

A musician with dark hair, wearing a light-colored, polka-dot, long-sleeved blouse, is captured in a dynamic performance on stage. Her hands are raised to her head, and she is singing into a microphone on a stand. The background is a deep blue, illuminated by stage lights, with a bright light source visible in the upper right corner. The Amazon Music LIVE logo is overlaid in the center of the image.

amazon music **LIVE**

Today

INTRO P1

APPROACH P2

CONCEPT P3



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Introduction

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WE'RE BACK

Amazon Music Live set a new standard for integrated music experiences, connecting communities in sport and music for a cross-platform ignition of fandom.

EVOLUTION

To understand the next expression of Amazon Music Live, let's unpack the first iteration and, from those learnings, build a natural evolution to the program that further achieves our goals:

**Strengthen relationship
with artists**

**Solidify the brand as an
epicenter of community
and culture**

**Connect fans to who
and what they love**

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INTRODUCTION
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In 2022, Amazon Music Live introduced a boundary-breaking live streamed and IRL concert experience with an inclusive, tech-integrated approach.

It established a distinct POV based upon these pillars

Intentional balance between fan and artist

Seamless tech integration

Inclusion of IRL and digital communities

Top tier music performances and host

An understanding of fandom

Merger of sport and music fans with TNF

Industry Position

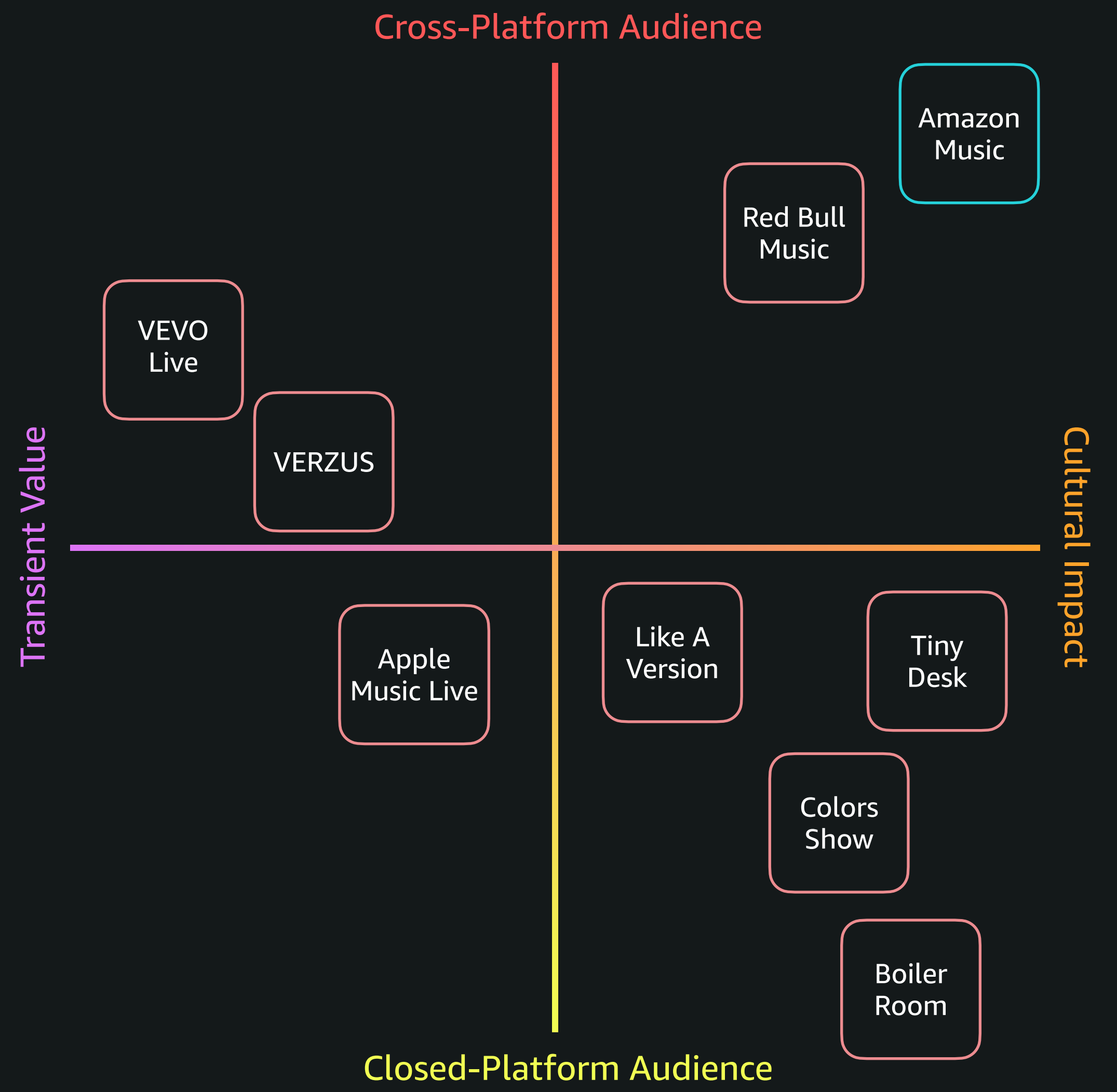
2022 demonstrated where Amazon Music Live lands amongst its competitors — (2) main things stand out:

