



Buy with prime

Shopper Campaign Proposal prepared by The Mill Design Studio





Hello.

Hello Team! Thank you so much for considering us and for giving us such solid footing to jump off from. I promise that this will be the one and only pun of this entire treatment, but I can confidently say that myself, and the entire Mill team, are **PRIMED** and ready to crush this project!

I'm sure we aren't the first to take the bait, and we won't be the last, but since our call, we've had some time with the brief and have a lot to discuss, so here we go!

- Donnie, Daena & Mariah



**Where you go.
Where you dream.
Where you love.
It's on Prime.**



Overview

This is such an exciting project to take on, not only because it's a fresh look at an iconic brand, but because it drives awareness of a service that we've all been wanting- even if we didn't know it.

The option to buy with Prime outside of Amazon is a monumental step for consumers; it's honestly soooooo convenient; we want everyone as excited about it as we are. It may be implicit for those familiar with Prime, but the two key factors we want to accentuate are when you buy with Prime on any merchant's site (where available), you automatically get the benefits of Prime. Fast and Free Shipping + a trusted steward of your financial information. Who doesn't love a little cybersecurity these days?

Even though there's the elephant in the room, pssst the tight timeline, we're thrilled about the creative. Our promise is to be as advantageous as possible when balancing our creative execution, production schedule, finishing process, and formatting for different deliverables. We run a tight, highly-awarded, and smooth-sailing ship where communication and hard work rule the day; we're in this together.



Narrative.

To provide us with a guide, I started to experiment with a few different script structures. Our :30 focuses on Benefits, and the :15 features a single Category within that, we find that even the most simple stories have a beginning, middle, and end and our story arc will punctuate Buy With Prime as the obvious solution.

Narrative Script Ideas

Benefit Focused

:30 Script Ideas

More of what you love. Now, in more places. Fast, free shipping. Secure Transactions. It's on Prime.

Dance. Eat. Dress. Lift. What you're into. Where you're at. It's on Prime.

Your interests. Your tastes. What makes your heart beat? It's on Prime.

Where you go. Where you dream. Where you love. It's on Prime.

Explore. Surf. Discover. More of you. In more places. It's on Prime.

The Benefits of Prime. On the sites you love. Prime Shipping. Prime experience. It's on Prime.

One button. Infinite possibilities. The Benefits you love. In more places. It's on Prime.

Category Focused

:15 Script Ideas

*Fashionista? Sneaker Head? More fashion, in more places. It's on Prime.
(Fashion Category)*

*Some like it hot. Really hot ;) Spicy, in more places. It's on Prime.
(Food Category - Truff Hot Sauce, etc)*

*Step. Spin. And Press. Get moving in more places. It's on Prime.
(Fitness Category)*

*Green thumb. Blue button. Plants, in more places. It's on Prime.
(Flower & Plant Category)*

*Audiophile or Melomaniac. More gear in more places. It's on Prime.
(Audio Equipment Category; Turntables, Speakers, etc.)*



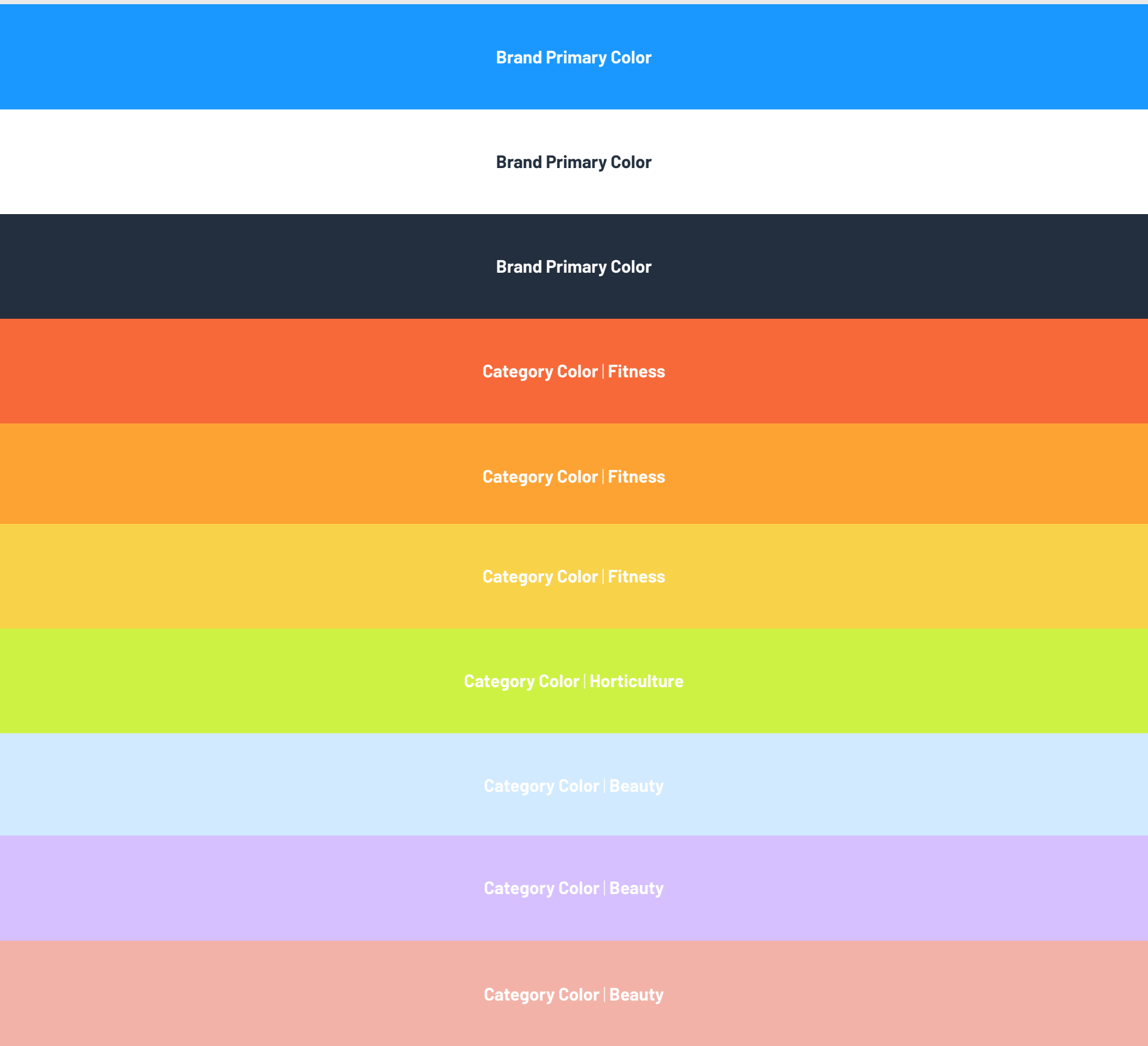
Narrative Activation

An important aspect of our narrative is truly how the button activation propels the narrative forward. This is one part practical question- how does it react physically, one part metaphorical question- what visual arc creates the biggest emotional impact, and most importantly, a design one- what visual device best accentuates our story, does the button press activate a cascading effect, kick off a portal-type dive to deliver the goods, or radiate a tapestry of vendors outwards?

While the design and animation mechanism doesn't necessarily impact the narrative, we feel it's due diligence to find the answer that makes the most sense, as mentioned, practically and metaphorically. Do we find objects through carousel-type animation and then, after the button click, see the satisfaction of the customer? Do merchants cascade onto the screen before our button click reveals a bit of copy, Fashion, in more places, followed by a newly dressed shopper?

So many questions, I know, but thankfully we've begun to find the answer on the following pages. However, before we get there, it's worth noting that another key element for our narrative is the story we build with color.





Narrative Color

While staying true to the new Amazon palette, I also love the idea of assigning a consistent color to a specific category of products. I.e., beauty products always have cool pink or lilac hues, fitness is always supported by yellows, and horticulture is unapologetically assisted by greens. This gives us a dynamic palette with a sense of structure while also clapping back at the organizational marvel of Amazon- everything feels in the right place.



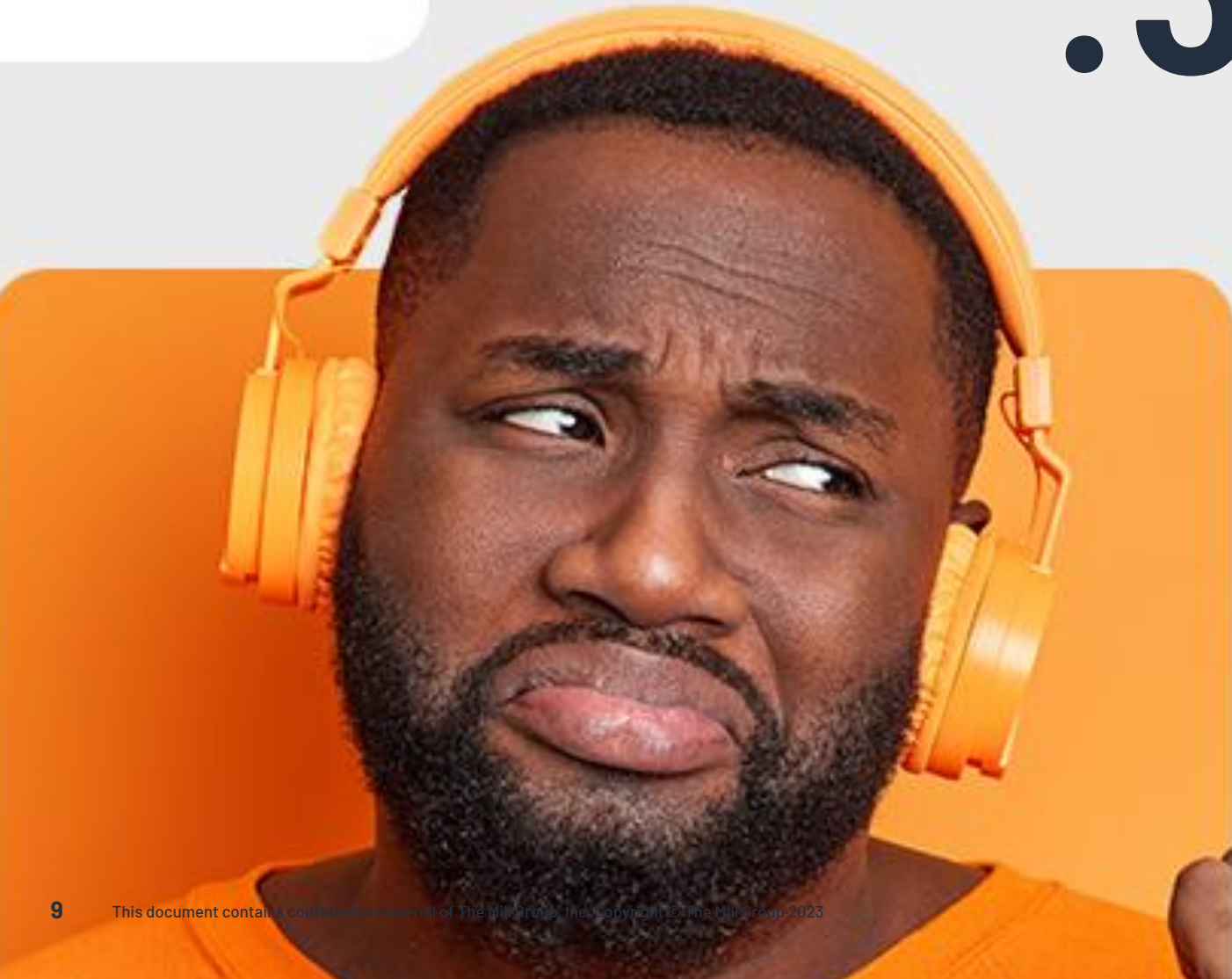


Styleframes



:30 Benefits

Styleframe Execution



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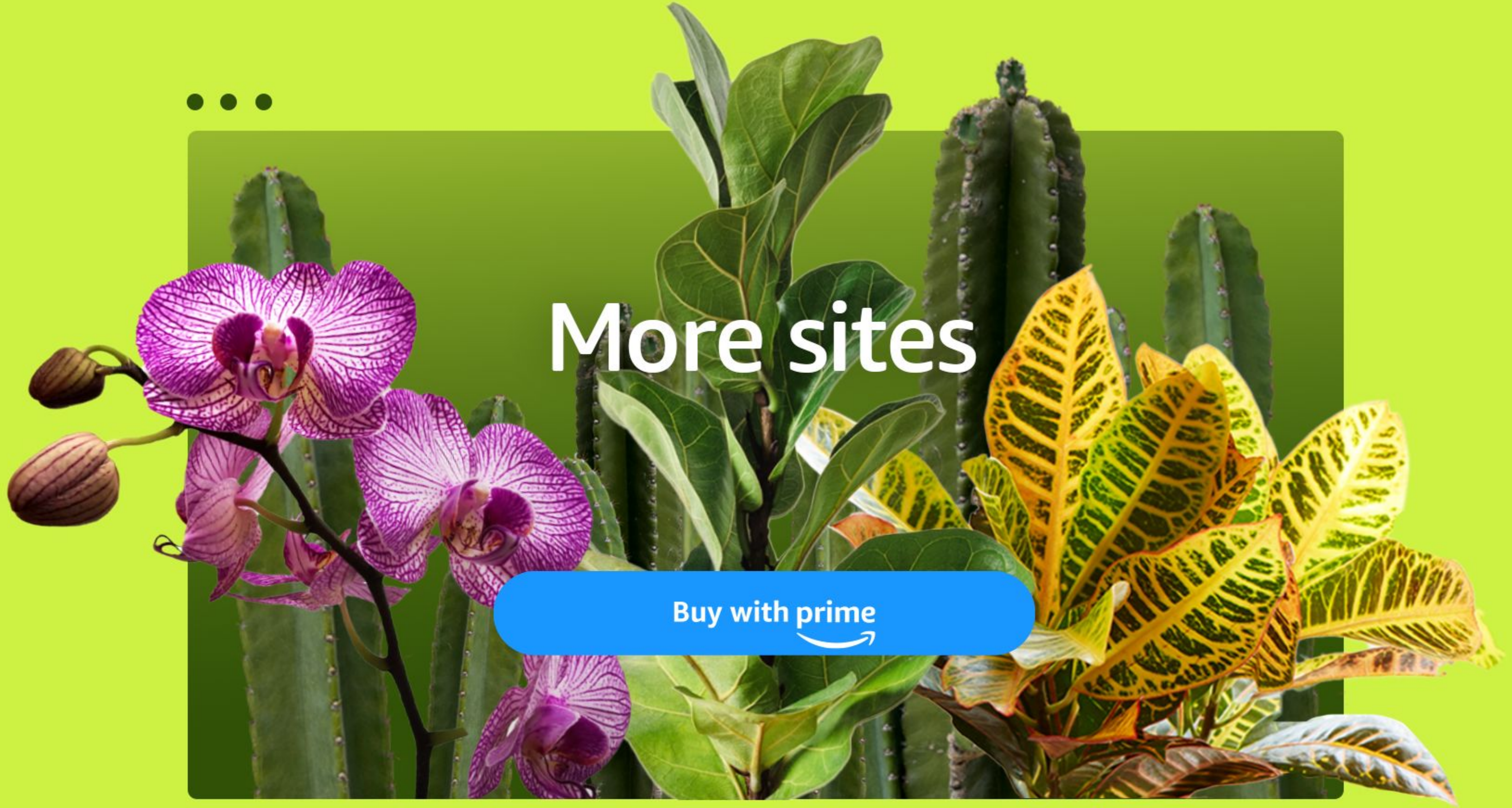
Buy with prime 




