

Amazon Term Project
“Deals On Wheels” Campaign to Increase Amazon Prime Subscriptions Amongst Gen Z

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Executive Summary:

This project outlines a marketing strategy for Amazon Prime designed to expand its presence among Generation Z consumers, specifically between the ages of 18-24, to increase membership and brand affinity. This younger demographic is hesitant to purchase its own memberships relying heavily on family Prime accounts. Research has shown that Gen Z values affordability, convenience and prefers personalized interactions and interactive experiences with brands. Taking these factors into consideration, this campaign introduces the Amazon pop-up truck that will visit 6 different colleges and universities. There will be one pop-up event per month (one campus visit per month) for the first 6 months of the campaign. The truck will feature product demonstrations, games, and giveaways all designed to deliver the benefits of a Prime membership directly to students. Attendees will be encouraged to scan a QR code for discounts and exclusive affiliate codes will be provided to influencers in attendance to increase shareability on social media platforms. The QR codes will provide the added benefit of creating measurable data for tracking subscriptions, conversions and brand perception. The campaign objectives are to increase Prime subscriptions among the target demographic of 18-24 by 15%, improve engagement with Amazon content by 15%, and boost brand perception by 20% within a year. The campaign has carefully allocated the budget to encompass pop-up event costs, influencer partnerships, digital marketing, free samples/branded merchandise, and event logistics including staff. Comprehensive analysis of surveys ensures reliable tracking of behavioral and attitudinal shifts among the target demographic. By bringing Amazon directly to the students the campaign aligns with Gen Z's desire for personalization and connection. This strategy is positioned to enhance brand loyalty, generate long term revenue through subscription retention, and strengthens Amazon's competitive position in the market.

Strategic Communications and Objectives

Company Background/Market Industry :

Amazon is an online retail company whose mission is to be “Earth’s most customer-centric company.” It emphasizes offering lower prices, better selection, and convenient services to ensure customers can easily find what they need online. Founded on July 5, 1994, by Jeff Bezos under the name Cadabra, Amazon began as an online bookstore that allowed customers to purchase books from home. As its popularity grew, the company rapidly expanded its offerings to include music, videos, electronics, clothing, and a wide range of consumer goods, evolving from a simple bookstore into a large digital marketplace.

Amazon became the first major online retail store to sell almost anything directly to your door, revolutionizing how people shop. Its emphasis on convenience and fast delivery transformed consumer expectations and set new standards for online retail. Over time, Amazon has continued to enhance its platform with services like Amazon Fresh, which delivers fresh groceries, and Amazon Pharmacy, which makes obtaining prescription medications faster and easier.

Today, Amazon is the largest e-commerce company in the United States, accounting for about 40% of all online retail sales. Its massive global network of fulfillment centers enables fast, reliable shipping, while its commitment to customer satisfaction drives constant improvements in service and product selection. Through ongoing innovation and expansion, Amazon continues to shape the future of global e-commerce and remains a leader in the online retail industry.

Competitors:

With Amazon’s growth, other companies are creating competitive strategies, challenging its dominance, including Walmart, Target, Netflix, and Uber Eats. Walmart and Target are major retail competitors. Walmart uses Walmart+, similar to Amazon Prime, offering same-day delivery, free shipping, returns, and grocery pickup. Target counters with its Target Circle loyalty program, offering personalized deals, rewards, and exclusive savings, alongside curbside pickup, same-day delivery via Shipt, and strong in-store/online integration.

Netflix, while not selling consumer products, competes with Amazon Prime Video through a strong streaming presence. It focuses on movies and shows, producing popular hits like Stranger Things and The Witcher, attracting millions of viewers globally with content in multiple languages. This pushes Amazon to improve its video service.

Uber Eats competes with Amazon in food delivery. While Amazon offers groceries through Amazon Fresh and Whole Foods, Uber Eats delivers hot meals from local restaurants faster. Its large network of drivers and restaurants offers more options and quicker service, filling a gap Amazon hasn’t fully covered and challenging its food delivery growth.