Cultural Impact:

A weekly show with long use-case value.

Cross-Platform Inclusivity:

Because AML broadcasts on Twitch and Prime Video, AML is the most easily accessible live music experience and thus has high potential for growth across multiple demographics.



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Approach



2023 CHALLENGE

To establish Amazon Music Live as a cutting edge, must-join moment to young consumers, we must:

Create an event that uniquely mirrors the way that Gen Z expresses their fandom.

Guiding Insight: Industry

Arena-Sized Emotions

Sports stars and music artists are modern day superheroes. But it's not the idea of responsibility that inspires us—on a deeper level, we admire their fearless, authentic self-expression.

Gen Z looks to them as models for unapologetically expressing their passion - for their complete self-actualization.

Thus, sports and music stars represent an ideal of the most important aspects of life - and together as an audience, we share in their greatness on the largest stages.



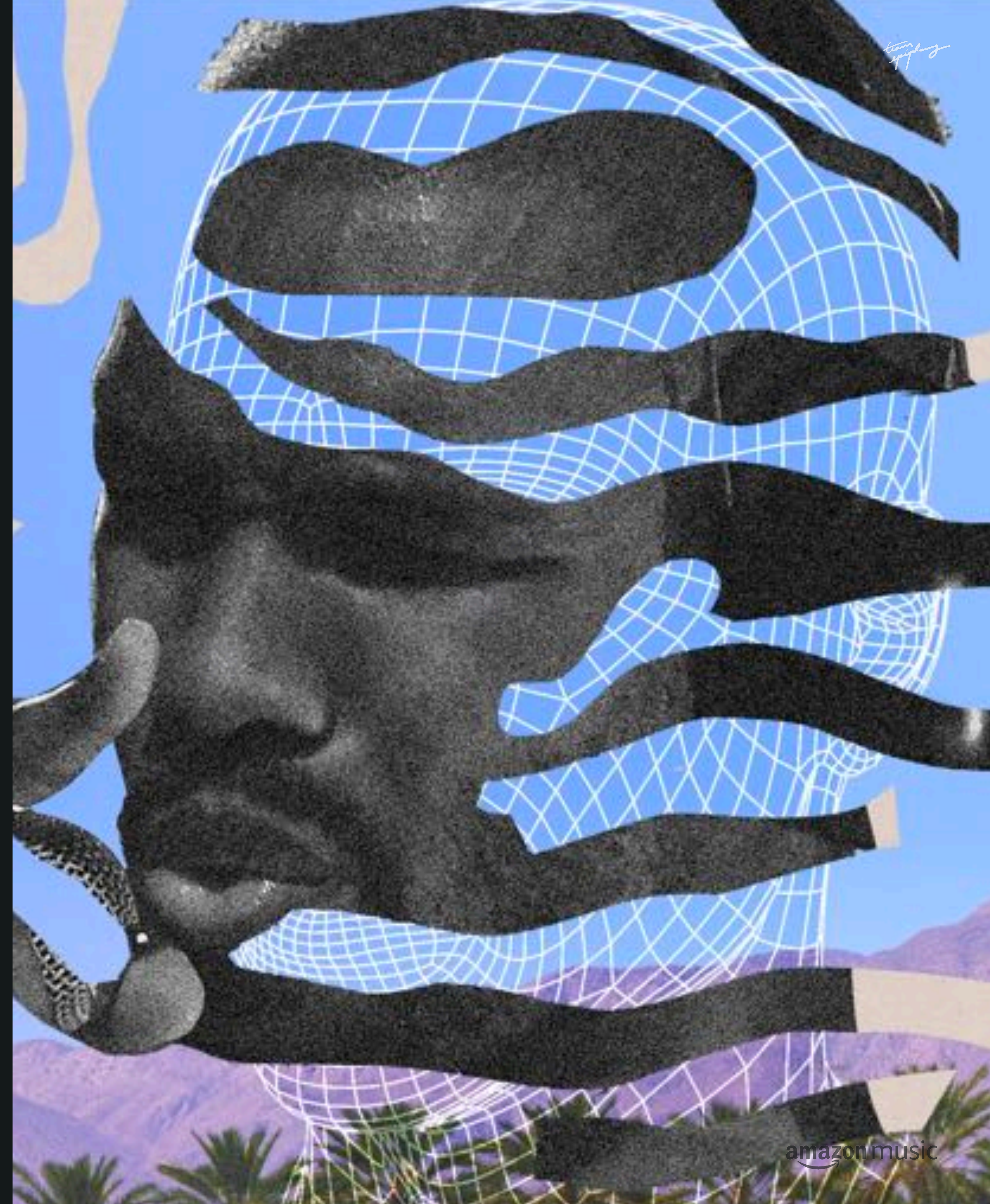
Guiding Insight: Gen Z

Creativity As An Expression Of Fandom

For Gen Z, fandom manifests in a unique way - they love utilizing the plethora of digital tools to create fan art, custom playlists and unique fashion looks.

→ *In fact, 60% of Gen Z is more likely to describe themselves as “creative” and 2.5x more likely to create their own content as an expression of fandom —with sports and music being major avenues of inspiration.*

Thus, providing opportunities to create unique signifiers of fandom is a strong way to connect with our audience.



Guiding Insight: Gen Z

Music Is Self Exploration

In fact, 80% of American Gen Z said audio allows them to explore different sides of their personalities.