Styleframes

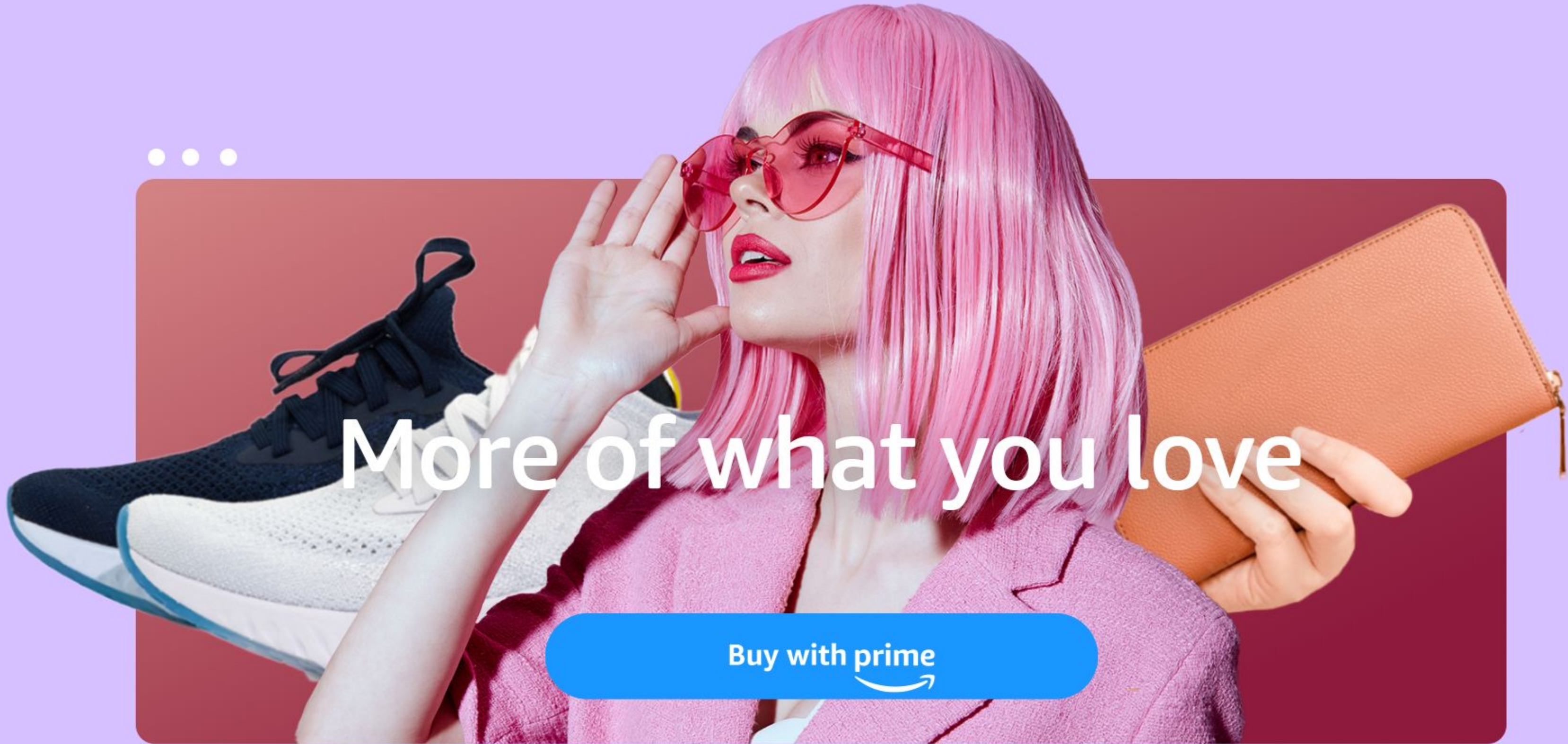


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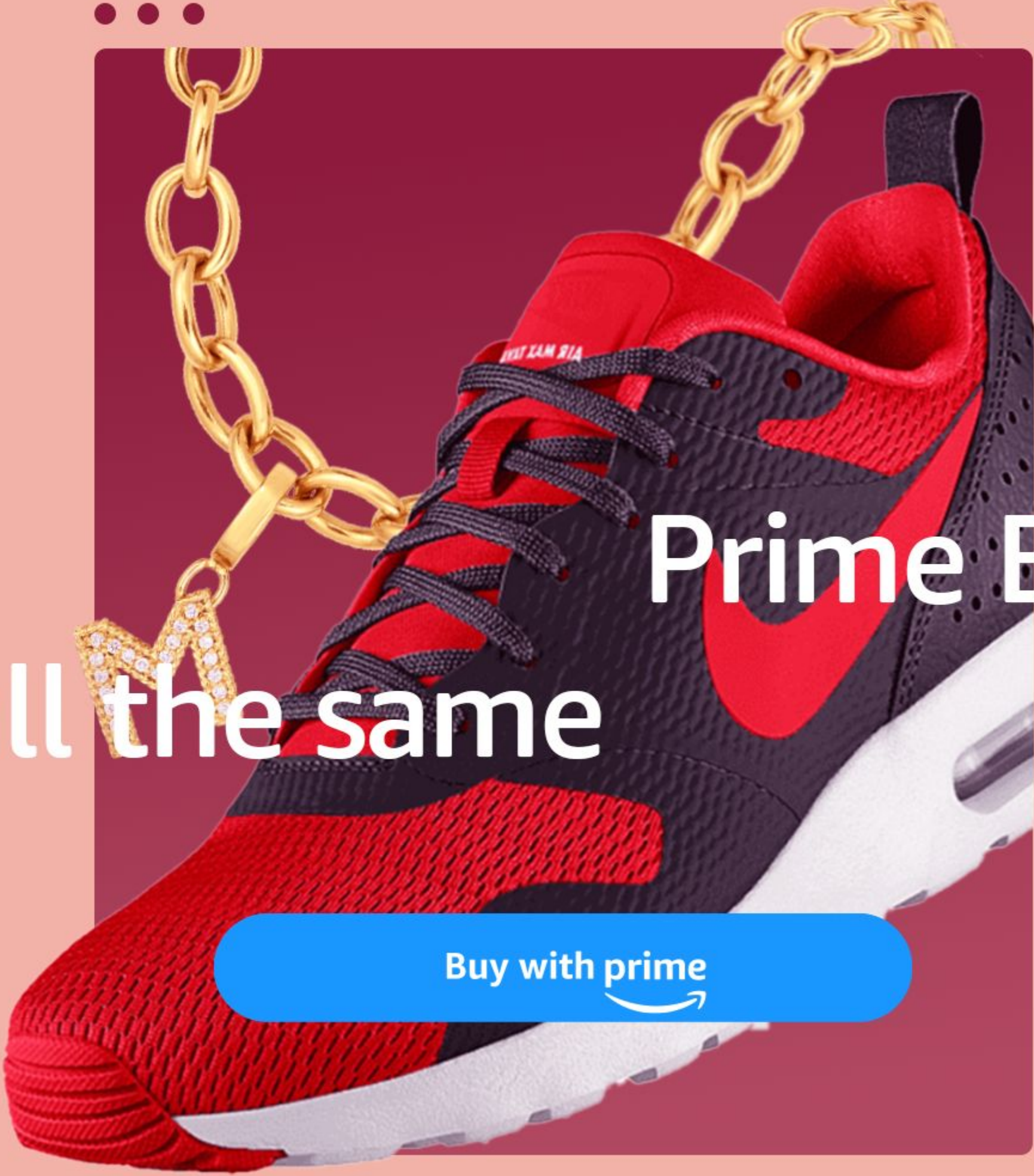
More sites

Buy with prime 




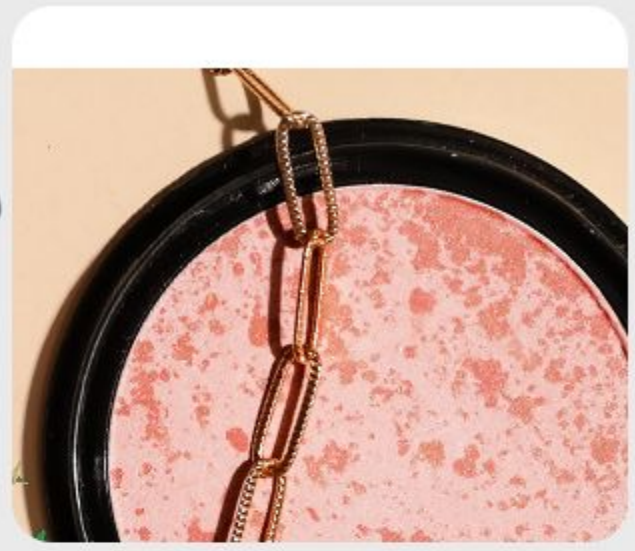
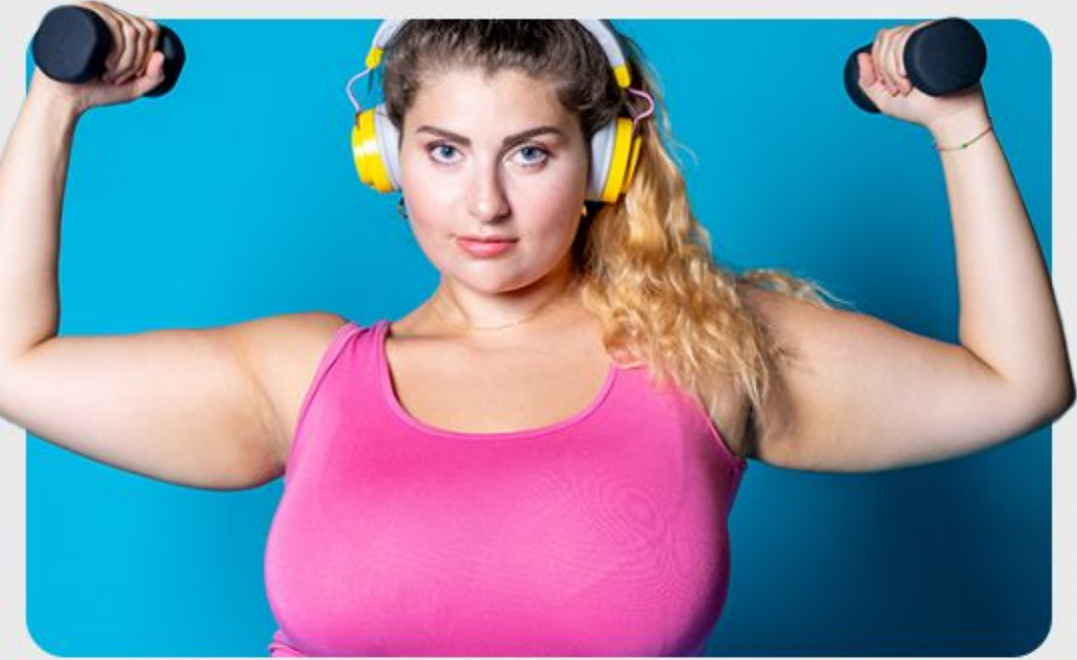
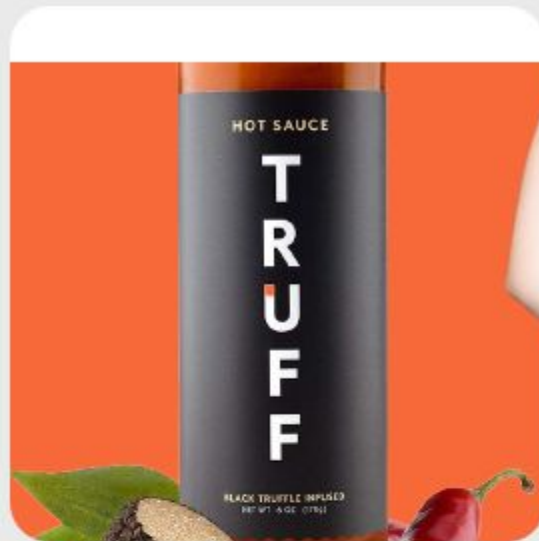
More of what you love