SWOT Analysis:

<p><i>Strengths:</i></p> <ul style="list-style-type: none"> ● Large distribution network ● Brand Awareness ● Large customer base ● Huge catalog of products that can accommodate the customer's changing needs 	<p><i>Weakness:</i></p> <ul style="list-style-type: none"> ● Delivering products at a slower rate ● Limited customer loyalty ● Lack of physical stores
<p><i>Opportunities:</i></p> <ul style="list-style-type: none"> ● Expanding into emerging markets by opening up to smaller businesses ● Offering a variety of both name brand and value products 	<p><i>Threats:</i></p> <ul style="list-style-type: none"> ● Competition from stores with quicker delivery options ● Physical stores provide immediate gratification of obtaining their item, quicker and sometimes without the need of a subscription.

(Gale Research SWOT, 2024)

Target Audience:

In attempts to gain more prime subscriptions and revenue, Amazon needs to better understand their target audience and how their demographics and psychographics influence their buying behavior.

Demographics: For this business venture, Amazon is attempting to target Gen Z (ages 18-24) to persuade them to buy their own prime subscription as opposed to buying products under their parents subscription. In terms of demographics, one example is income, which is estimated to be \$32,500. In terms of economic climate, limited income that is often dependent on parents' contributions will serve as a challenge in convincing Gen Z to pay for their own prime subscription. This being, Amazon should offer exclusive deals and subscriptions models as an incentive to buy. Figure 1.0 shows how Gen Z is incentivized by discounts and exclusive deals, likely due to their dependent income. Another example is education. Gen Z's education spans between late high school (junior to senior year) and graduate school, meaning they already have their hands full with both financing school and time management with assignments. Amazon should therefore emphasize limited deals and convenience, especially as in person shopping will become less frequent with increased educational demands.

Attitudinal: They are a variety of attitudes/beliefs of Gen Z that can influence their buying behavior. Gen Z is very cause-focused and passionate, such as climate change or inclusion. Gen Z is therefore more inclined to choose brands that align with their beliefs and make a universal impact (Nikolić 2022). Considering Gen Z is more likely to buy from brands that align with their values, looking at past purchases can be a relatively strong determinant of brands they would buy from again. Gen Z is under pressure from peers to fit in and parents/guardians to succeed. Amazon should therefore emphasize prime as both popular and

useful for achieving goals and “fitting in”. Gen Z is explorative and likes to try different things, valuing experiences over products. Amazon should therefore opt for in person experiences and marketing to target this demographic. Lastly, Gen Z strives to be independent. Amazon should emphasize how a prime membership can help them to become independent of their parents plans and become financially responsible.

Due to witnessing many changes in the economy, many Gen Z consumers have become more cautious with their spending, focusing more on their needs rather than wants, and may still be financially reliant on their parents (Mintel). As a result of this generation's ever-growing use of technology, many use online or digital wallets as a form of payment, making it even quicker and easier to make purchases (Mintel). A defining trait of Generation Z is their commitment to social issues and use of social media in making decisions, which has influenced their purchasing behavior, leading them to support brands that showcase diversity in their marketing and product offerings, as well as environmentally friendly brands (Mintel). Gen Z is known for boycotting brands that do not have environmentally friendly practices (Mintel). This highlights the importance of brands and companies being transparent and honest about their sustainability practices (Mintel). They do not adhere to strict gender rules; instead, they challenge them and support the idea of being true to oneself (Mintel).

Many Gen Zers opt for streaming services like Netflix and Hulu over conventional cable, due to the ability to have content tailored to their interests and the convenience of watching on demand (Comcast). With the rise of social media platforms like TikTok, YouTube, and Instagram, Gen Z tends to prefer short-form content due to their shorter attention spans and often does not stick to one device or screen and instead uses a mix of a cellphone, iPad, television, and laptop, sometimes used concurrently (Comcast). This often leads to them consuming media and multitasking while engaging in their activities (Comcast). They also see these platforms as a way to discover and research their interests (Comcast).

