

Amazon Web Services

Problem

How does Amazon Web Services(AWS) grow its AWS Public Sector Summit both in attendance and quality of attendees?

Solution

By concentrating ads in transit areas where government employees frequently commute.

Background

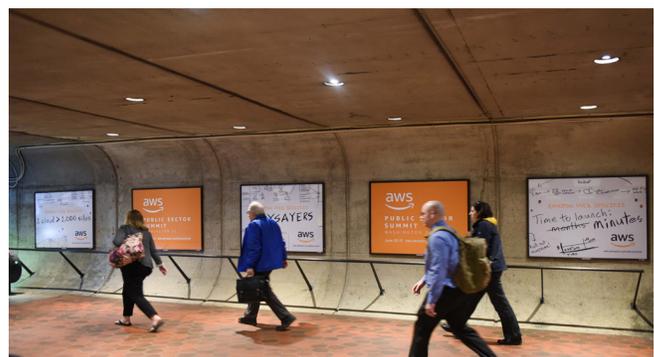
Amazon Web Services (AWS) was gearing up for the ninth annual AWS Public Sector Summit in Washington, D.C on June 19-20, 2018. Global leaders from government, education, and nonprofit organizations come together for one of the largest public sector cloud events in the world. At the first Summit in D.C., only 50 people attended. Fast-forward nine years; Amazon was looking to host the biggest event to date. With D.C. being home to the federal government, there was a opportunity to tailor the event specifically for the government and defense audience. In order to keep up with the growth of the event and event goals, Amazon had to reach the government where they are and in the communication methods they are most receptive to. This opened up the opportunity to bring in more potential buyers to select from over 100 sessions.

Objective

The objective was to grow the ninth annual AWS Public Sector Summit in Washington, D.C. to over 14,500 registrations. Along with the goal to increase the number of registrants, Amazon also worked to grow the quality of registrations by targeting employees from the federal government.

Strategy

In order to focus on federal and defense agencies, Metro station takeovers in both the Federal Triangle Station and the Pentagon Station were secured. The “Build On” ads were customized to reflect the federal and defense audience. The metro station takeovers were the foundation of the advertising campaign and this is where a majority of the budget was invested. Additionally, the plan used geo-fencing to target federal buildings in the district with mobile ads to reach the specific demographic on their commute to work as well as at their place of employment. This was an important strategy as many defense employees are unable to access emails or outside webpages when they are in restricted areas. Overlapping the takeovers at these select two stations, there were also digital liveboards and digital mezzanine screens across 28 of DC’s highest traffic stations servicing government employees,



to blanket the messaging across D.C. To further the campaign, a radio ad was also created that gave voice to the “Build On” advertisements present in the Metro stations. The strategy included out of home, radio, digital, and mobile advertisements. Whether the target audience rode the metro or drove to work, the campaign addressed different commuters within the government.

Plan Details

Markets: Washinton DC

Flight Dates: April 16, 2018 - June 10, 2018

OOH Formats: Rail Station Dominations and Mobile Geo-Fencing

Budget: \$10,000 and over



Results

At the AWS Public Sector Summit in Washington, DC June 19-21, 2018 Amazon hosted its largest event to date with 15,832 registrants (55.7% YoY Increase) and 9,910 attendees (51.9% YoY Increase). There were also 4,912 mentions of #AWPSSummit and Public Sector Summit keywords from January 1, 2018 to June 30, 2018. The landing page had 76,690 page views and 55,157 unique visitors. Over 25,000 of the visitors came through an organic search and 15,802 came through a direct search. This traffic was attributed to the advertising. The advertising was also covered by CNBC and Bloomberg.