Buy with prime 

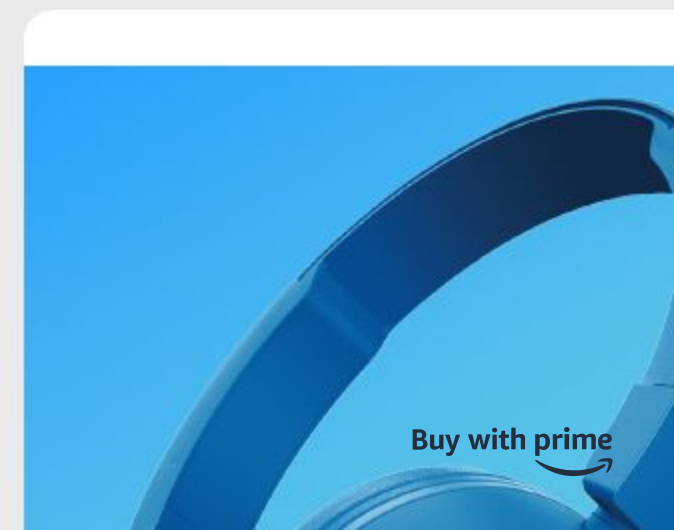
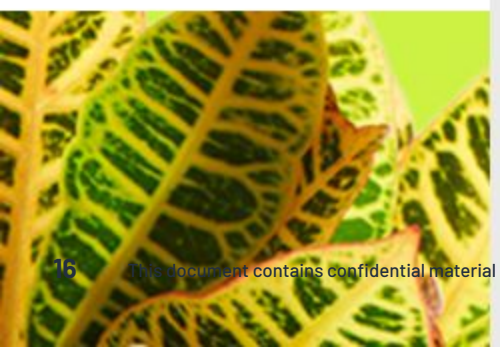
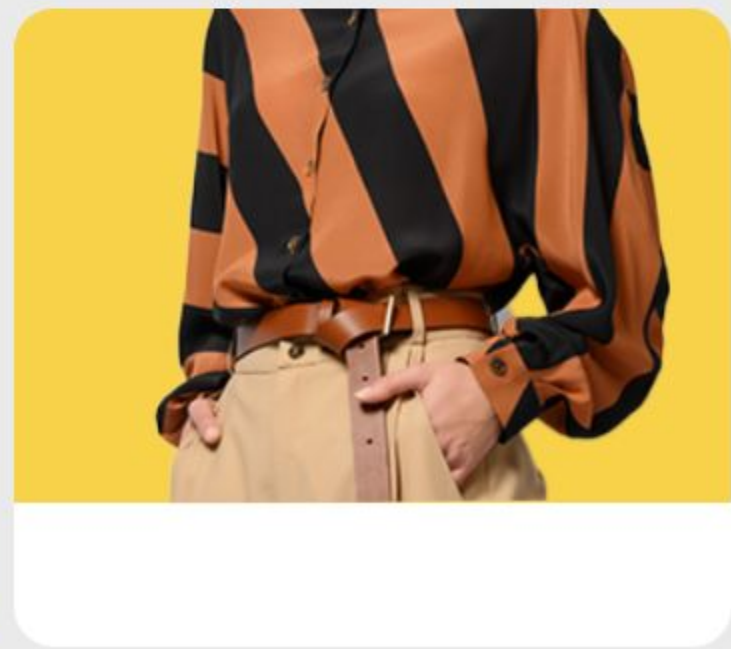


With all the same Prime Benefits

Buy with prime 




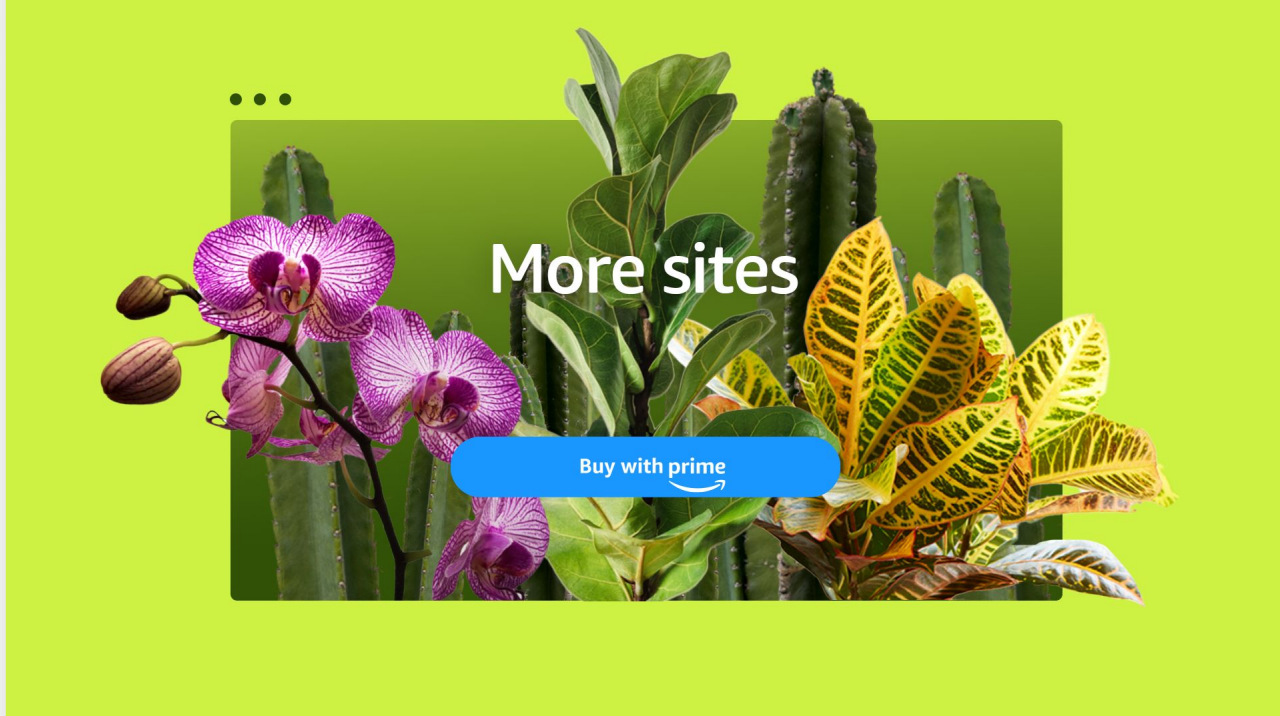
Fast, free shipping in more places



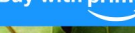


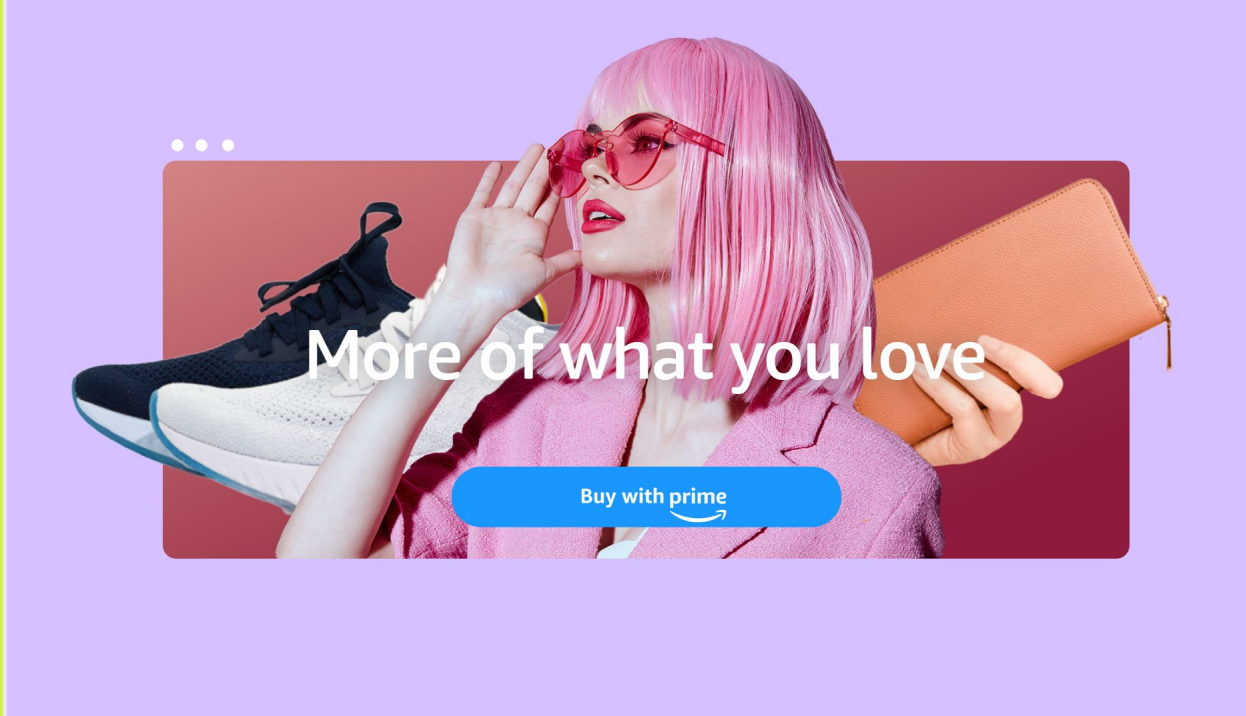
Recap

Buy with prime 




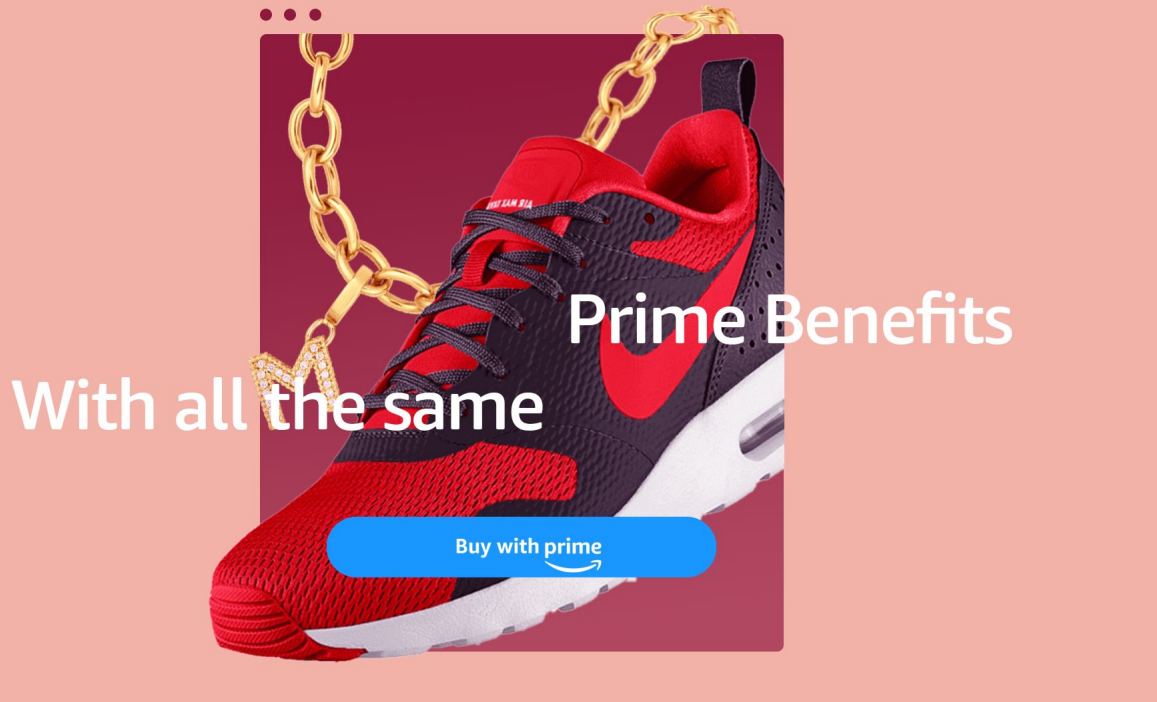
More sites

Buy with prime 




More of what you love

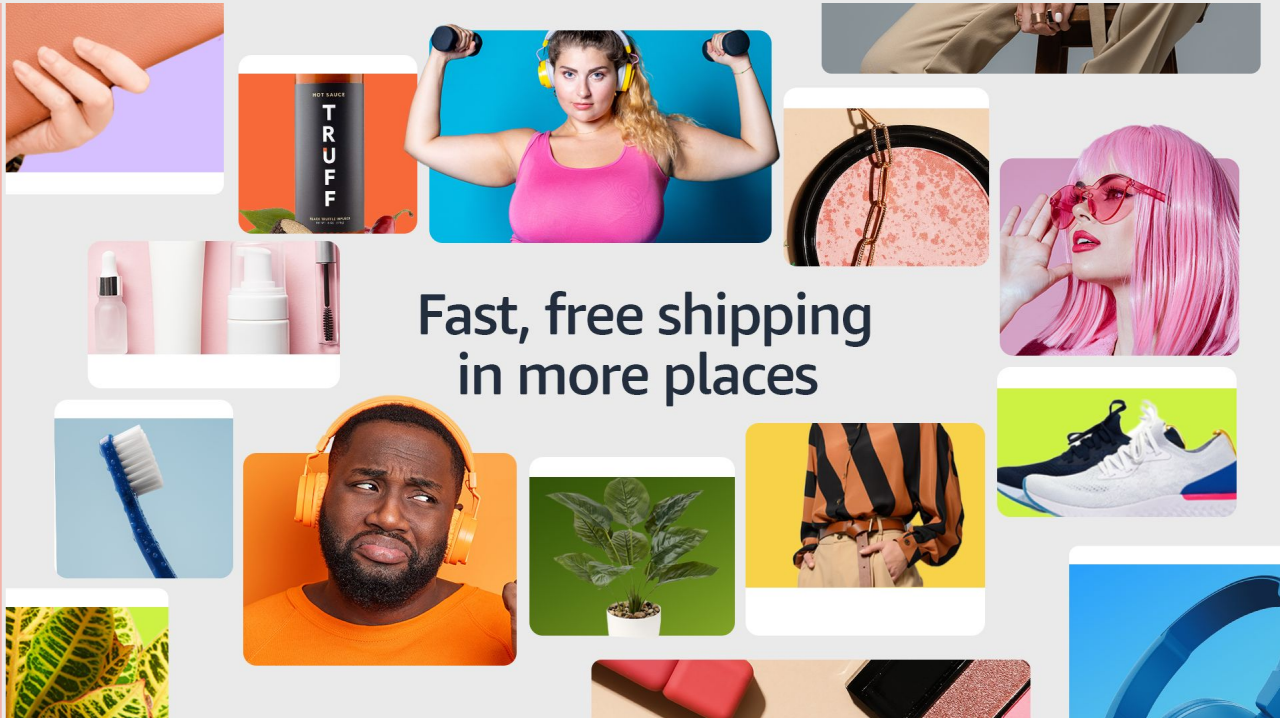
Buy with prime 



Prime Benefits

With all the same

Buy with prime 



Fast, free shipping in more places



It's on prime 



:15 Category

Styleframe Execution







Sneaker head?