Gen Z turns to music which spans the emotional spectrum, from “melancholy” to “passionate” to “dramatic” — music moods which Gen Z streamed more of in Q1 2022 compared to the year prior.

→ *Brands that integrate more emotional variety or experimental concepts into their products or campaigns will resonate with Gen Z audiences seeking access to these different sides of themselves.*



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Guiding Insight: Gen Z

Brands Are Building Subcultures

Many campaigns across marketing feel iterative and lack long standing value. The activations, content, etc, meet contemporary, but transient desires of the now and impact fleets over the course of weeks or months.

To combat this, audiences are seeking experiences and spaces with long use-case value: a place that facilitates connection and active participation in community and culture across **time and region**.



Approach

Takeaways

1

Arena-Sized Emotion

Create moments that channel the passion and emotion behind it all. Answer the “why are we here?”

2

Creativity As An Expression of Fandom

Give fans the opportunity to participate in their fandom through creative expression.

3

Music Is Self Exploration

Create experimental touchpoints which explore the full spectrum of music genre and emotion.

4

Brands Are Building Subcultures

Develop the bedrock of community by creating long use-case value experiences that inspire participation.

STRATEGY

While AML 2022 had audiences step into our curated and integrated music-centric world, we now ask them to be a much more connected and active participant within our experiences.

Amazon Music Live asks audiences to bring themselves into the creation of our experience, to ignite and actualize their fandom and to strengthen their connection to who and what they love.

