

Amazon Deals On Wheels

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SLIDES



Amazon Overview

- **Mission:** To be “Earth’s most customer-centric company,” Offering low prices, wide selection, and convenient services.
- **Founded** on July 5, 1994, by Jeff Bezos under the original name Cadabra. (Started as a book Store)
- **Quickly expanded** to include music, videos, electronics, clothing, and a wide range of consumer goods.
- **Largest e-commerce company** in the United States, responsible for about 40% of all online retail sales.
- **Continues to innovate and expand its services**, shaping the future of global e-commerce.

Competition

Netflix

Competes with Amazon Prime Video.

Strong global presence with movies and series.

Drives Amazon to improve and expand its video offerings.

Walmart

- **Competes with Amazon Prime through Walmart+**

- **Offers same-day delivery, free shipping, free returns, and grocery pickup.**

Target

- **Competes using Target Circle loyalty program.**

- **Provides personalized deals, rewards, and exclusive savings**

Uber Eats

Challenges Amazon’s grocery and food delivery services.

Delivers hot meals from local restaurants faster.

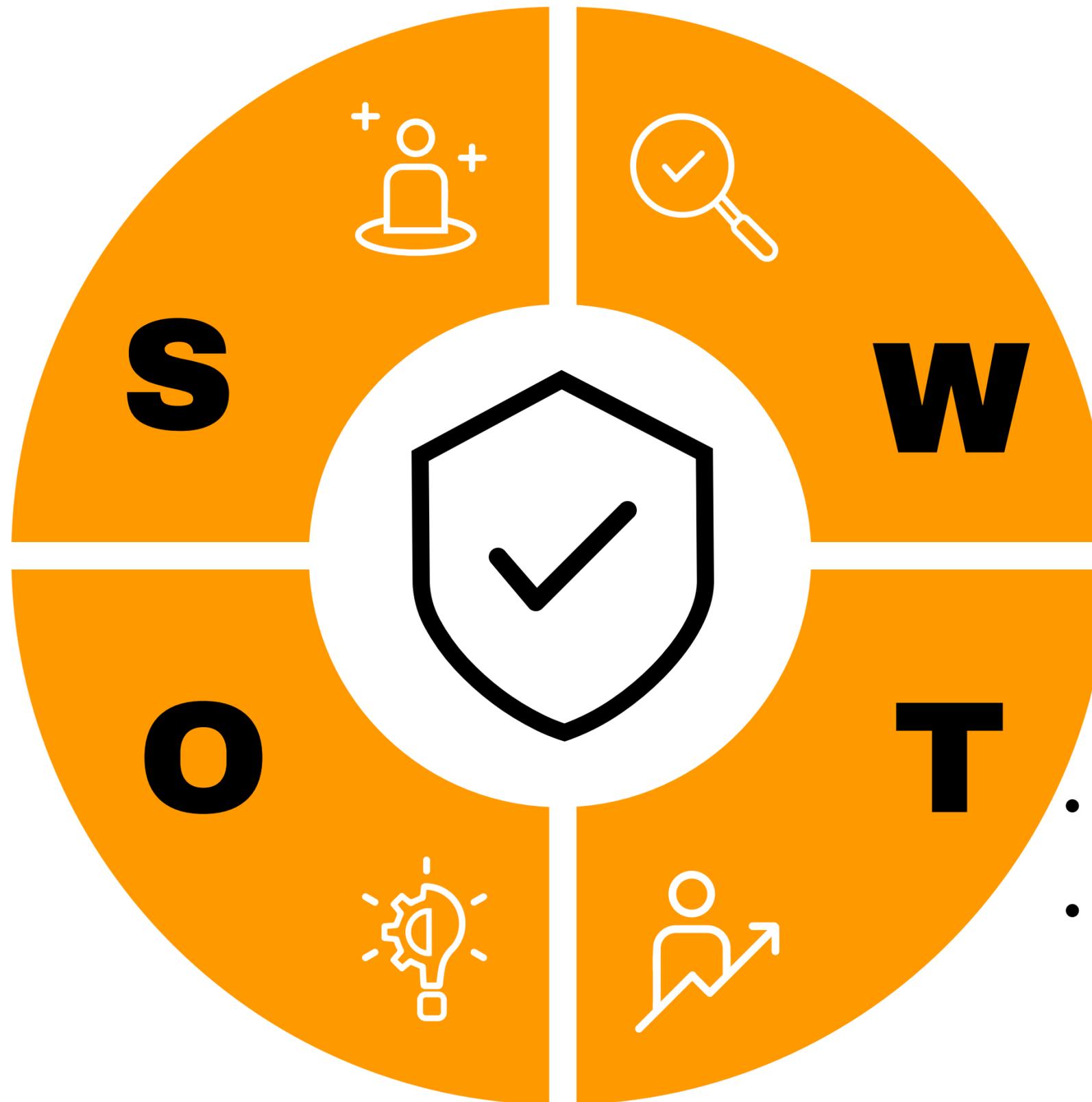
Covers areas Amazon Fresh and Whole Foods delivery do not fully reach.