More fashion
in more places

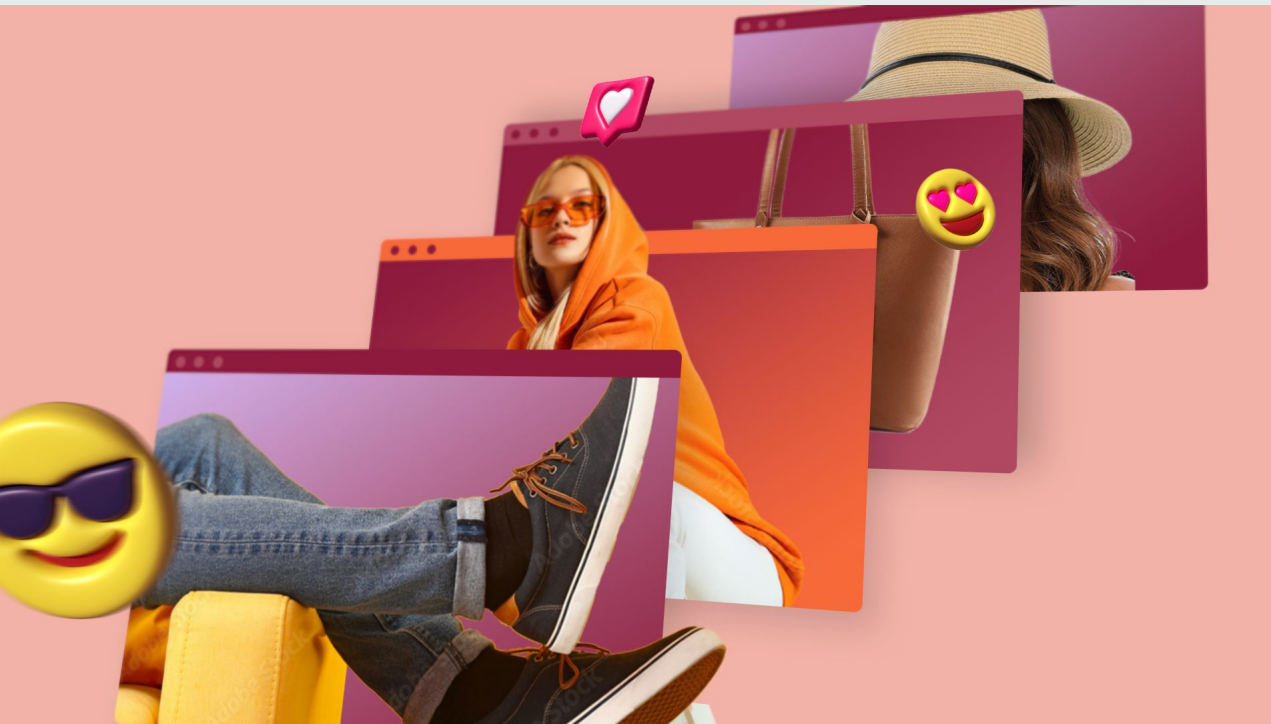
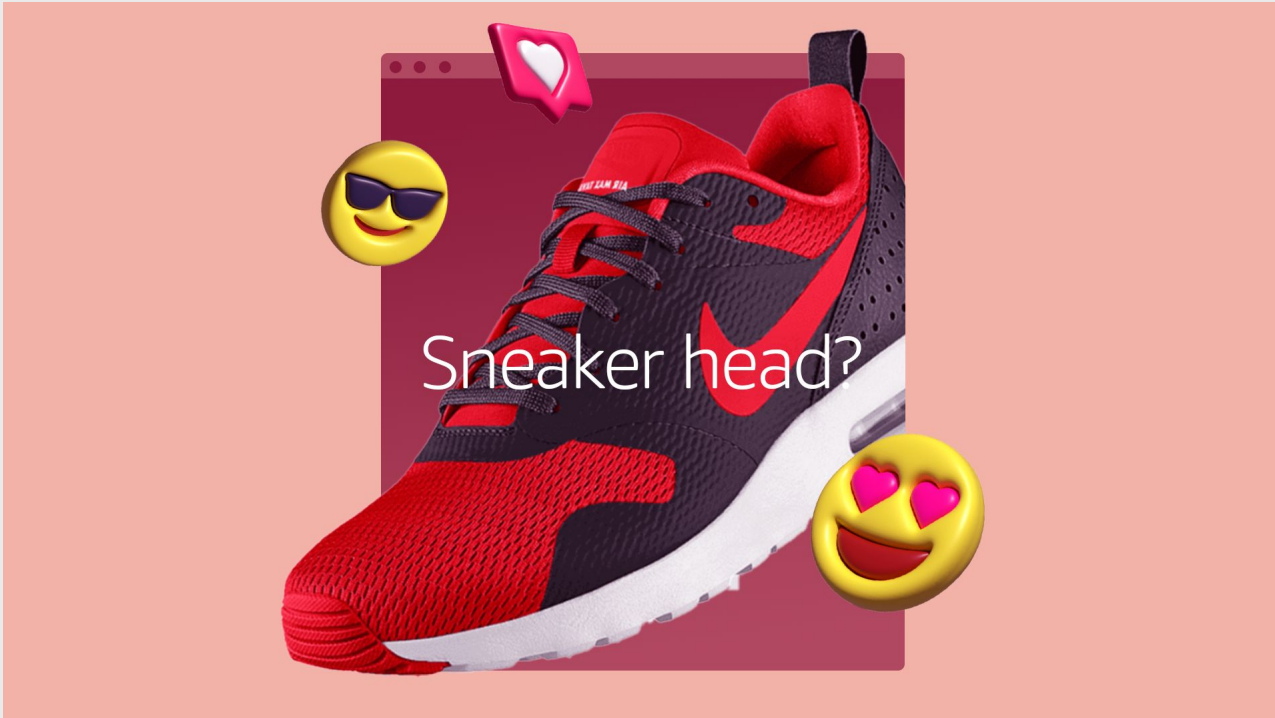


Fashion. It's on prime





Recap



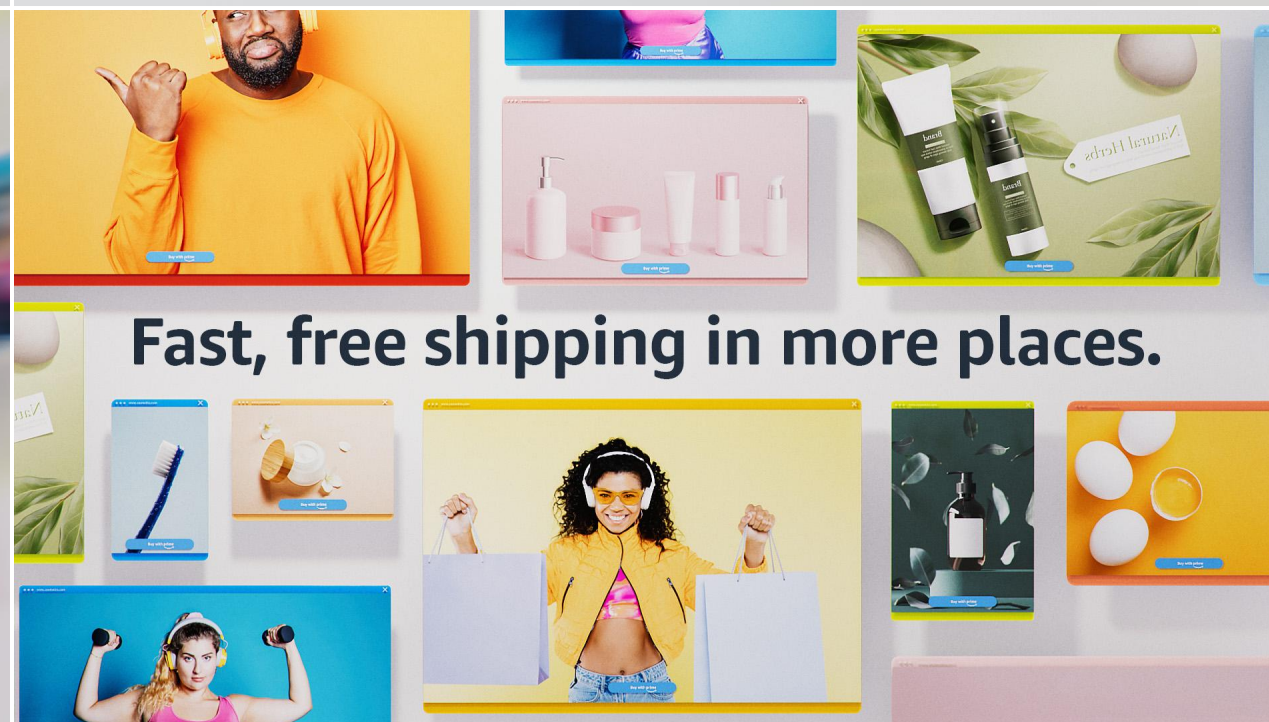
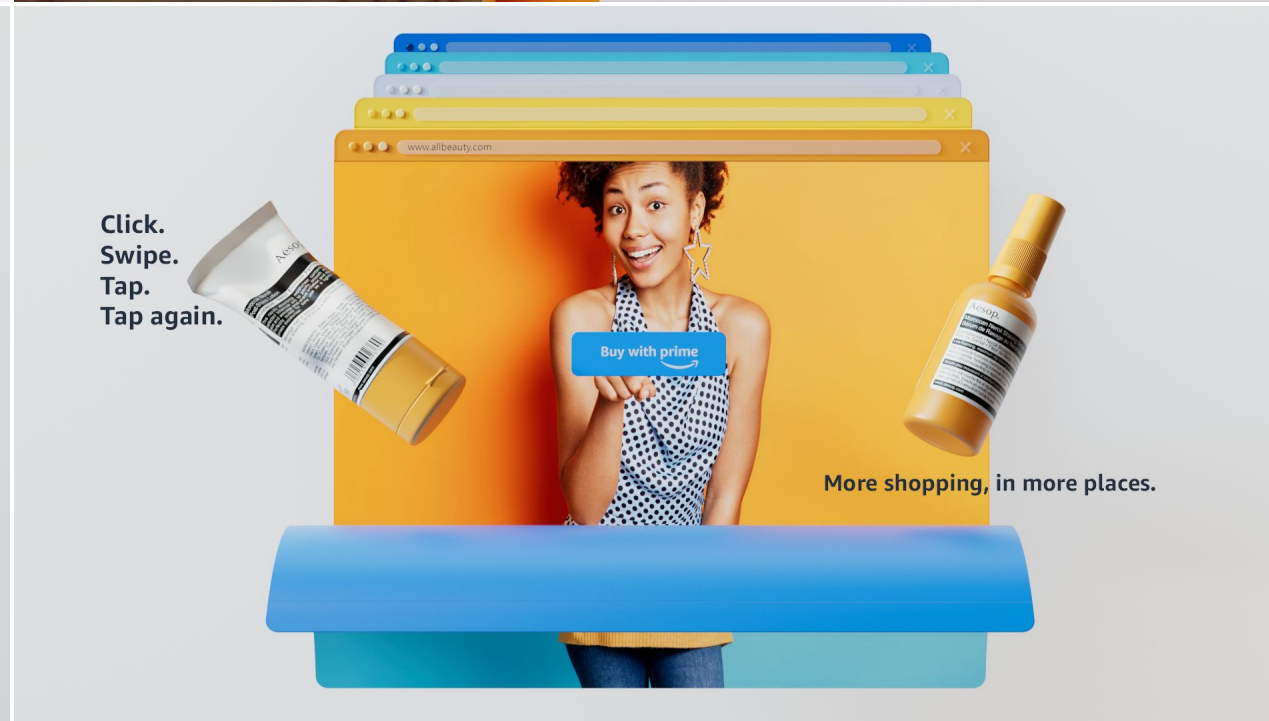
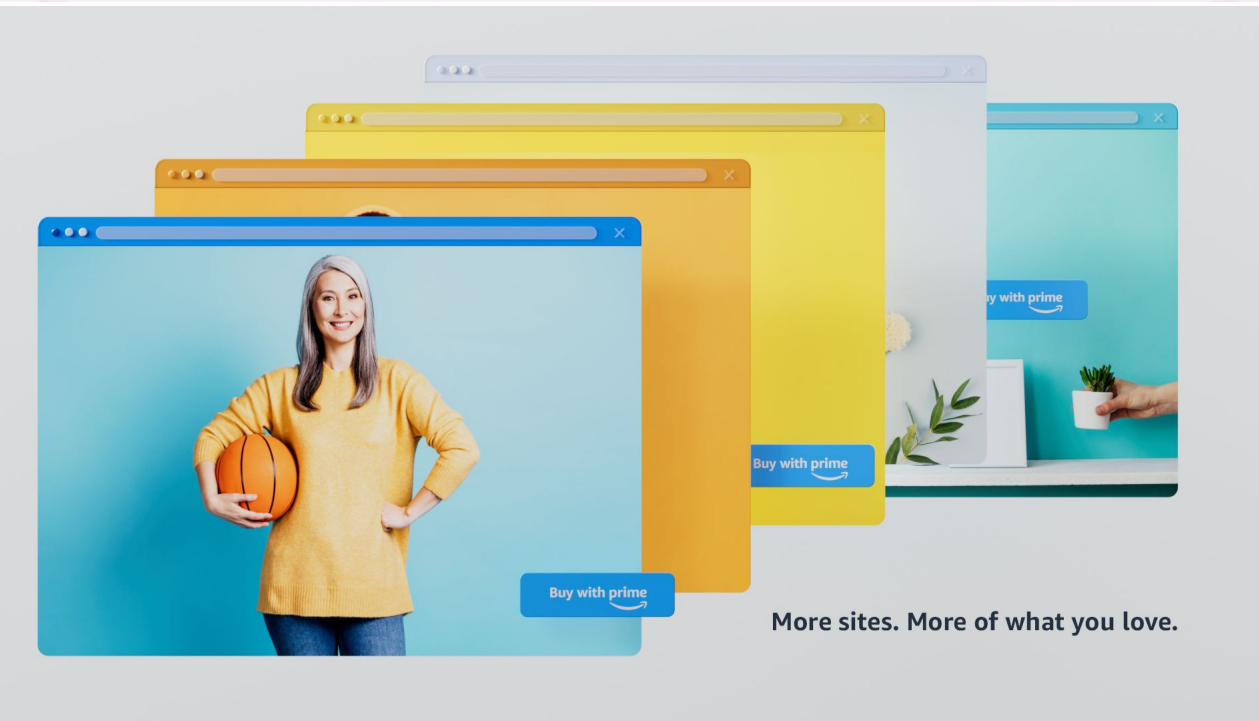
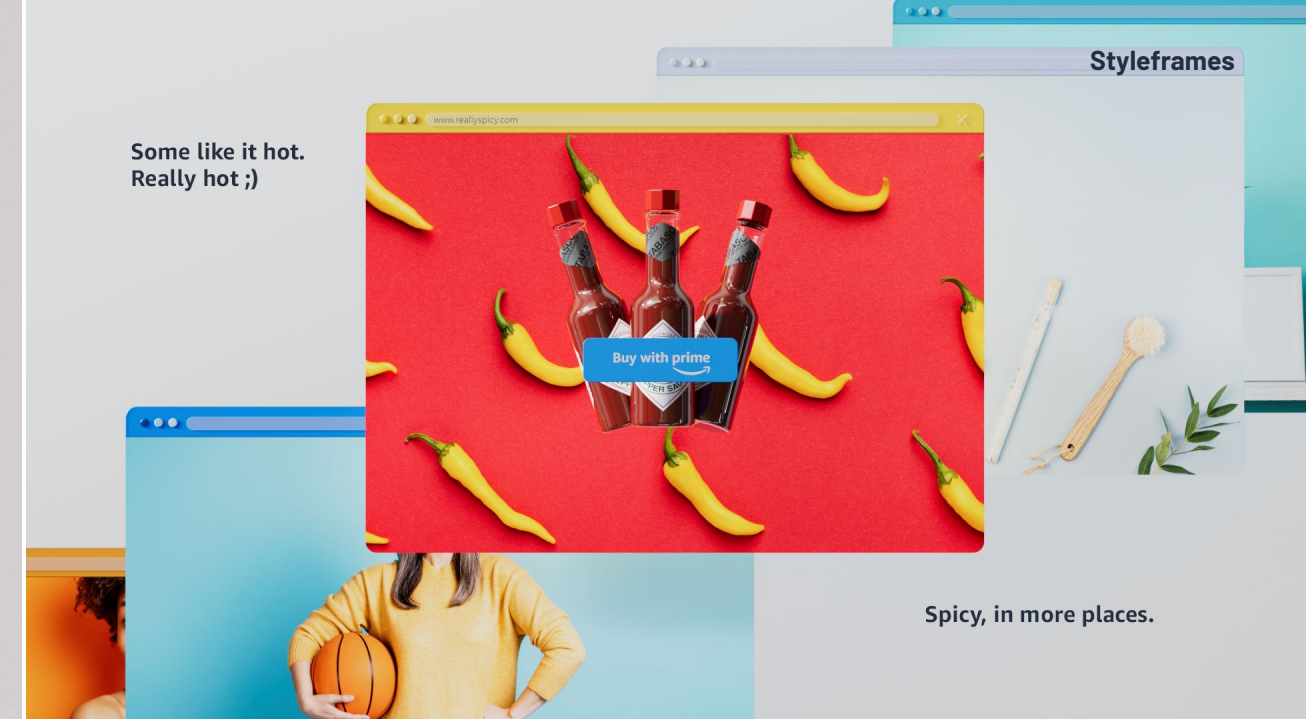


