



Branding Issues

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Introduction of the brand

- **Brand:** Amazon
- **History of the brand:**
 - Amazon was founded in 1994 by the CEO Jeff Bezos.
 - It first started as an online bookstore selling the world's largest book collection to anyone in the world with internet access.
 - In 1998, it started to branch out and sell more items like clothes, health/beauty items, groceries, games, toys, and more.
 - Today Amazon is worth 1.3 trillion and you can buy just about anything you need online today, and have it delivered by tomorrow.
- **Mission Statement:** “serve consumers through online and physical stores and focus on selection, price, and convenience.”
- **Vision Statement:** “to be Earth's most customer-centric company, where customers can find and discover anything they might want to buy online, and endeavors to offer its customers the lowest possible prices.”



Secondary Research - PR and AD Efforts

- PR and AD strategy: Amazon's advertising and press release activity is often a promotion of their ongoing sales, such as the recent Prime deals day.
- Their PR heavily centers things such as the ongoing sales, as well as various pieces of company news, such as the hiring of thousands of seasonal workers or their efforts at sustainability, which has earned them some accusations of greenwashing.
- Their advertising mainly centers the promotion of sales and discounts, and also prominently uses targeted ads to promote specific products to customers. For example, people often get Amazon web ads for products that they were searching online for.



Secondary Research - Industry Trends

- AR technology is expected to take a larger role in the online shopping experience, allowing customers to virtually try on clothes before purchasing.
- Additionally, AI technology is being used to help learn more about shoppers and personalize the shopping experience.
 - This also includes things such as chatbots, which often act as virtual assistants in the shopping process.
- There is also a growing trend of more flexible payment options. In addition to the regular card payments, many shops are venturing into the buy now, pay later territory, using apps such as Klarna and Afterpay. This allows customers who wouldn't otherwise be able to make a purchase still buy products.

Secondary Research - Competitors

- Amazon's top competitors include eBay, Walmart, Target, Disney+, and Netflix
- Target brand efforts - Target has a slogan, "Expect More. Pay Less," which goes along with their branding efforts of providing their customers with products of high quality but lower in price.



Secondary Research - Branding Issues

- Counterfeit Products
 - In the past, there have been criticism against Amazon for selling counterfeit products on their website. This risks both the brand and the customers since they might not know they are purchasing a counterfeit product, affecting the seller's' reputation.
- Data Privacy Concerns
 - Amazon has a lot of data privacy concerns about the brand, especially its Alexa product. People have questioned how much information she is listening to and collecting. This has raised multiple questions about how Amazon handles and protects user information.
- Fake Reviews
 - Amazon has addressed issues about fake reviews. Sellers on the platform have been found making fake reviews on their products to boost sales and search engine optimization. Amazon has claimed that they are taking steps to fix this issue, but it is still an ongoing challenge that is still happening today.