Objectives and Key Performance Indicators (KPIs):

For this campaign, Amazon Prime aims to strengthen its presence among Generation Z (ages 18–24), a group that spends over six hours a day on digital media and relies heavily on streaming and online shopping. The main business objective is to increase Prime subscriptions in this age group by 15% within the next twelve months. This will be measured through unique promo codes distributed at the pop-up truck events on university campuses. This matters because Prime memberships generate recurring revenue, and early adoption helps build long-term loyalty.

The behavioral objective is to increase Gen Z engagement with Amazon’s online and offline content by 15% over the next twelve months. Engagement will be tracked through growth in likes, comments, shares, video interactions, and participation at the pop-up events. Higher engagement suggests that students are connecting more with the brand and are more likely to subscribe or try additional Prime services.

The attitudinal objective is to improve Gen Z’s perception of Amazon Prime as a “student-friendly and convenient” brand. The goal is to increase positive sentiment by 20%

within a year, measured through short surveys at pop-up events and on social media. These responses will show whether the campaign is successfully changing how young consumers view Prime's value and usefulness.

Idea and Execution:

Big idea:

Our big idea is to launch a mobile Amazon Prime pop-up truck that travels across college campuses, bringing Prime's products, benefits, and experiences directly to Gen Z students. Alongside the use of social media influencers and promotion, this will create memorable experiences that resonate with the audience and lasting brand impressions that increase purchase intention. (Figure 1.1)

What led to your idea:

What led to our big idea was our research into Gen Z's attitudinal behaviors and beliefs. Through our primary research via an online survey (n=50), we found that 70% of respondents were either impartial or in agreement that pop-up events are more engaging than traditional advertisements. Given that 52% explicitly agreed that pop-up events are more engaging than conventional ads, the data suggests that experiential formats may help brands differentiate themselves amid rising digital advertising fatigue. This is supported by our secondary research which describes Gen Z as more experience-oriented, valuing events and services over materialistic products. In depth storytelling through in person events can therefore help Gen Z to become aware of Prime benefits and the voice behind the brand, which is supported by a passion for fun and connection. It was also determined that most respondents were either neutral or in agreement that pop-up events positively impact purchase decisions. This is supported by secondary research stating that Gen Z craves personalized experiences that tailor to their needs and beliefs. For example, if a brand is able to adhere to Gen Z's needs, the target audience will feel as though they are cared for and valued in the eyes of the brand, thus increasing brand loyalty (Song et al. 2024). Using experiential marketing not only engages the consumer, but makes them feel seen and that their needs are being fulfilled. Neutral respondents can spur from the lack of saturation of pop-up events in marketing efforts. The remaining majority's agreement in our primary research supports how Gen Z are positively affected by such events. This also ties into Gen Z's purchase intentions. Our primary research indicates how 60% of respondents found price an extremely important factor in their purchasing decisions. Considering we are visiting college students who belong within this age category, sentiments are expected to be similar. Experiential marketing brings the same deals an online email or social link might but in an interactive way. This helps combat the information overload often associated with extensive social media use. This information overload leads Gen Z to become bored and apathetic towards promotional efforts (AKBUĞA et al., 2025). Brands therefore struggle with getting their message and products across to this audience through social media efforts. Experiential marketing, such as with a pop-up truck, brings a unique approach to marketing that involves the consumers and breaks away from the audience fatigue felt online. In-person events therefore display key

offerings such as competitive pricing better than social media efforts. This is done by creating memorable experiences surrounding the brand and its products that are hard to ignore and are already engaged with high-involvement consumers. This solution is timely as Gen Z consumers are looking for ways to disconnect themselves online to prevent mental health disturbances (Rayaginansih et al. 2024). Experiential marketing gets consumers offline and engaging with their surroundings, something Gen Z has been craving and would benefit from. Not only will experiential marketing help to engage with the target audience, it will help researchers to evaluate Gen Z's behaviors and feelings towards the brand in person. Experiential marketing helps Amazon to stay within marketing budget and creates tangible measures of success.