More? We got You.

Additional Design Explorations

We just couldn't help ourselves ;) We are simply having too much fun here. On the following pages, you'll find some additional treatments that our team put together. A few of these lean a bit more toward 3D and unfortunately may be out of scope for our current timeline. However, we wanted to share some of the successes we had. Who knows, maybe there's something here we can execute down the road!







Buy with prime 

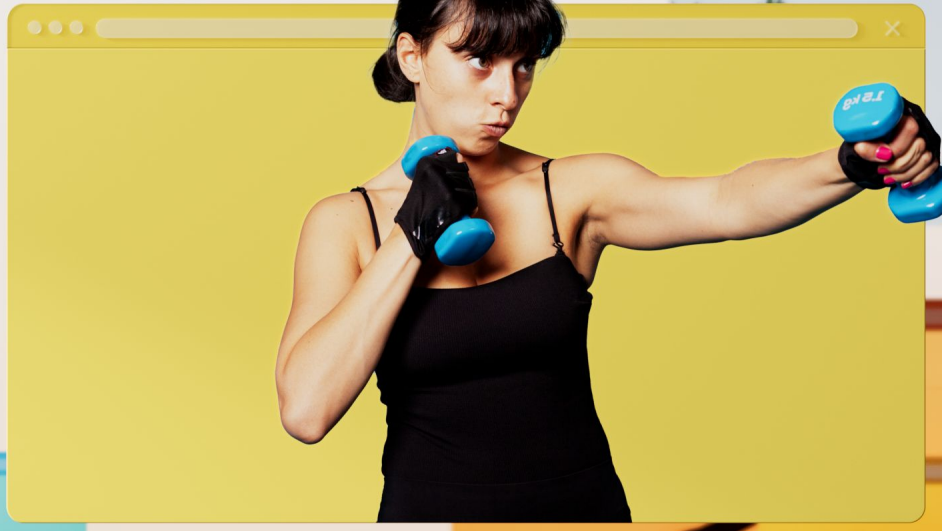
Buy with prime 



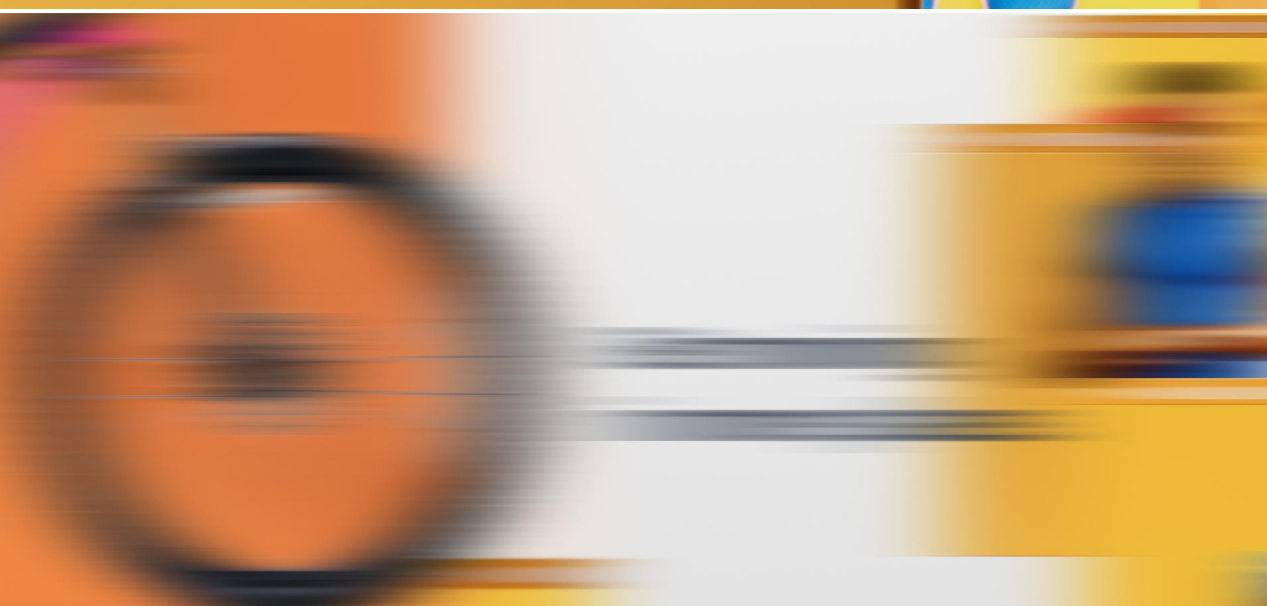
Step.



Press.



Spin.



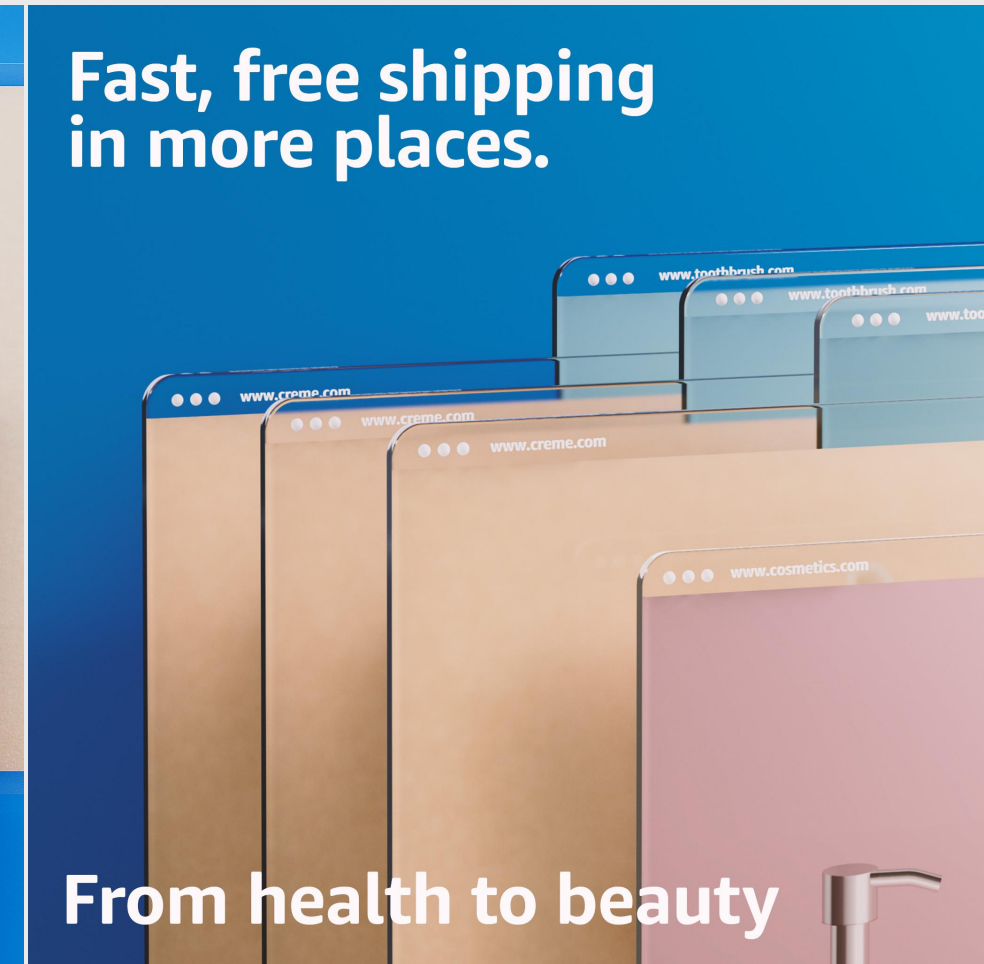
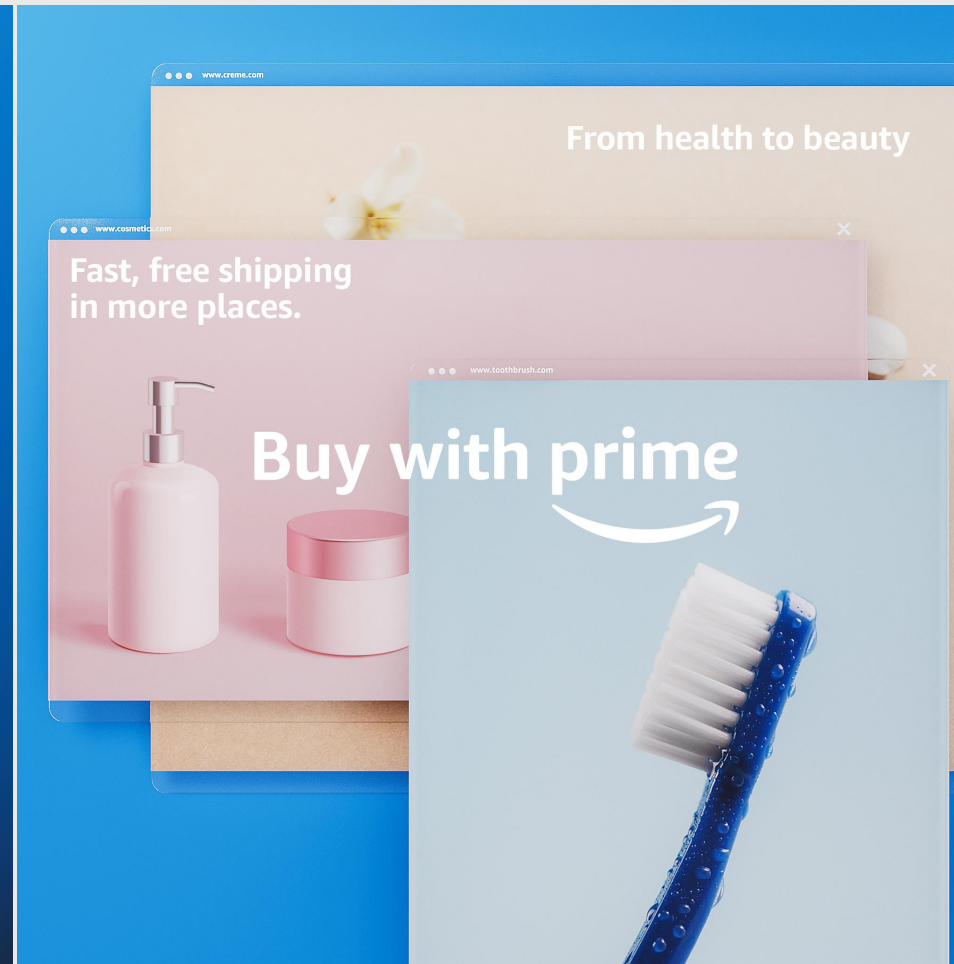
Get moving in more places.



