



Amazon's festive singing boxes bring people together in heart-warming new Christmas campaign for 2019

November 4, 2019

Full 90 second advert launches on 4th November during Coronation Street, on ITV at 8.45pm

Integrated global brand campaign also runs across digital, radio, print, out of home and social

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4 November 2019 – LONDON – Amazon has launched a heart-warming new multi-channel brand campaign which sees the return of its iconic singing boxes, embracing a touch of festive magic to deliver smiles as well as gifts this Christmas.

Amazon's new Christmas campaign will be launching with a hero 90 second TV advert airing on 4th November during Coronation Street, and the boxes' song of choice this year is Solomon Burke's classic track, "Everybody Needs Somebody to Love".

The TV spot, created by Lucky Generals, shows families, friends, colleagues and strangers of all backgrounds, ages and walks of life coming together as they sing and dance along with the cheerful Amazon boxes. From a burgeoning new romance on a train and an elderly dancing couple to a tap-dancing shop assistant and toe-tapping business man – Amazon's singing boxes are at the heart of people coming together on their festive journey.

There will be three versions of the brand advert airing from 4th November until 22nd December: the 90 second full-length advert, a 60 second and a shorter 30 second version. As part of the same singing boxes 'Let's Smile Together' creative campaign, a further series of ads will run in parallel highlighting specific festive moments, including a focus on Black Friday, gift giving and preparing for those all-important Christmas parties.

"What matters most at Christmas is spending quality time together, with loved ones, family and friends," said Simon Morris, VP Global Creative at Amazon. "This campaign is about those special moments that we all share at this time of year and how Amazon helps to deliver smiles and play a small part in creating these wonderful memories."

View, share and embed the 90 second ad [here](#).

- Ends -

Notes to Editors:

You can download images from the campaign [here](#)

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Credits – TV

Amazon Campaign Team

Jennifer Omran – Campaign Lead, EU

Jenna Kunkel – Campaign Lead, Global

Kara York – Sr Project Manager, Global

Jennifer Orrestad – Project Manager, Global

Austin Hilde – Associate Creative Director, Global

Agency & Production

Creative Agency – Lucky Generals

Director – Henry Alex Rubin

Production Company – Smuggler

Editors – The Quarry

Post Production – The Mill

Music - Sound Tree

SFX Post - 750mph

Everyday Made Better with Prime

Prime was designed to make your life better every single day and was built on the foundation of unlimited fast delivery. Prime members receive unlimited One-Day Delivery on millions of items across all categories;

Unlimited Same-Day Delivery on more than a million items in Greater London, Edinburgh, Glasgow, Birmingham, Bristol, Manchester, Leeds, Liverpool and [more](#); and same-day delivery slots with Prime Now at no extra charge between 8am and 10pm across more than 30% of the U.K. population in selected postcodes in Birmingham, Glasgow, Hertfordshire, Manchester, Newcastle, Leeds, Liverpool, London, Portsmouth, Surrey and South Yorkshire. New Amazon Day will allow customers to receive all of their Amazon fulfilled packages on the day of the week that suits them best. Over 100 million paid members worldwide also enjoy the many benefits of Prime over and above unlimited fast delivery. In the U.K. that includes unlimited access to award-winning movies and TV episodes with Prime Video; unlimited access to over 2 million songs with Prime Music; access to Audible Channels for Prime; unlimited access to thousands of books and magazine with Prime Reading; unlimited photo storage with Prime Photos; access to Twitch Prime; early access to select Lightning Deals; one free pre-released book a month with Amazon First Reads and more. Start a free trial of Amazon Prime at amazon.co.uk/prime.

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About Amazon

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