Execution of idea:

Primary research conducted for this campaign provides strong justification for implementing a mobile experiential strategy. Survey findings indicate that 70% of respondents expressed either neutrality or agreement that pop-up events are more engaging than traditional advertisements, and 74% demonstrated non-negative attitudes toward the influence of pop-ups on their purchase decisions. Moreover, 70% reported neutrality or agreement regarding the memorability of such events, suggesting considerable opportunity for well-executed experiential designs to create lasting brand impressions. Social media behaviors further support this approach: 80% of respondents rely on platforms like Instagram, TikTok, and Facebook to discover new brands, and 44% indicated a willingness to share pop-up experiences online, with an additional 10% remaining neutral. Together, these insights confirm that a mobile pop-up activation aligns closely with Gen Z's engagement patterns, information consumption habits, and desire for interactive, sharable brand experiences, making it a strategically sound method for reaching college students across multiple campuses

The plan is to use a truck as our method for a pop-up, instead of a traditional storefront. The reason for this is to visit as many campuses as possible, bringing the pop-up directly to the students and reaching the largest audience. It is also cost-effective because we won't have to pay for rent, deposits, utilities, maintenance, or insurance. Additionally, it's quicker and easier to set up, customize, and adapt to each campus. There will be a series of 6 different pop-ups with 6 different colleges and influencers respectively. These colleges include Harvard University, University of Florida, University of Michigan, University of Texas at Austin, Stanford University, and University of Notre Dame. These colleges help represent the Northeast, Southeast, Midwest, Southwest, West, and Mid U.S respectively. These colleges are well known for their prestige, academic recognition, and visibility. Therefore, these colleges get a well-rounded and diverse audience to represent the U.S and promote Amazon Prime benefits effectively. There will be one pop-up event per month (one campus visit per month) for the first six months starting September and excluding January for Winter recess (September-March skipping January). The events will first be promoted on social media using a pinned post. This post will be a collaboration between Amazon and each of the selected colleges (each college receives their own campaign-related post). This helps to leverage social media which is a strong factor as underlined by our primary research. This post will provide a link to RSVP to the event.

In order for the RSVP to be completed, participants must fill out a survey structured similarly to our primary research. This will help gauge sentiment towards Amazon prior to our campaign, as well as how many participants currently have their own prime account. Once completed, a barcode will be sent to the provided email which is to be presented to access the event space in person.

We will customize the truck's exterior with Amazon's logo and message, which serves as a powerful form of mobile marketing. Since the truck isn't tied to one location, it can attend big events like campus festivals, ensuring many students see and visit it (See figure 1.1 for pop-up truck reference). It also creates engaging content, because a truck is more unique than a typical storefront. Since 44% of participants indicated a likelihood to share a pop-up event online, the incorporation of photo opportunities, interactive elements, and influencer presence becomes essential to maximizing reach. We can produce short videos showing behind-the-scenes footage of setting up the truck, as well as clips of the truck at various campuses for online promotion and engagement. Sharability and UGC will be encouraged with our catchy hashtag #DealsOnWheels that amplifies Amazon's speed and price focused brand messaging.

The money saved by choosing a truck over a traditional storefront can be invested in giving away free merchandise to students during the pop-up. 42% of our survey respondents indicated that giveaways draw them to pop-up events. These freebies, which focus on everyday items, will reinforce the idea that Amazon is the go-to place for everything students need to succeed in college. Items could include reusable water bottles, tumblers, apparel, tote bags, backpacks, stickers, keychains, small accessories, stationery, notebooks, and planners. All items will prominently feature the Amazon logo and signature colors.

There will be fun activities throughout, such as trivia games about Amazon history, spin the wheel, and pick-a-card. There will be event staff to hand out promotional items, help organize the event, assist students with any questions they have, and educate students about Amazon Prime. During the event, we will provide students with an affiliate code via a QR code that offers a 10% discount. This code allows us to track how many people signed up for Amazon Prime because of the event. During each part of the event, we will either have a local influencer or campus ambassador interview students, asking fun, light-hearted questions and playing engaging games with them to win a prize, which will be used as content for our social media platforms. Influencers will be hired to attend the event and create content for their social media pages. Because 80% of respondents rely on social media, often combined with word-of-mouth, for brand discovery, influencer partnerships as well as the encouragement of visitors to share their experiences on social media have strong empirical justification within the campaign strategy. 44% of respondents indicated a willingness to share pop-up experiences on social media, with an additional 10% remaining neutral, demonstrating a need for intentional design that inspires online sharing. There will be upbeat, neutral pop music playing throughout the event to enhance the lively atmosphere.