Fitness. It's on prime 

Buy with prime 







Looks fun, right?
Now we just need
the plan to pull it off ;)



Methodology.

Okay, here's where the rubber meets the road. We've got a lot of great design thinking done, but none of it matters unless we can execute in a timely manner and at the quality The Mill requires.

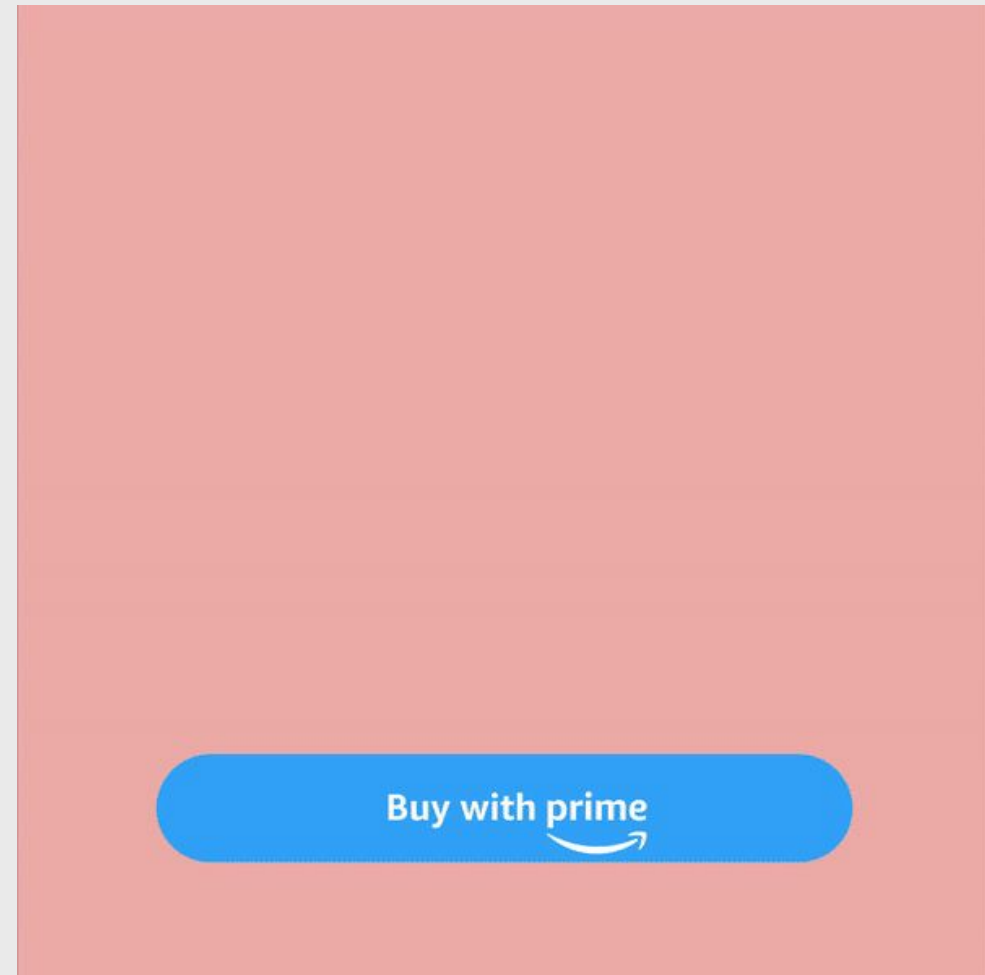
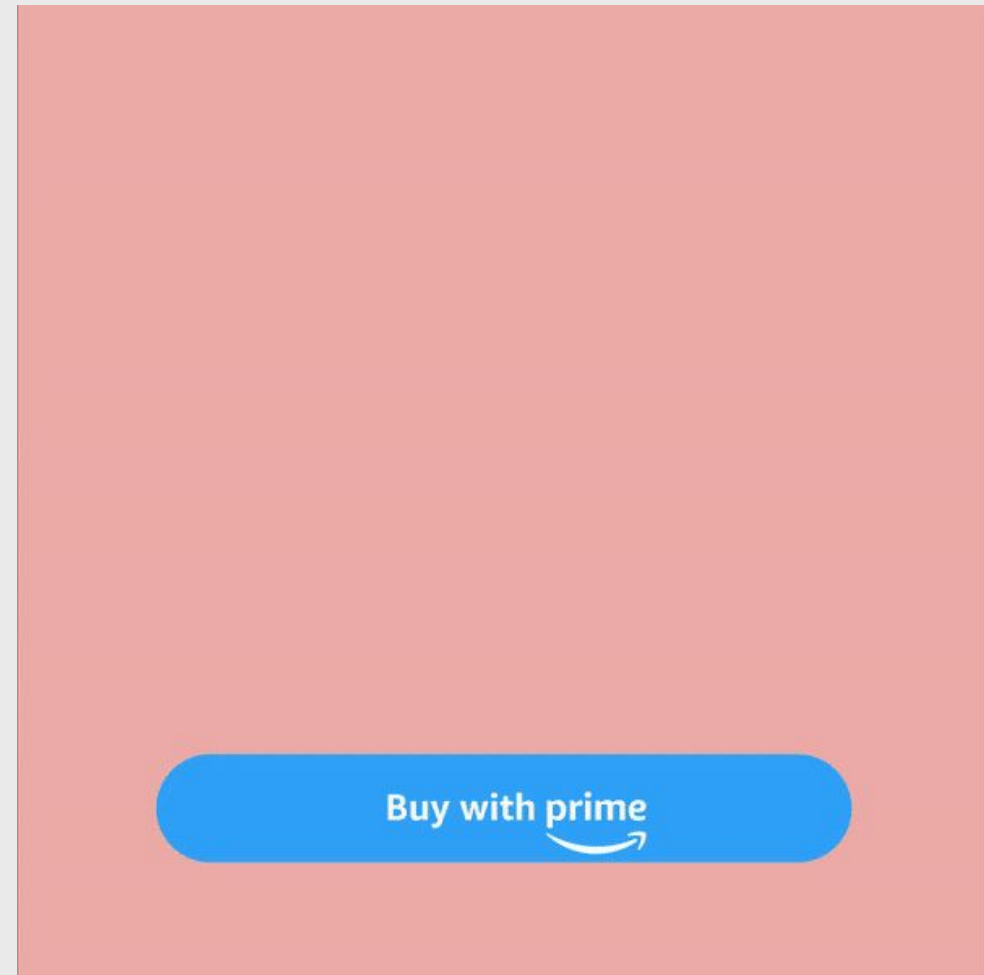
Our approach is to build a modular system that allows us to easily update and adapt the Amazon content for future offers and sales events. Think of it as a sort of template ~ but a really freaking cool one.



Methodology

Modular System

These animation tests are a great visualizer of our overall modular approach. This example features an infinite canvas that can be explored via a swipe up, down and a snap zoom in and out. The tiles represent swappable content hotspots ~ in this case, products! Of course, this is just one animation style, but through this, you can see how once it's built, we can quickly exchange the design of each block to feature new content.





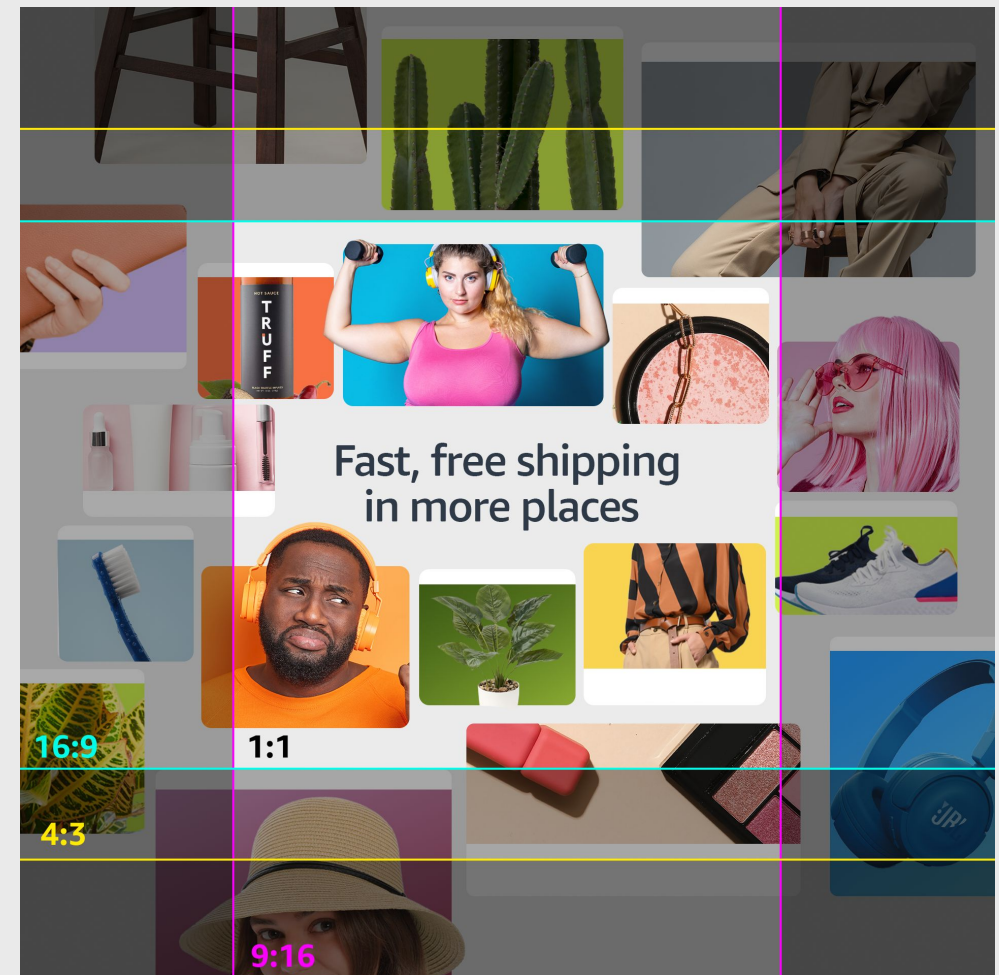
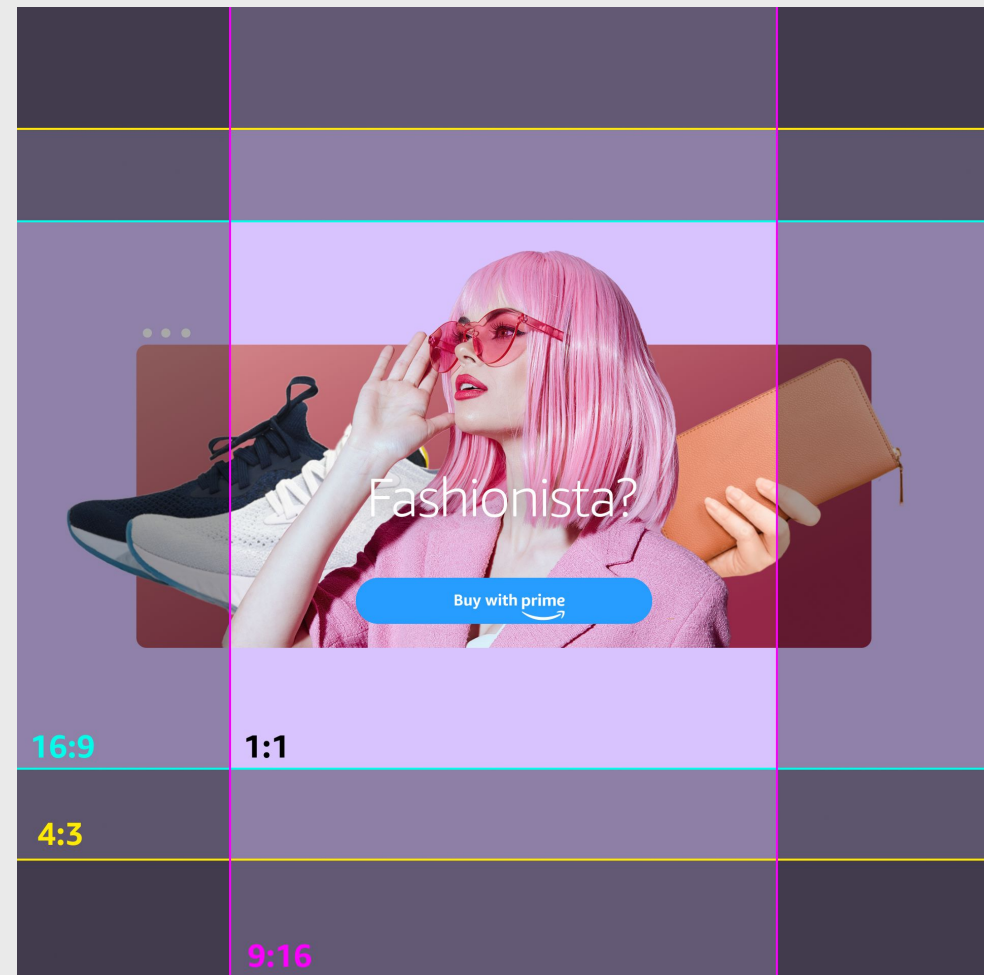
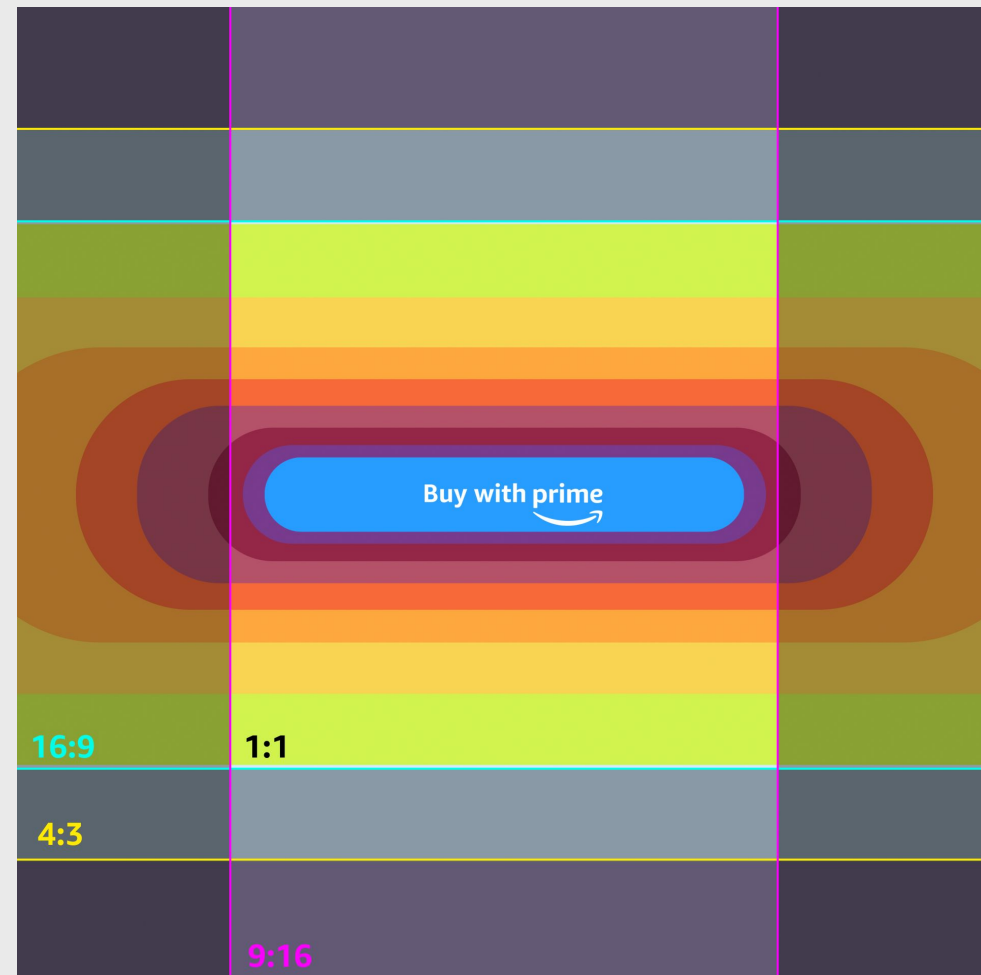