The background features black silhouettes of a band and an audience member against a light grey gradient. On the left, a musician is shown from the side, holding a guitar. In the center, a person's hand is raised high. On the right, another person stands with their back to the camera, hands on hips. The text 'ENTER Canvas' is overlaid on the central figure.

ENTER
Canvas

Eight Unique Artist & Audience Created Experiences

AMAZON MUSIC LIVE: CANVAS

CONCEPT

Canvas is a space to actualize your fandom.

When attendees enter each week, they become the creators of their own experience (with the help of partner artists).

EXECUTION

Through several interactive touchpoints, including AI art and mood lighting, they alter the venue, transforming it from a white space to a visual representation of their fandom.

Over the course of the series, this creates 8 distinct experiences inspired by each performing musician.



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AMAZON MUSIC LIVE: CANVAS

High Level Event Overview

6:30 (PST)

Doors Open

Guests check in, vote on space customization and go through an entry moment.

~7p - 8:30p

Experience

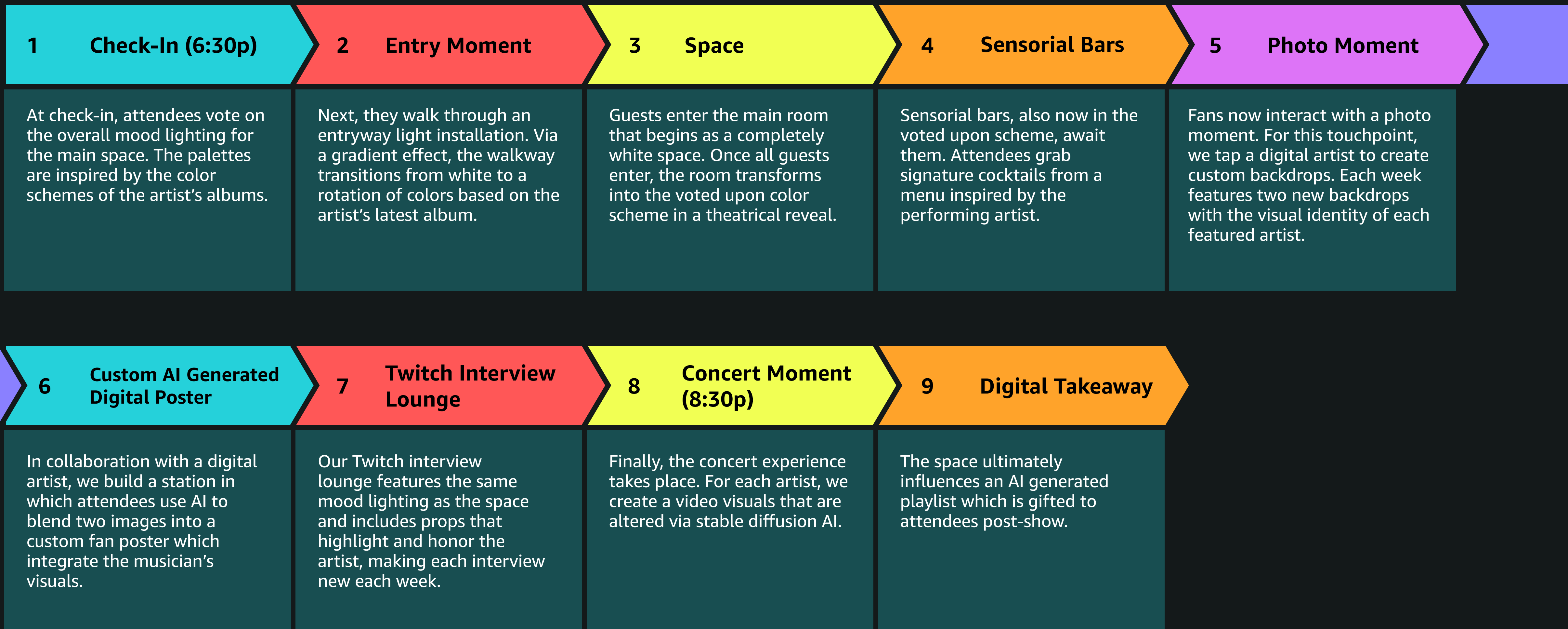
Guests are in the main space and they bounce between all AML touchpoints, ending with the Twitch live-streamed interview.

