



amazonincentives

CASE STUDY

From B2C to B2B: rebranding product offering accelerates global expansion

elevationb2b.com



elevationmarketing



Amazon looked to capture a larger portion of the growing business-to-business market

BACKGROUND



Rebranding and repositioning B2C services to a B2B & enterprise buyer

More than \$129 billion was spent on gift cards in 2016, according to CEB Financial Services, with \$20 billion of that spent by corporations buying gift cards for employees. The market is expected to grow more than 5 percent per year as consumers adopt mobile payments and grow more comfortable using their electronic wallets to purchase goods.

A longtime dominant player in the gift card market, Amazon.com, decided to step up its efforts to capture a larger portion of the growing business-to-business market with help from Elevation Marketing. The gift card business at Amazon represents a large percentage of

the overall spend on gift cards globally, and according to published reports, about 20% of Amazon's products and services are purchased using gift cards.

Formerly known as Amazon Gift Cards for Business, and as part of a strategy and rebranding effort that was shared among Elevation Marketing, another agency, Amazon partners and the Amazon team, Amazon Incentives was born as a product offering that includes Amazon gift cards, Amazon Prime membership and Amazon Audible access. The mission was to help businesses achieve a higher

level of performance by rewarding behavior, increasing engagement and cutting costs.

The division rebranded itself as Amazon Incentives to better reflect the additional gift card products and services offered through its newly formed B2B unit. Amazon wanted to better target HR departments, sales and customer loyalty teams, as well as resellers that package Amazon offerings in their incentives and rewards programs.

Amazon tapped Elevation Marketing and asked it to join the Amazon internal team and a few of Amazon's other select partner agencies to quickly plan and execute a new global strategy,

develop the brand's domestic and international look and feel, as well as help develop world-wide content and connect that content to a revised buyer's journey, all while aligning a powerful global sales force with marketing tools to accelerate growth.

Elevation was invited to partner with Amazon based off the firm's comprehensive understanding of marketing to a B2B audience, its strategic thinking, its ability to communicate globally and its experience aligning the marketing and sales process.



Brand Style Guide

Branding Elements

Amazon Incentives is a part of Amazon.com and provides businesses of all sizes with access to the Amazon.com experience as an incentive for employees, customers and partners. Amazon Incentives enable our clients to achieve a higher level of business performance - rewarding behavior, increasing engagement and cutting costs. When using these branding elements along with the photography will convey professionalism, sophistication and technology within the existing Amazon brand. Below is a breakdown of branding elements.



1. Varying angles using primary colors (refer to color palette) are to create a visual element showing movement and precision with the focus on business performance.
2. Incorporate hero style photography (refer to photography section) which communicates the results of receiving a gift card within these business.
3. The color treatment symbolizes Amazon Incentives business offering to the end user and ties back to the Amazon brand.

Additional Branding Elements: Stat Designs



Page views increased **350%** year over year

CHALLENGE

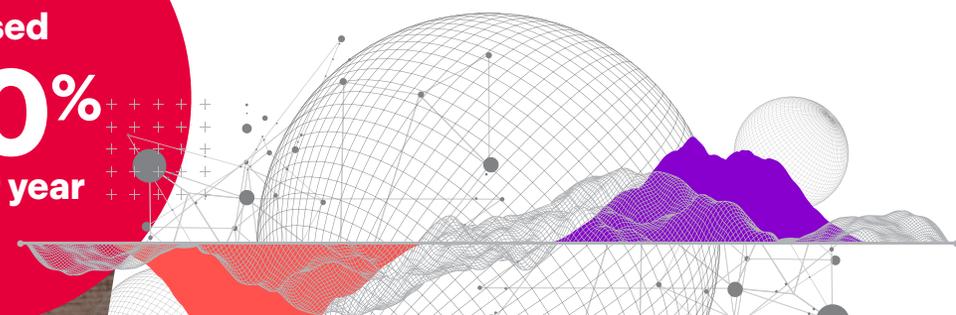
Branding a new offering while connecting global strategy with global tactics

Within a six-month window, the Amazon team and its partners needed to create a more sophisticated B2B strategy and brand informed by global research, including the look, feel, tone and approach.

Amazon Incentives also needed to better align its sales and marketing efforts, creating new global marketing materials and sales training to help the sales team better engage with its target audiences. The goal was to **accelerate double-digit growth of a product offering that includes gift cards, Amazon Prime membership and Audible access all under a new brand offering called Amazon Incentives.**

After a global strategy and alignment was created, Amazon Incentives needed to quickly execute a variety of content-based marketing activities and digital ad campaigns to increase leads and top of funnel activities. Those activities needed to yield aggressive growth numbers, and to do it Amazon needed a partner to act strategically, think globally and activate tactically, all under tight deadlines.