Methodology

Versioning

Did somebody say versions? Yeah, we got those.

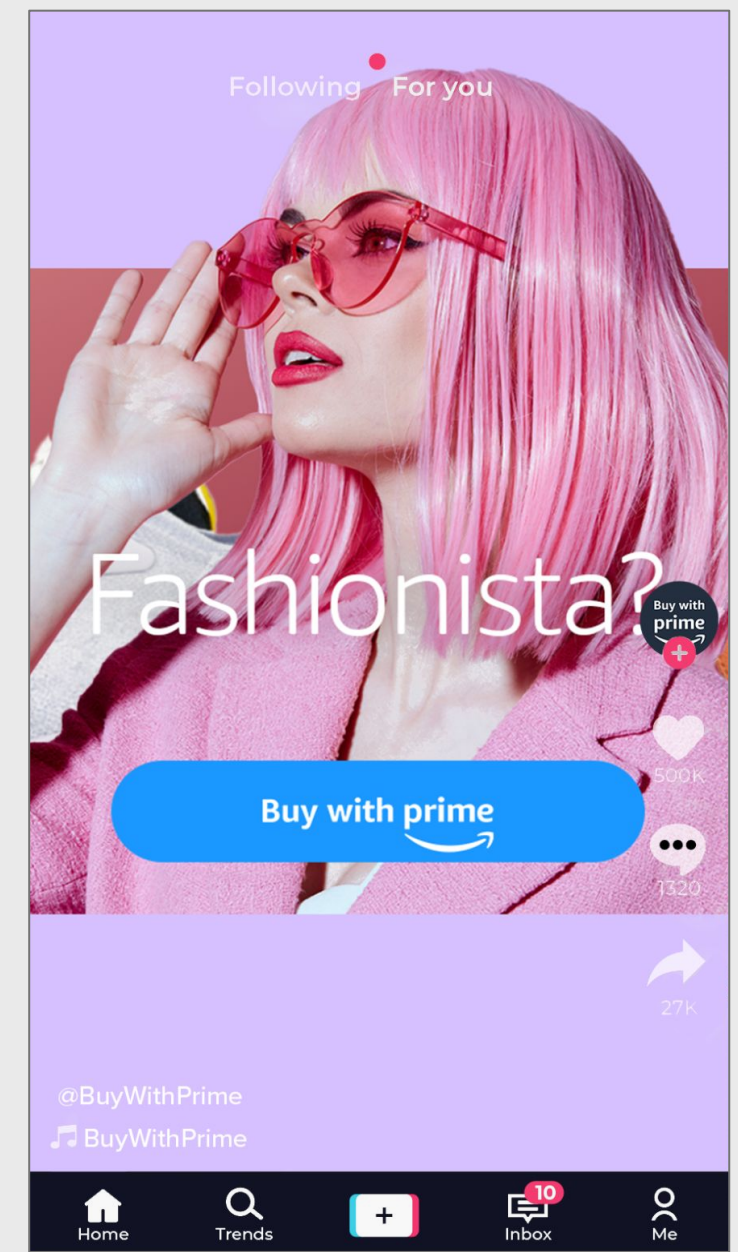
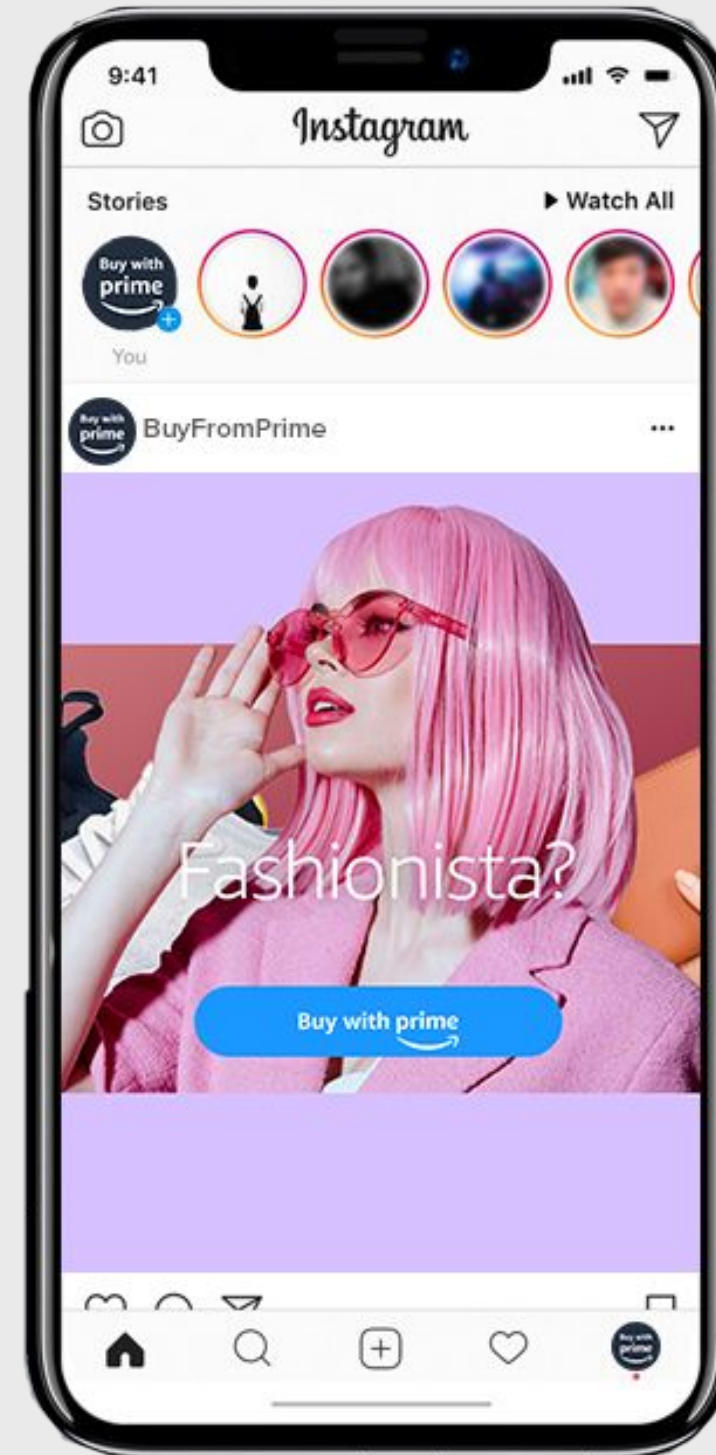
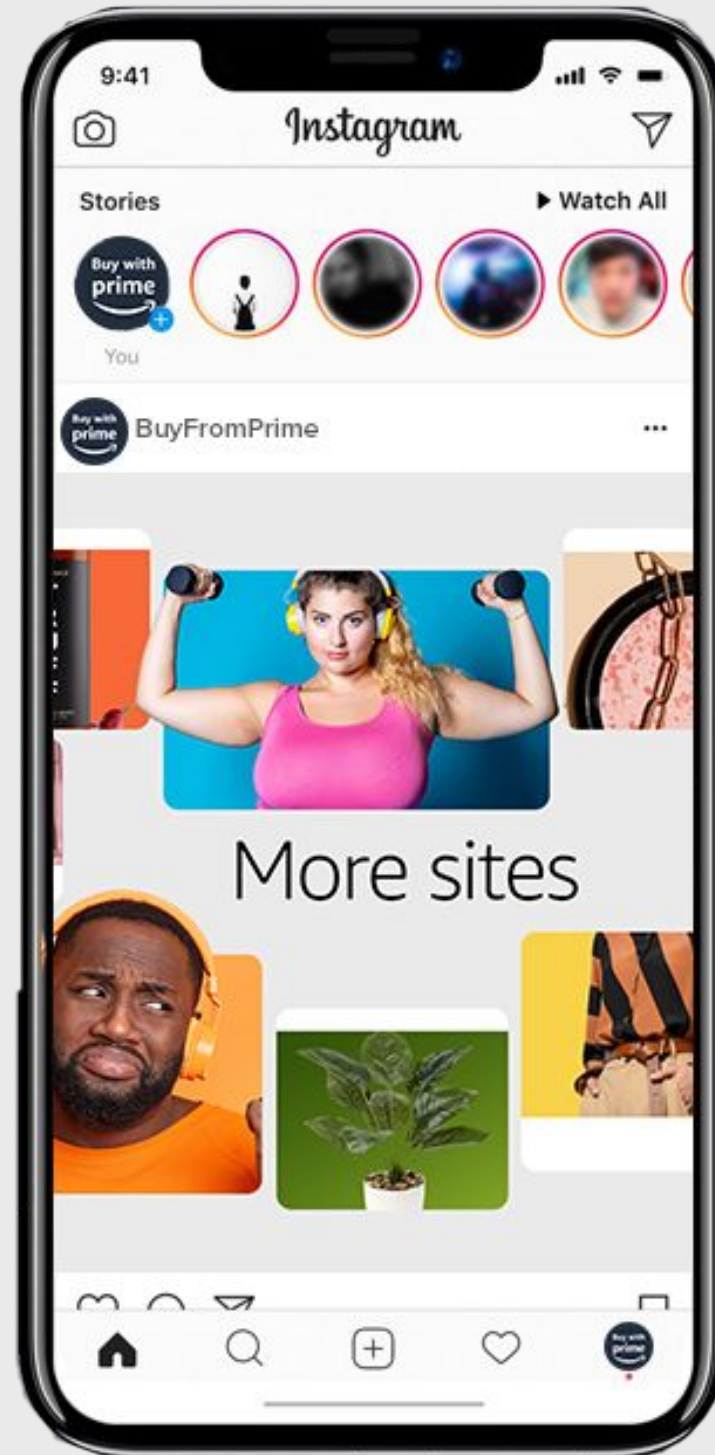
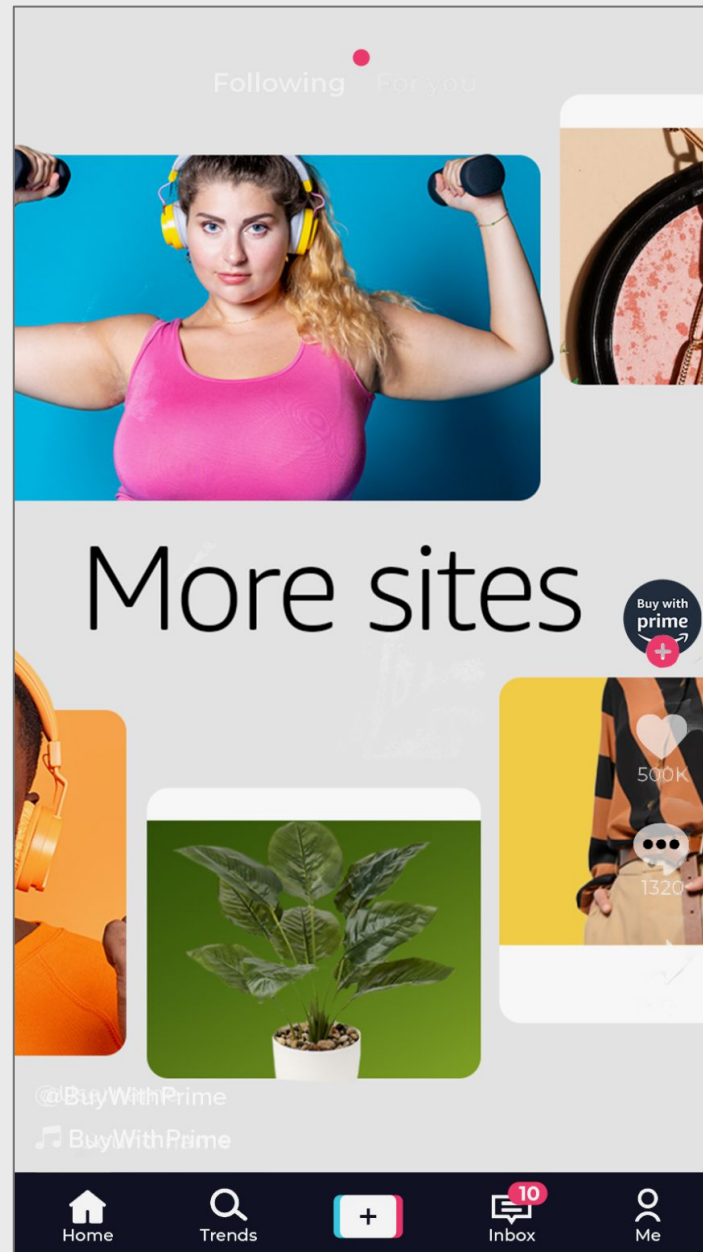
Maybe it goes without saying, but we are masters of versioning- IG or TikTok; we know our way around the block. As our team builds assets and animation in a modular fashion; as described, scaling is never an issue, because it's built to be scaled. See below for an example of how designing within an oversized square allows us to extract all of the necessary aspect ratios.