8:30p (Post TNF Game)

Concert

The concert begins after TNF game concludes. People leave post-show.

Experience Consumer Journey



1

Check-In

From moment one, we ignite fandom and give attendees the opportunity to actualize it.

Check-In: At check-in, guest vote on visual alterations inspired by the artist's album artworks, determining the event space's overall mood lighting.

How Attendees Vote: They vote on a number of color schemes inspired by our performing artist's discography via iPad.

Highest number of votes by attendees is the designated mood lighting for the space.



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2

Entryway

To enter our event, fans pass through an entryway installation which underscores our theme of creative transformation.

This a liminal lighting pathway that creates a gradient effect, beginning in white and gradually shifting in color, as you walk through.

The effect creates a “down the rabbit hole” feeling which builds anticipation to the main room.



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3 Space: Beginning

As attendees enter the main space, they are greeted by a glowing and completely white space.

It instantly instills a sense of surrealist wonder and curiosity.

It is a blank canvas waiting to be transformed.



3

Space: Transformation Moment

Once votes have been counted and the majority of attendees are inside the main space, a countdown begins...

3...2...1...

This leads to a grand moment in which the space shifts in hue and lighting from white to the visual identity determined at check-in.

Thus, the space itself has transformed into a representation of the artist's most popular era, as decided upon by the fans.

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4

Sensorial Bars

Bars across the space reflect the mood lighting of the event and offer attendees signature cocktails inspired by the featured artist.

Attendees are invited to hangout near the bar as a DJ sets the vibe sonically.



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Photo Moment

Our photo moment invites attendees to pose in front of an artfully designed backdrop created by a digital artist partner.

How It Works: A backdrop is created by a digital artist who will use AI to create two unique visuals.

Each week, attendees pose in front of a green screen, then select the artist backdrop they want added to their photo. Two new backdrops inspired by the performing artist are used at each event's photo moment.

Attendees get their photo taken then receive the digital copy for social sharing.

Artist Partner: [Keith Rankin](#)



6

Custom AI Fan Art Poster

In collaboration with an artist partner, attendees create AI generated digital posters that represents their fandom.

How It Works: Using an AI image generator like Midjourney, attendees use the “/blend” prompt to blend two images into a new, unique image.

- **Step One:** Walk up to iPad kiosk. Select: /Blend.
- **Step Two:** Choose an image of the performing artist from the bank of images and import.
- **Step Three:** Choose an image from our partner artist and import.
- **Step Four:** Press generate, download and airdrop your custom poster to your phone.

This image is shared to a digital screen at this station.

Artist: [Khôi Bảo Pham](#)

AI Partner: Midjourney



6

Custom AI Fan Art Poster Example:

Attendees at our poster kiosk select two photos to blend into unique AI generated digital poster inspired by the performing artist.

Performing Artist Photo:



Artist Partner Artwork:



AI Blended Digital Poster:



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Twitch Interview Lounge

Our host sits with the featured artist for an interview moment. The lounge space features mood lighting that mirrors the space and props that honor the artist.

The visuals and mood lighting is therefore unique to each interview, making it a one-of-one moment to be watched on social.

Guests onsite and Twitch viewers ask questions that the artist can answer.



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RECORDING

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Concert

Finally, the concert commences!

While we know the stage visuals will be different for each artist, we have the opportunity to create fully unique visuals using Stable Diffusion AI.

How It Works: Stable Diffusion

Stable diffusion works by importing video files into a AI software that alters those visuals into something familiar, but unique.

Partner: [SagansSagansSagans](#)

How It Works: Concert

We work with SagansSagansSagans to create 8 unique videos using stable diffusion before our events occur. While our performer performs, we play their unique visual on the backdrop of the stage.



Sam Spang

9

AI Generated Playlist Takeaway

At the very end of the experience, we send all attendees a unique playlist generated by Amazon Alexa and a code to get 3 months of Amazon Music for free.

