

## D&AD New Blood Awards 2017

Brief set by:  
AmazonFresh

In Collaboration With:  
L.A. Ronayne, Havas

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Evoked epicurean imaginations with a content identity that promotes AmazonFresh as a unique foodie destination



### Additional Prizes

The chance of a paid work placement with the Amazon creative team.

### Related Disciplines

Advertising  
Crafts for Advertising  
Branded Content  
Social Media

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### Background

AmazonFresh is a new way to stock your cupboards with delicious groceries. It brings all the ease and reliability of Amazon.co.uk to your weekly shop, including specialities from local shops and markets, all delivered in one-hour slots, including same day. Here's how it works...

- The service is currently available to Amazon Prime members in 190 Greater London postcodes.
- It's the fast way to Britain's best-loved brands, plus offerings from local independent food producers and shops (think farmers' market, but at the tap of your phone).
- One-hour delivery slots are available from 7am to 11pm, seven days a week.
- AmazonFresh is available via the Amazon.co.uk website or mobile app.

### The Challenge

Foodies don't know that treats and essentials from the most incredible local, specialist merchants are only a tap away. Let them know, with content to make their mouths water and fire their imaginations.

1. Take AmazonFresh and **define an identity or persona to drive the way the brand is expressed through content**. What will its character or personality be like, what will its editorial and curatorial style be? Think attitude and tastes, the way it talks (tone of voice), its point of view or sense of humour, the kind of things it would Retweet and Like and the people it would follow, and most importantly the kind of original content it would share.
2. Put this identity into action across a range of media. How will gorgeous content bring this identity to life – will it be defined by a strong design sensibility or compelling words, or will you get

senses tingling with images and film? **Create at least three pieces of example content** driven by your vision for the AmazonFresh voice.

### Who is it for?

This is aimed at new and existing Prime members with an emphasis on those passionate about what they eat.

### What to Consider

- **Channels.** Consider how AmazonFresh can engage with customers through traditional or non-traditional channels (digital or physical) channels, what type of content they should be sharing and how this can be branded. Are there clever ways you could use existing customer touchpoints to add value?
- **Consistency.** Your strategy needs to be clear enough that it can adapt to and breathe life into all sorts of different channels, from TV to press, through the gamut of social media – all while maintaining a consistent identity.
- **Innovation.** Amazon offers a range of innovations to make shopping easier – could you incorporate these into your executions? Amazon Dash for AmazonFresh is a quick and easy new way to shop. It's a handy device that lets customers scan a barcode, or simply say the name of a product, to add items automatically into their basket ready to buy the next time they visit Amazon.co.uk.
- **Foodie Expertise.** Consider key influencers, food lovers who'll really know their stuff: to speak to them effectively it'll help to really swot up on the publications they adore and the amazing merchants and goods this service provides.
- **Play nicely.** This is about incredible

food and an incredible service with Amazon's emphasis on customer needs at its heart. Focus on what makes both of those things great, and don't bring in comparisons to other retailers.

### What's Essential

Create content for AmazonFresh that's all about the love of food and is driven by a credible and authoritative identity:

- Define and present a beautifully crafted new content identity.
- Bring it to life across a number of channels with at least three pieces of sample content.
- Give a sneak peek into your creative process with highlights from your research and development.

### What and How to Submit

Read **Preparing Your Entries** before you get started for full format guidelines – we won't accept work that doesn't meet these specs.

**Main** (essential):

Either a presentation **video** (max. 2 min) OR **JPEG** slides (max. 8), showcasing your identity, sample content and process.

**Optional** (judges *may* view this if they wish): You can submit additional content examples as: **interactive** work; **physical** supporting material; or **text** (max. 3 single-page A4 PDFs, eg copy for social or longform content). If your main deliverable is JPEGs, you can also submit example film or moving image content as **video** (max. 1 min total). If your main piece is video, you can also submit example image content as **JPEGs** (max. 4).