In Situ Examples

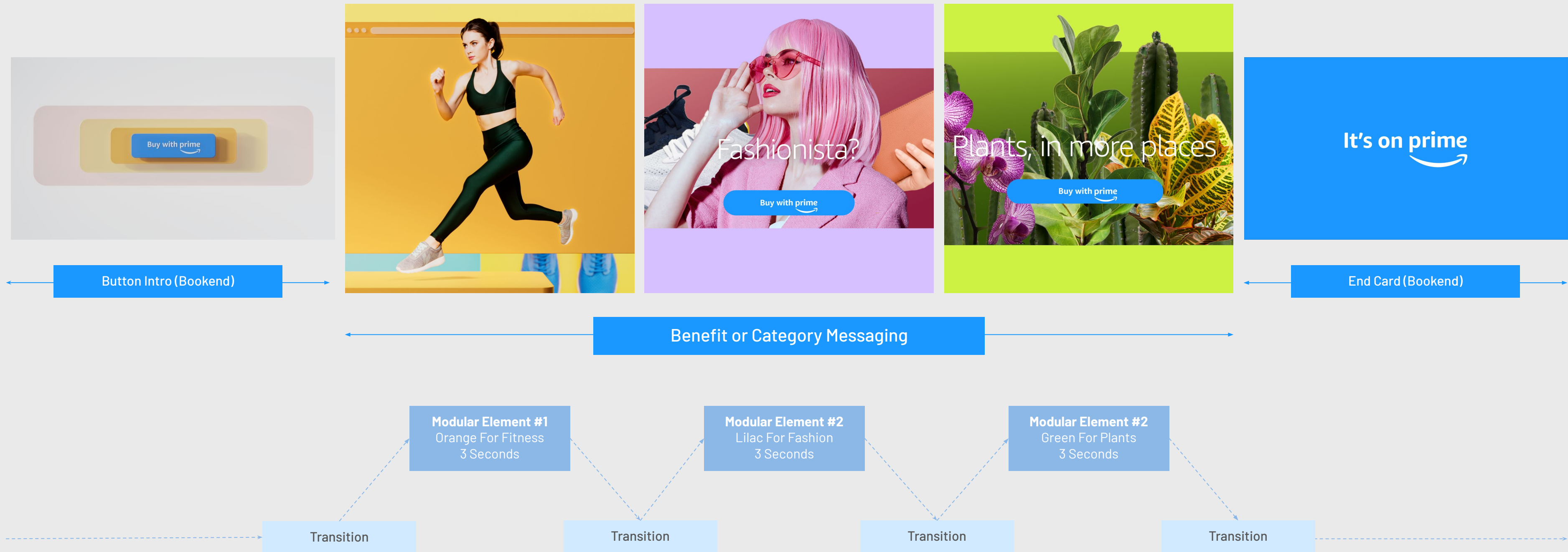
During our design development phase we'll be sure to check our work against the actual platforms we'll be delivering to. We've been having a lot of fun seeing how our comps line up within these aspect ratios. You can see how cool the "full bleed" colored backgrounds look in the tall TikTok window.





Toolkit Breakdown

Below, we've put together a nice little visual breakdown of how our assets will be utilized within our template. We always start with our button activation, then into the messaging middle (stock x design x animation) which features editable containers, and finally, a bookend with a reprise of the button and the tagline. After we execute the full list of deliverables, we'll then organize these materials for a handoff for further updating.





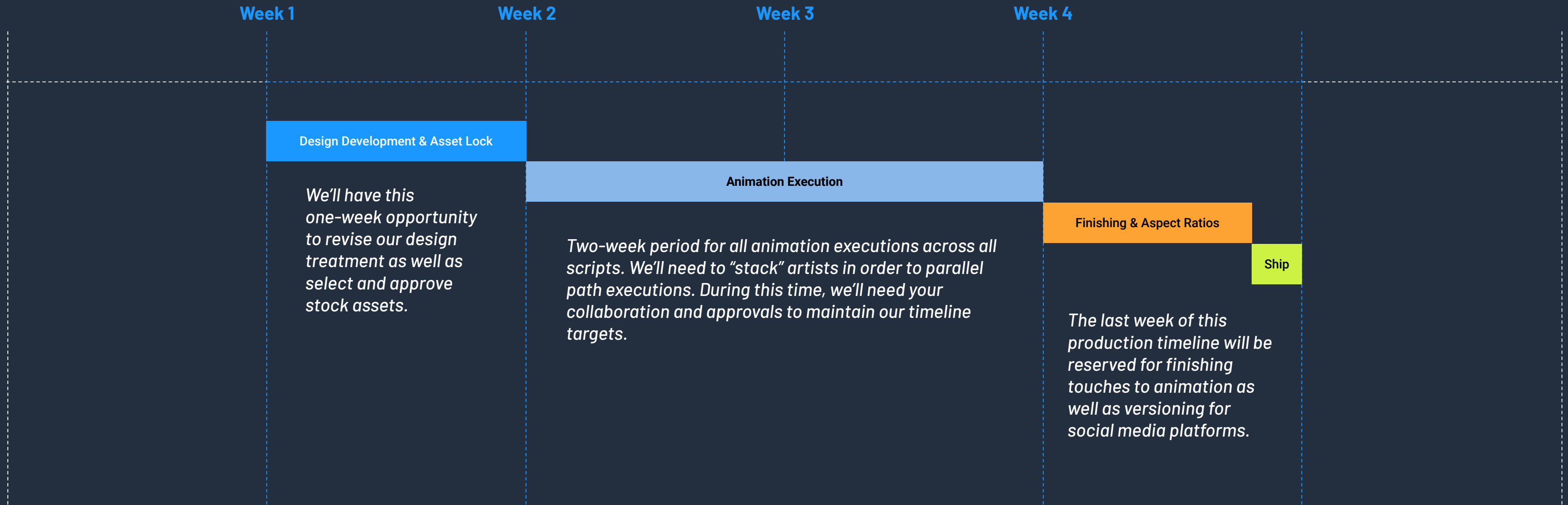
Timeline.

On the following page, we broke down the two options of a [4-week execution](#) and a [6-week](#). Our recommendation for the best creative is the 6-week approach for a few key reasons. The shorter execution gives us less time in the development phase so we may need to leverage existing templates as opposed to creating fully bespoke animation; plus, our designers will have less time and less back and forth with your team to hone in the look.

Of course, our team has already hit the ground running, so we're confident in both schedules, but those extra two weeks will only make the final outcome that much better.

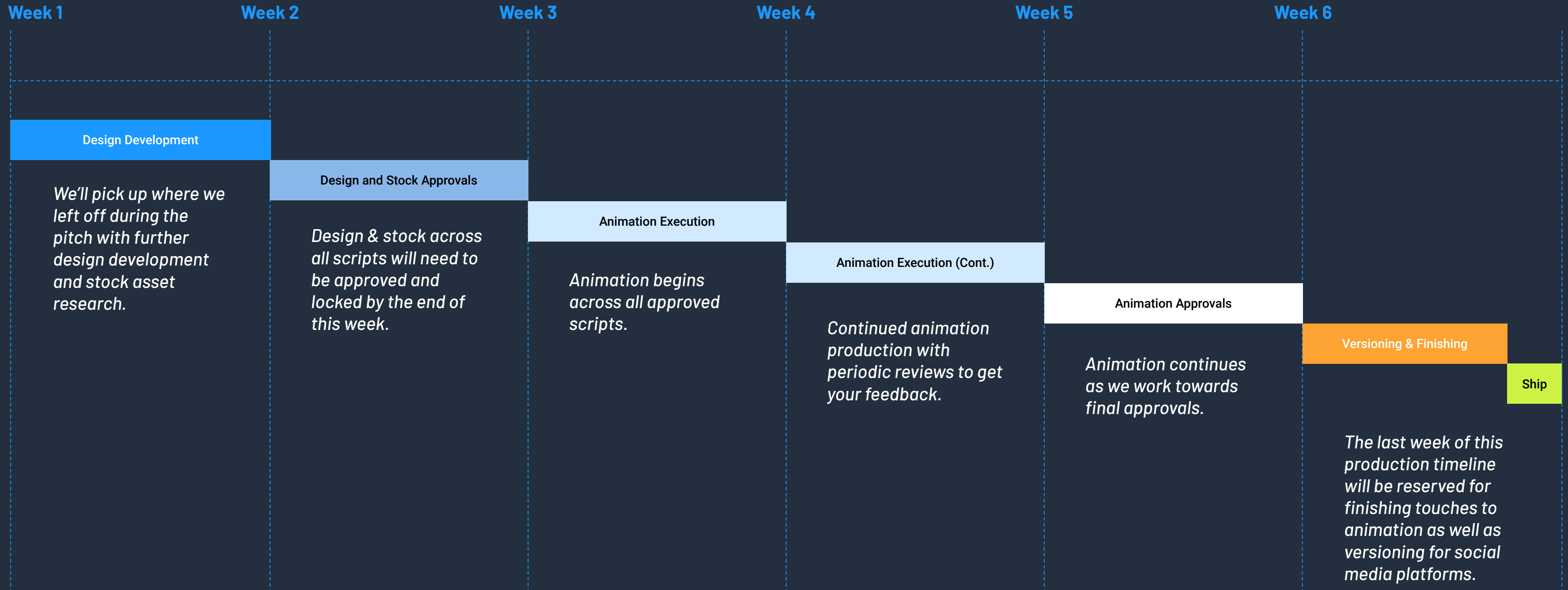


Timeline 4-Week





Timeline 6-Week Recommendation





**The next evolution of
Prime is here.
We want in!**



Meet the Team

Aside from the global creative force of The Mill having your back, we wanted to give you a little more insight as to who will be dedicated to and leading your project.



Donnie Bauer | Creative Director

Donnie is a Director & Creative Director at The Mill with a focus on Design Driven solutions. With over a decade of leadership experience he's worked across projects for broadcast television, large-scale installations, and concerts. His most recent collaborations include work for PlayStation, Reebok, Starbucks, and stunning work for the Pitchfork Music festival in Paris.

Donnie's passion for design, animation, and live-action has earned him accolades from AICE and PromaxBDA. Priding himself on being a hands-on Director who utilizes a "soup to nuts" approach in all of his work, he's involved every step of the way from rough sketches, to final delivery.



Mariah Gill-Erhart | Producer

Mariah is an Executive Producer at The Mill with deep agency and production credentials. With a passion for live production, design, and post, Mariah has produced and managed projects for some of the world's top brands.

GitHub, Virgin America, and Home Depot are just a few clients whose work she's elevated and produced. With a passion for problem solving, keen eye on scheduling and budget, along with her fun and uplifting commitment to communication, artists are able to thrive under her watch, while clients' needs and production deadlines are met.



Daena Lorne | Head of Design

Daena is a Design Director and Head of Design LA. A creative review judge with a background in fine art photography.

Thriving on collaboration at every level, Daena transforms creative ideas to into large-scale creative visions with design at the forefront. Her unique ability to merge the technical complexities of 3D design with creative imagination and strategy has resulted in truly magnificent works. She runs creative teams from concept building to VFX and post-production.



In sum.

If you couldn't tell already, we love this stuff! Not a day goes by when we don't use Prime; seriously, just ask the delivery guy (all our delivery guys). So, it's a project that engages our creativity, presents us with the awesome task of announcing this service to the world, and also one that hits close to home.

Even though there's a ton of thinking and careful consideration in here, these are just our initial thoughts, and we can't wait to hear yours.

- Donnie, Daena & Mariah



Thank You



LONDON
11-14 WINDMILL STREET
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