It will be noted that codes expire within 2 months of activation. This is to induce a sense of urgency and exclusivity. In addition to an RSVP survey and QR code survey, a satisfaction

survey will be sent to the email provided from the QR code survey 5 months after the corresponding event. For example, the September events code will run until November and participants will be sent a satisfaction survey in March. This ensures each college has relatively the same amount of excitement build and preparation, execution, and analysis time to avoid any bias or error towards one college. In total, each college event will have 3 weeks of preparation and promotion, 2 months with an active code, an additional two months for the satisfaction survey, and an additional month for analysis of the satisfaction survey. This totals to a 6-month campaign cycle per college, with the cycles overlapping with each other (College #1 event can happen the same week excitement is built for college #2). The three surveys serve as the benchmarks for pre-campaign, during-campaign, and post-campaign success measurement as later explained.

Budget allocation: (Figure 1.2)

Activity Total Budget:8M	Description	% of Budget	Rationale
Pop-Up Event Setup & Experience Design	Renting trucks, decorations, interactive zones, photo booths, lighting, music	40% \$2,400,000	The main experiential touchpoint that directly engages Gen Z. Needs to be visually appealing and social media-friendly.
Influencer Partnerships & Social Media Promotion	Collaborations with TikTok & Instagram creators, teaser content, live coverage	25% \$1,500,000	Gen Z trusts peer influencers. Social buzz will extend the event's reach beyond attendees.
Digital Advertising (Instagram, TikTok, YouTube ads)	Targeted ads promoting the event and post-event recap	15% \$900,000	Builds awareness before and after the event among Gen Z where they spend the most time.
Free Samples	Branded merch, free give aways, discount codes for Prime Membership	10% \$600,000	Encourages trial and conversion, and fits Gen Z's love for freebies.
Event Staff & Logistics	Training, security, coordination, permits	10% \$600,000	Ensures smooth execution and positive brand image.

For this campaign, the largest part of the budget, 40%, will be dedicated to the pop-up event setup and experience design. This includes renting the truck, setting up decorations, lights, music, and interactive areas that create an exciting atmosphere. Since the campaign is centered on experiential marketing, this event is the main touch point where Gen Z consumers can personally engage with the brand. The goal is to design a space that feels fun, memorable, and

social media–friendly, encouraging attendees to post about their experience online and generate organic buzz.

About 25% of the total budget will be allocated to influencer partnerships and social media promotion. This investment focuses on collaborating with TikTok and Instagram creators who can promote the event, share teaser content, and post live updates during the experience. Influencers play a major role in shaping Gen Z's purchasing behavior, as they are seen as authentic and trustworthy sources of recommendations. Their participation will help expand the campaign's visibility beyond those who attend the event in person.

Next, 15% of the budget will be used for digital advertising, primarily through short, targeted ads on TikTok, Instagram, and YouTube. These ads will promote the event before it happens and highlight the best moments afterward. Using these platforms ensures that the campaign reaches Gen Z where they spend most of their time, increasing both awareness and engagement.

Another 10% will go toward free samples, including branded merchandise, product trials, and discount codes for Prime Membership. This component encourages trial and conversion, elements that strongly appeals to Gen Z's love for value and exclusivity.

Finally, the remaining 10% of the budget will be spent on event staff and logistics, which includes coordination, training, security, and permits. These elements are essential for ensuring the event runs smoothly and leaves a positive, lasting impression of the brand on attendees.