STRENGTHS

- Large distribution network
- Brand Awareness
- Large customer base
- Huge catalog of products that can accommodate the customer's changing needs

OPPORTUNITIES

- Expanding into emerging markets by opening up to smaller businesses
- Offering a variety of both name brand and value products



WEAKNESSES

- Delivering products at a slower rate
- Limited customer loyalty
- Lack of physical stores

THREATS

- 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:

- Gen Z consumers are more cautious with their money.
- Gen Z heavily depends on technology in different ways to make things more convenient and faster.
- Activism and social issues are critical to this generation.
- Like brands that have more diversity in their marketing or product offerings.
- Value authenticity more and be true to who you are, challenging gender roles.
- Prefer streaming for personalized content and on-demand convenience.
- Prefer short content over longer forms, especially on platforms like TikTok, YouTube, and Instagram.
- View Social Media as research tool to discover new things.



Objectives and Key Performance Indicators (KPIs):



Business objective

Increase Prime subscriptions in this age group by 15% within the next twelve months.



Unique promo codes distributed at the pop-up truck events on university campuses



Behavioral objective

Increase Gen Z engagement with Amazon's online and offline content by 15% over the next twelve months.



Tracked through growth in likes, comments, shares, video interactions, and participation at the pop-up events.



Attitudinal objective

Increase positive sentiment by 20% within a year.

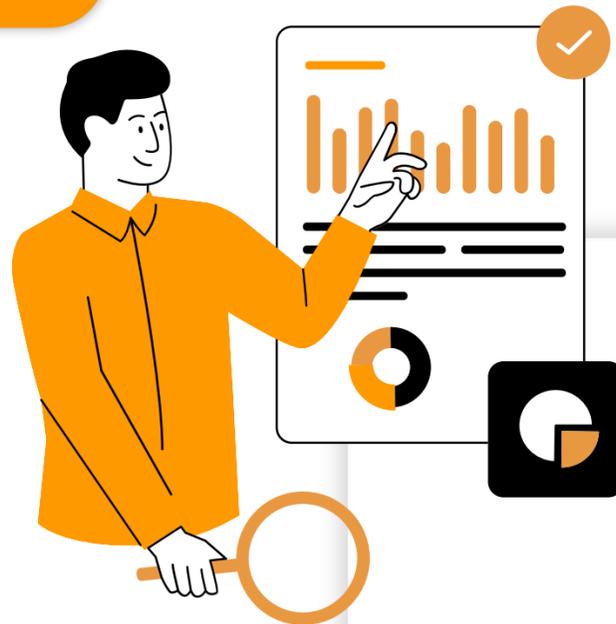


Measured through short surveys at pop-up events and on social media. These responses will show whether the campaign is successfully changing how young consumers view Prime's value and usefulness.

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. This will create memorable experiences that resonate with the audience and lasting brand impressions that increase purchase intention.

Exploring innovative strategies for sustainable growth and competitive advantage.



