

The Kindness of Strangers Takes Centre Stage in Amazon's Christmas Campaign for 2021

November 8, 2021



Full 60-second advertisement launches 8th November 2021 in the UK

The advert tells the story of a young woman returning to something that resembles normal life after the challenges of the last year and discovering the power of kindness

View, share and embed the advert at [\[HERE\]](#)

LONDON — 00.01am — 8 November 2021 — Amazon today offers the first look at a global Christmas campaign that tells the story of a young woman connecting with a neighbour. The young woman is getting back to something that resembles the normal life of going to university and seeing friends after the challenges of the past year. A neighbour notices and reaches out to her, forming a new friendship. The advert demonstrates the power of connecting with people around us this Christmas - and how kindness is truly the greatest gift of all. View the full advert [\[HERE\]](#).

Ed Smith, EU GM of Integrated Marketing at Amazon said: "This holiday season will be shaped by what we've experienced during the pandemic. The past 18 months have been challenging for people across the globe, including many young adults. Our time together cannot be taken for granted. So this year, whilst the world will not be totally back to normal, opportunities for kindness and connection will take on a newfound importance."

This story of kindness features a young woman played by Karene Peter, and a neighbour played by Mouna Diaye. View, share and embed the ad [[HERE](#)], download stills from the campaign at amazon.co.uk/pr.

The Amazon Christmas Shop Opens Today

To coincide with the launch of the Christmas campaign, customers can browse [The Amazon Christmas Shop](#), the one stop shop for all festive needs. For gift inspiration based on the interests of the person you are buying for and preferred budget, browse thousands of ideas through the Amazon [Gift Finder](#). To find out more, visit amazon.co.uk/christmas

Give While you Shop With AmazonSmile

It has never been easier to give back while shopping on Amazon. Customers can support one of more than 30,000 participating UK charities by starting at smile.amazon.co.uk on a web browser, or by activating AmazonSmile in the Amazon app on iPhones and Android phones under "Programs and Features" (after selecting a charity via smile.amazon.co.uk). AmazonSmile has the same low prices and convenient shopping experience customers have come to expect, with the added bonus that Amazon will donate a portion of the purchase price to a charity of the customers' choice.

- Ends -

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Agency & Production

Creative Agency – Lucky Generals

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DOP - Drew Daniels

Production Company - Academy Films

Production Company Producer - Jacob Swan Hyam

Editing House - Whitehouse Post

Editor - Russell Icke

Post Production - ETC

Colourist - Damien Vandercruyssen (Harbour)

Sound House - Wave

Sound Engineer - Johnnie Burn & Jonny Platt

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