Measurement Methodology:

Objective Achievement Predictions and Measurements:

Objective 1: This campaign seeks to increase Amazon Prime's influence among Gen Z (18–24) and boost subscriptions from this group by 15% in the next year, measured by new accounts created. A survey will be provided via the QR code handed out at the end of the event. The survey will provide demographic information about the consumers in attendance and other useful information for Amazon's research. An affiliate code will then be provided at the completion of the survey and will be used to measure the number of subscriptions by those who were in attendance. With 6 months of focused attention through the pop-up shops, and the ability to reach the target consumer through social media with the use of influencer marketing, we are expecting to reach our goal of increased Prime subscriptions by 15% by the end of the year.

Objective 2: The behavioral objective is to increase Gen Z engagement with Amazon's online and offline content by 15% over the next twelve months. Behavioral objectives will be measured using a survey for attendance and social media analytics to track engagement. The comparison between the amount of RSVP's and the actual number of attendants will be used for tracking in-person attendance and engagement. Social media analytics will track online engagement and resonance with the audience through impressions, likes, shares, and comments. We are expecting 75% of those who RSVP'ed to attend the event. This is based on our primary research, which underlines how 50% of respondents are either likely or indifferent to visit a pop-up event. This

being, those initially interested might become indifferent as the event approaches and not attend. As detailed by secondary research, college students are already very busy and may have prioritized obligations that arise (Bulo et al., 2014). We expect 90% of those who scan the QR code to use the affiliate code and therefore sign up for a prime account. This ties back into our survey, which showed how 60% of respondents find price extremely important. If Amazon offers a good deal that is exclusive and timed (expires within 2 months) students will be more likely to use the code as they have already visited the event and feel they deserve something more in return. (Pham et al., 2025). We are also expecting over 10,000 impressions over the multi-media channels, and an additional 5000 impressions from related posts via the influencer's social media account and user-generated content. This ties back to our primary research on how Gen Z are highly likely to not only engage with posts online, but share their experiences through their personal social media account by 44%.

Objective 3: The attitudinal objective was to improve Gen Z's perception of Amazon Prime as a "student-friendly and convenient" brand. The goal was to increase positive sentiment by 20% within a year. To measure this goal, we will use email marketing. In emails sent, we will offer renewal links and exclusive offers as their subscriptions approach their end, keeping in mind that affiliate codes are only active for 2 months. To track churn, we will record the number of subscriptions after each pop-up event and the number of remaining subscriptions at the end of their 6-month cycle. Comparing these figures will indicate how many students retain their subscription within the campaign period, which is a good sign that their view of the company has improved. We will send an email with a link to renew their subscription shortly before it is set to autorenew. Based on the number of people who attend each event and use the codes after the year's end, we expect 30% of participants to open the email, click the link, and renew their subscriptions. To measure how Gen Z views Amazon, we will assess whether our campaign was successful in changing their perception by conducting a post-event survey. After the event, we will email all attendees a survey focused on their experience and how their perception—especially if they now see Amazon as convenient and student-friendly—has changed since attending. We expect 30% of those participants who attended the event to have a positive perception of the brand when answering the satisfaction survey.

Pre-Campaign Measurable Benchmarks:

Our pre-campaign measurable benchmarks come from RSVP surveys and a social media audit into collaborative posts. As previously mentioned, the RSVP survey would be structured similarly to our primary research and can determine how many of those students who RSVP'ed have their own prime account. This can later be compared with a post-campaign survey, affiliate code usage, and email marketing to determine the difference in subscriptions from those who attended the event. Research can also be conducted on social media accounts before the events come to campus. The same post will be pinned on both the selected school and Amazon's social media account. We can therefore measure the likes, comments, and shares on these "Upcoming" posts for the event. This can help gauge intentions of visiting the event and relative excitement.

We can also look at followers on the schools page and amazons page before the events launch. This will later be compared with follows after the campaign finishes. Lastly, we can monitor the related posts using the hashtag #DealsOnWheels to see respective user generated content before the campaign launches. This will later be compared with the amount of posts using the hashtag after the campaign concludes. This is another way to track engagement, and the influence of experiential marketing on eWOM and purchase intention.

