The chance of a paid work placement

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

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

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

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).

dandad.org/new-blood-awards
@DandADNewBlood
#NewBloodAwards

D&AD New Blood Awards 2017
Brief set by:
AmazonFresh

In Collaboration With:
L.A. Ronayne, Havas

Deadline:
22 March 2017 5pm GMT

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

Related Disciplines
Advertising
Crafts for Advertising
Branded Content
Social Media