Finally, the new Amazon Incentive brand **launched at a first-ever sales summit, a 5-day sales conference in Seattle where the entire global sales and marketing team gathered to align to a more integrated sales and marketing process.**



STRATEGY

Realigning the brand and the sales & marketing process around a better defined buyer



Amazon, plus its collective team of agencies and internal sales and marketing stakeholders, needed to **engage in a process that involved realigning the sales and marketing process around a better defined digital buyer's journey**. The marketing content needed to drive top of funnel activity and eventually execute a final sale. The group engaged in a global research project, executing hundreds of global quantitative and qualitative strategic surveys to better understand buyers, their needs and their understanding of the Amazon brand. As a result, a new sales and marketing strategy was born, bolstered by a strong content strategy to drive prospects through the sales and marketing funnel.

Elevation was then asked to **develop the entire brand's creative and graphical look**. The team approached the challenge in phases, first creating new brand guidelines, a new logo, general theming, and templates for PowerPoint presentations, Word docs, and

email signatures. Then the agency was asked to develop messaging support, and activate the new brand in numerous materials and tactical elements.

Initially, those elements included re-doing Amazon Incentive's website, which needed to debut with seven localized versions, translated within Amazon parameters into German, Italian, Spanish, French, Japanese, and the UK's English.

Eventually, the Elevation team needed to immerse itself in full tactical execution, helping to create numerous global content pieces to support the newly aligned B2B sales and marketing approach and to connect Amazon Incentives to its target audience.

Those tactics included creating or helping to create **microsites, landing pages, white papers, case studies, positioning papers, sales and marketing training materials, brochures, trade show graphics, infographics, and sales tools, among many other items**.

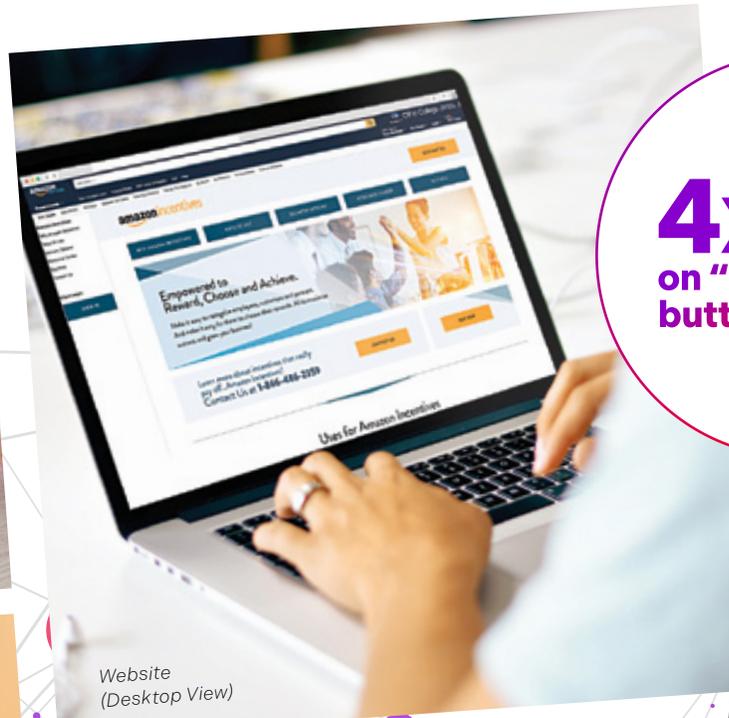
Elevation Marketing also **produced and coordinated all the print needs, signage, presentations, videos, event theming, and all other necessary items required to support the global sales summit meeting** where the new brand was presented to the internal global sales team.



Form submissions
increased 171%
year over year



Presentation Deck



Website (Desktop View)

4x increase on "buy now" button clicks



Infographics



DELIVERABLES

- Branding Strategy
- Whitepapers
- Case Studies
- Landing Pages
- Website Redesign
- Microsites
- Positioning Papers
- Brand Guidelines
- Sales & Marketing Training Materials
- Brochures
- Trade Show Support
- Infographics
- Sales Tools
- Videos
- Global Support: Translation for 20 Foreign Countries

BUSINESS WINS

Creating a uniquely branded offering that drove double-digit increases in KPI's and revenue generation

The Amazon Incentive strategy and rebranding efforts were an instant success and resulted in an immediate spike in website traffic, lead generation and sales to businesses.

Year-over-year website page views increased 350 percent, information request form submissions jumped 171 percent, and clicks on the "Buy Now" button quadrupled. Clearly, the new brand resonated with business customers.

The newly created Amazon Incentives brand eclipsed the revenue goals demanded by its internal stakeholders, and the brand continues to grow rapidly in year two.

In very short order, Amazon accelerated a billion-dollar brand in the blink of an eye. Elevation provided exceptional brand support that led to an amazingly successful launch of Amazon Incentives.



**double-digit
increases in
revenue
growth**

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ABOUT ELEVATION

Full-Funnel Marketing Solutions for Today's B2B Buyers.

Elevation Marketing creates meaningful customer engagements and sustainable results through data-driven, digital-first solutions that inspire change, motivate action and deliver predictable outcomes. Whether it's brand, demand, ABM, channel or sales enablement, we are experts in connecting brands to people and performance through end-to-end B2B marketing programs. By looking at your brand through the lens of your business, we help you break through the

obstacles that stand between you and greater sales, increased market share and increased revenue for maximum return on your investment.

Ready to discuss your project?

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