Post-Campaign Measurable Benchmarks:

To measure the success of our campaign after it concludes, we will compare the number of students who scanned the QR code at the event with the number who redeemed their affiliate promo code to subscribe to Amazon Prime. This provides a direct indicator of our conversion rate and how effectively the event influenced students to become Prime members. We will also track additional behavioral indicators, such as how many students attended, participated in activities at the pop-up truck, and engaged with our campaign on social media using the branded hashtag. These secondary measures help us evaluate how the experience shaped student interest and behavior beyond just sign-ups. By analyzing these results against our pre-campaign benchmarks, we can determine how much the campaign contributed to subscription adoption, overall engagement, and the visibility of Amazon Prime among Gen Z students.

Positive and Negative Outcomes:

Positive:

- Increased subscriptions and retention among Gen Z.
- Year-long subscriptions help retain customers and reduce loss to competitors.
- Lasting social media impressions can create lifelong Amazon customers.
- Experiential marketing creates memorable associations beyond traditional advertising.
- Pop-up events at colleges are harder to ignore and leave lasting impressions.
- Increased brand awareness can later convert into engagement.
- Campaign-specific hashtags drive traffic to Amazon's social media and subscription links.
- Increased website traffic and social media engagement from social media hyperlinks
- In-person events foster community and personal connection.
- This strengthens brand loyalty and positive associations with Amazon.
- Exceptional customer service ensures students feel heard and accommodated.

Negative:

- Risk of low attendance and engagement if events lack promotion or perceived value.
- Limited reach can lead to misspent budgets, though truck-style pop-ups reduce costs.
- Time constraints of college students mean many may miss the pop-up.
- Weather may impact the event depending on the time of year

Appendix:

Figure 1.0

Share of Generation Z students incentivized by different factors to buy clothes online worldwide in 2024

Incentives to shop online for Generation Z students worldwide 2024

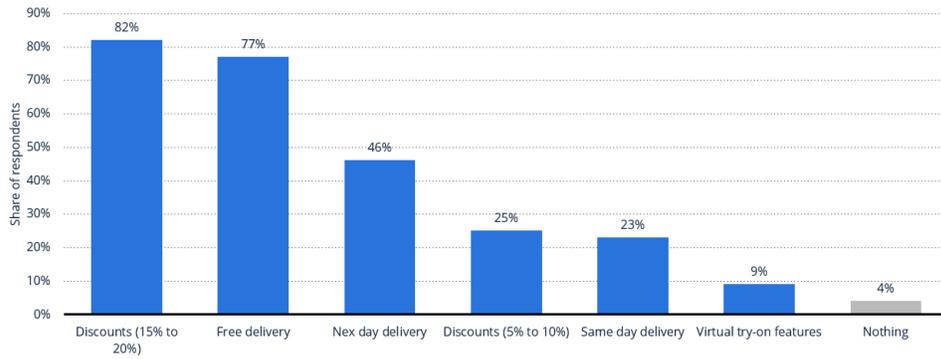
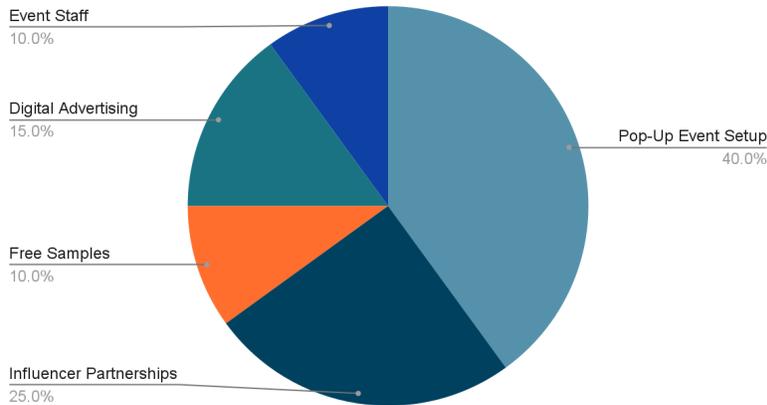


Figure 1.1



Figure 1.2

Budget



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