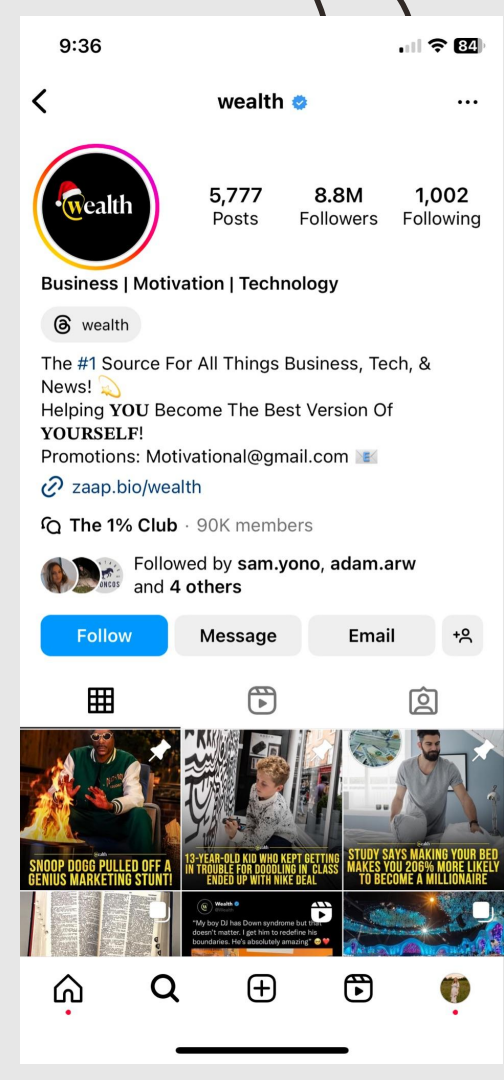
IMC Plan - Data Privacy Concerns

- Our group chose to focus on data privacy concerns with the public as an issue to address through an IMC campaign. The main reasoning for this is that several potential customers have voiced concern about using a site like Amazon due to potential personal information leaks and the use and operations of Amazon's Alexa device. This branding issue was chosen because of the potential customer trust Amazon could regain by working towards results to ease customer's minds regarding privacy concerns.



Earned Media

- Through our earned media, we can develop relationships with media and social media accounts to share correct information about Amazon's branding issue with data privacy concerns of the Alexa machine always listening and gathering data from consumers.
- **National Media:** The Wall Street Journal has a technology section on their website that focuses on the latest tech news. This would be a great to reach the target audience who is interested in technology news and a chance to provide the correct information and safety around the data privacy concerns centered around Amazon and their Alexa products.
- **Local Media:** Ball State Technology Center send out a blast email to all the students since they will be informed about the topic of data privacy concerns and could share some tips to the students on how to be safe on social media and when using Amazon products
- **Social Media:** Wealth is a business technology social media platform that has over 8 million followers to share correct and informational information to the public



Shared Media

- For shared media, we recommend Amazon focuses on platforms such as Instagram, Facebook, and TikTok. These three platforms have been noted for having more users and better interaction between consumers and brands. The engagement aspect is important for shared media to be productive.
 - We recommend the brand create a campaign of centered posts that would allow for a hashtag that others could participate in. With the concern of Data Privacy being the focus it could be centered around security, privacy, or safety both online and for real life.
 - For more interaction, we recommend the brand repost, story, or stitch content others produce and is positive for the brand to spread either awareness or get people more involved in general. However, this also would benefit concerns of data privacy by allowing people to voice their concerns or for them to share articles over helpful tips/information surrounding this topic.
 - We also recommend using these platforms to hold polls consumers can provide feedback on. This would allow the brand to have interaction and get feedback at the same time over products or concerns such as Data Privacy.

Paid Media

- With our paid media, we will focus on social media advertisements such as Instagram or Facebook, as well as using tools like Google Banner Ads. This will be sponsored content that is boosted posts on social media platforms to reach a broader audience. These platforms have been specifically chosen based on the engagement they provide and the wide array of consumers to potentially reach.
 - We recommend using an infographic that addresses data privacy concerns and solutions to these platforms to help boost awareness or ease people's concerns. By dedicating paid media expenses to this infographic, it could help it get more awareness from consumers.
 - Another feature we recommend to use would be the ad features on these social media platforms. This could be used to link to an amazon page consisting of the best safety items to buy both for digital and real life.
 - Another opportunity would be to pay for space on Google Banner Ads that would either take them to an article over data privacy tips or to products that can help.

Owned Media

- Through our owned media sources, we will focus on producing factual information that can be uploaded on their leading site and on social media the brand owns. This content will focus on addressing data privacy concerns, and the steps Amazon is taking to help solve this issue.
 - Articles posted on their website that discuss current work and research being done to make Amazon a safer and more secure company for consumers. This could be in the form of weekly or monthly updates.
 - Videos posted on social media (Instagram, TikTok, Twitter, Facebook) that takes the information from articles and puts it into a digital format to better target the younger demographics. This could be in the form of native ads where someone is simply talking to the camera instead of being high budget, to make it feel more authentic.
 - Newsletters to those who are subscribed to their emails. This makes sure that information is getting directly to those who are actively engaged with and buying from the company.
- According to Forbes, “In today’s ‘attention economy,’ time is the scarcest of commodities. That is why the most basic tenet of owned media publishing is to deliver something of value to the consumer.”
- By creating content that directly addresses the concerns of consumers, the brand will be delivering something of value to the audience, and in the process, helping to restore trust and brand loyalty.

Sources

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