



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

CI



## Related Content



ANCESTRY UK  
Together Forever



AMAZON PRIME VIDEO  
Amazon Prime Video



BARCLAYCARD  
Barclaycard - Upside  
Down House

---

©2020 Droga5, LLC. All rights reserved.



[Privacy Policy](#)

[Terms and Conditions](#)

[Contact](#)

[Do Not Sell My Personal Inf](#)