How It Works: We use Amazon Alexa to create a unique playlist based on auditory prompts of each event. We add the playlist to Amazon Music, then send it out to all our attendees via email.



Directional Collaborators



Khôi Bảo Phạm
Digital Artist



Keith Rankin
Digital Artist



Cali Craft Cocktails
Mixologist



SagansSagansSagans
AI Art Group



Debo
AI Artist



DALL-E
AI Generator

MIDJOURNEY AI



Midjourney
AI Generator

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AMAZON MUSIC LIVE: CANVAS

Content Output

1. UGC Content

Each touchpoint from entry to photo moment to stage visuals entices UGC content creation.

2. Amazon Content Team

We'll have our own team there, capturing photo and video for recap content sure to inspire FOMO.

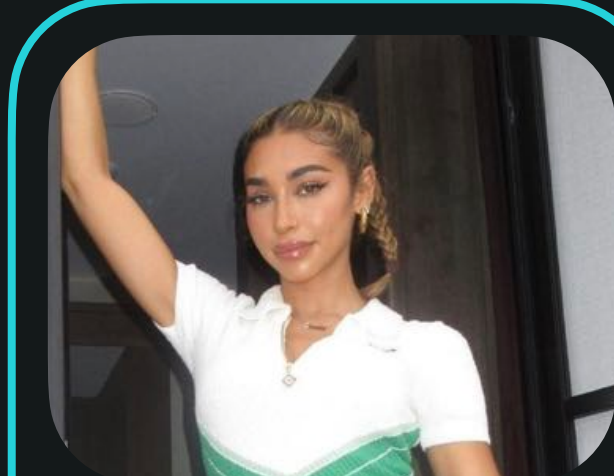
3. Influencer Content

Our influencer invitees will get VIP treatment. The space leans into visuals to entice social sharing.

