achieved a perfect harmony between its advertising message, content, and entertainment. In doing so, they created an experience that felt completely natural and organic to the audience. "Here's to the Game Changers" transcended the typical boundaries of a campaign. It became a heartfelt promise from Amazon Music to Latin Music fans that their culture would remain in the spotlight throughout the year, long after Hispanic Heritage Month ends. This creative bravery displayed by Amazon Music is truly commendable, and we can only hope that other brands will be inspired to follow suit.