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AMAZON PRIME VIDEO

# Great Shows Stay With You

Amazon Prime Video is the largest collection of video entertainment ever amassed in one place. Yet say 'Amazon Prime' to anyone and they immediately think 'free, next day delivery'. They have great shows, what they didn't have was enough brand awareness in a hugely competitive market.

We set out to fix that by creating content that is as rich and entertaining as the shows they promote. A series of character driven stories under the insight 'Great Shows Stay With You'. Showing how, when you get into a show that really speaks to you – episode after episode, season after season – the show takes it's hold, reality distorts and the world around us

begins to merge with the fantasy in front of us.

We become the show. And the show becomes us.

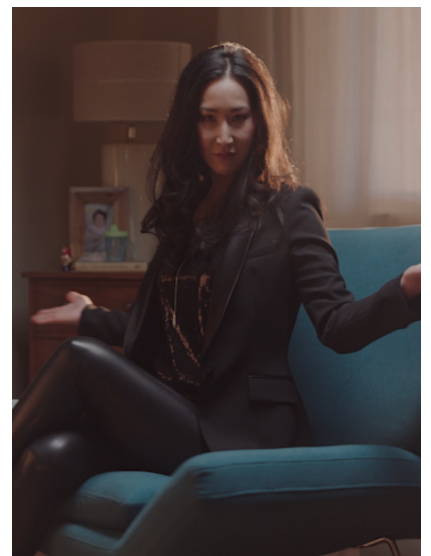
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PARAMOUNT PICTURES



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AMAZON

Amazon Prime - US

Baywatch Slo Mo  
Marathon

It's perfectly normal...  
until it's kwiffed.

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