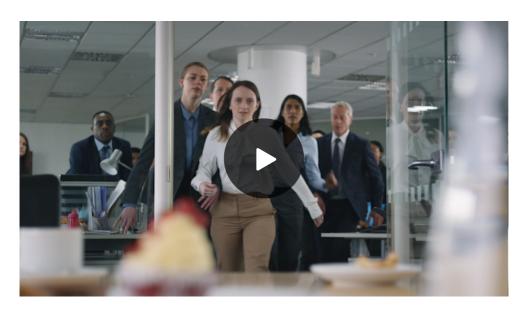
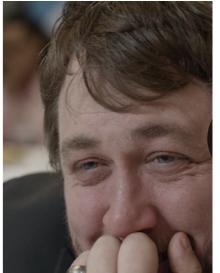


AMAZON

Great Shows Stay With You

We developed an idea which focused on people's relationship to great shows. A campaign anchored in the insight that our favorite shows don't just stop when you've finished watching, they stay with you throughout your life too – sometimes appearing in the most surprising of places. So we created a series of TVCs which depicted Amazon Prime Video viewers who were transformed in various ways by the shows they had immersed themselves in.





CUPCAKE





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