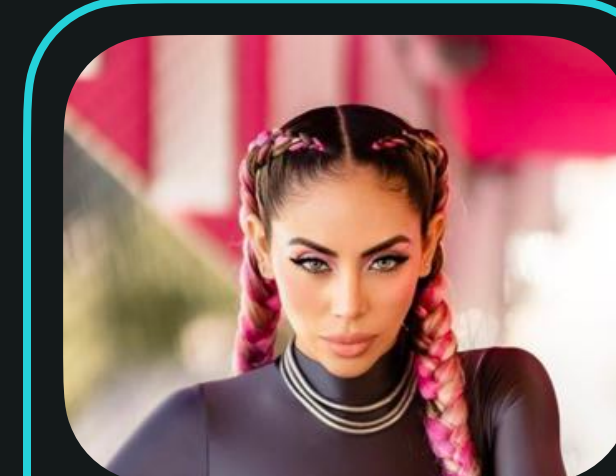
Directional Influencers



Durski
Followers: 5.9M



Chantel Jeffries
Followers: 4.6M



Esther Anaya
Followers: 729K



Zack Bai
Followers: 561K



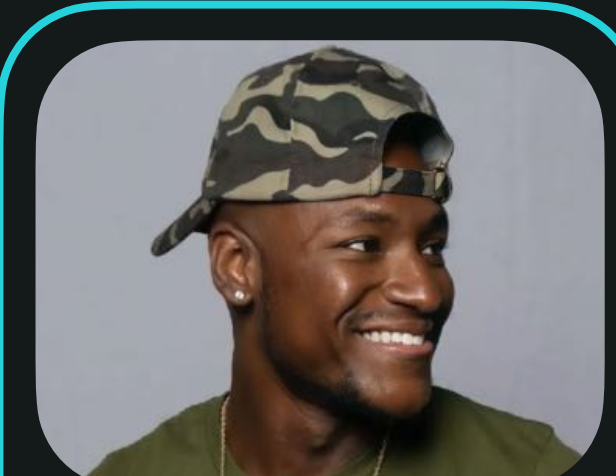
Jenna Bandy
Followers: 720K



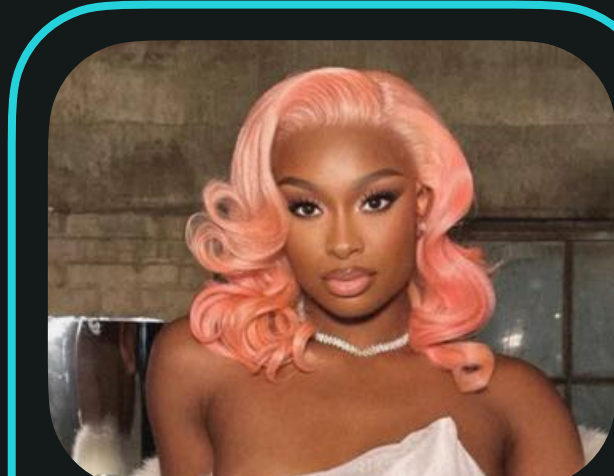
Sofia Franklyn
Followers: 740K



Young Taco
Followers: 1.3M



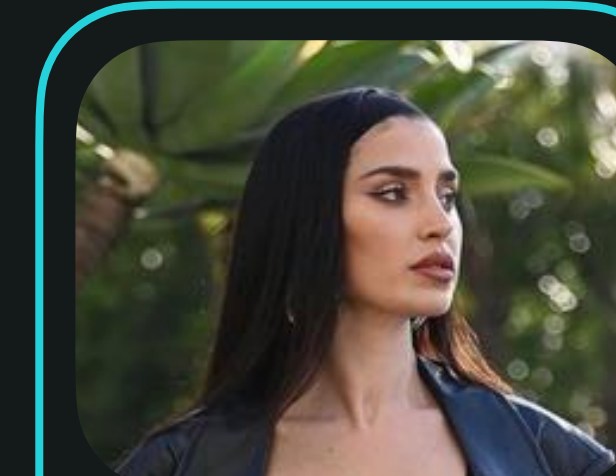
Da Kid Gowie
Followers: 307K



Coco Jones
Followers: 3.1M



Kai Cenat
Followers: 5M



Nicole Williams
Followers: 2.3M



Steele Brim
Followers: 1.8M



Deestroying
Followers: 2.3M



Cole Bennett
Followers: 1.8M



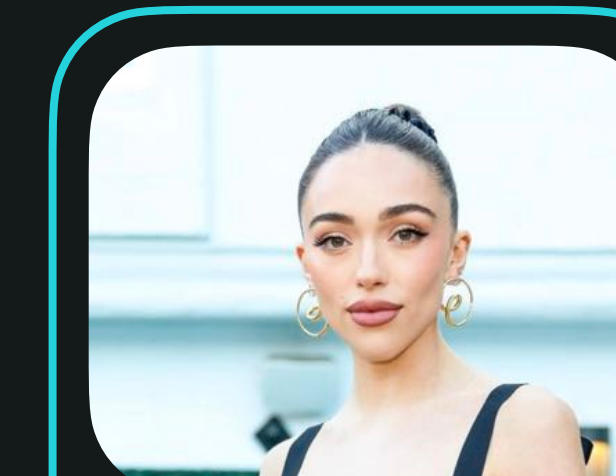
Chase B
Followers: 432K



Nelk Boys
Followers: 4.4M



Olivia Culpo
Followers: 5.3M



Sophia Culpo
Followers: 240K



Aurora
Followers: 201K

RECAP

CONCEPT

CANVAS IS A SPACE THAT PROVIDES THE OPPORTUNITY TO ACTUALIZE FANDOM. WHEN ATTENDEES ENTER EACH WEEK, THEY BECOME THE CREATORS OF THEIR OWN EXPERIENCE (WITH THE HELP OF PARTNER ARTISTS).

EXECUTION

Check-In

Entry

Space

Sensorial Bars

Photo Moment

Fandom Poster

Twitch Lounge

Concert

Playlist Takeaway

A musician with long dark hair, wearing a white polka-dot shirt, is performing on stage. Her arms are raised, and she is singing into a microphone. The background is a solid blue color with a bright light source in the upper right corner. The text 'amazon music LIVE' is overlaid on the image.

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Thank You

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