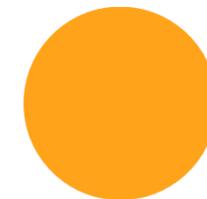
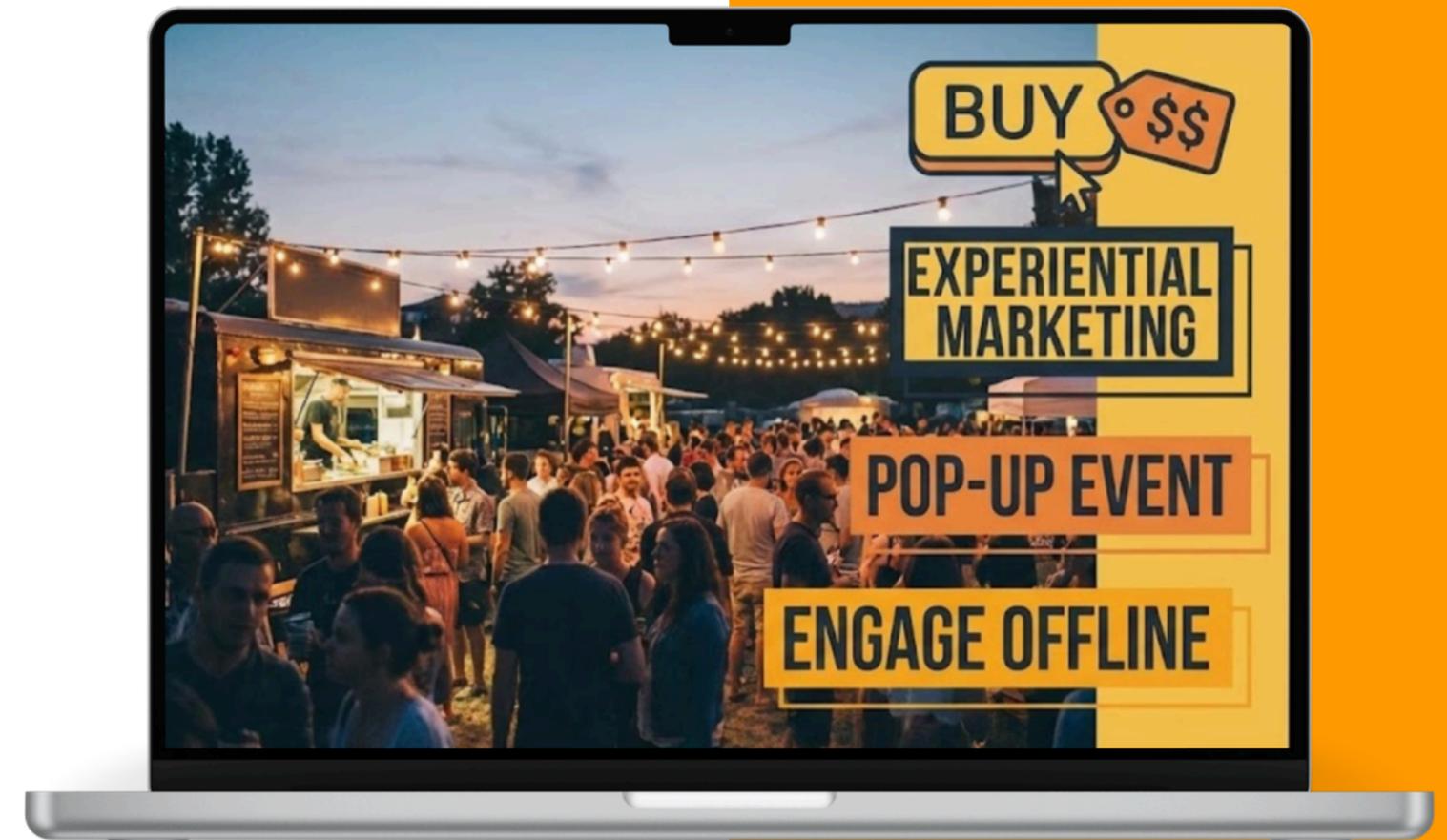
Understanding the foundation of how a business creates, delivers, and captures value is crucial for sustainable success.



ONLINE SHOPPING

What led to your idea:

- Through our 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
- **52%** explicitly agreed that pop-up events are more engaging than conventional ads
- Gen Z consumers are more experience-oriented, valuing events and services that show an agreement with their beliefs
- **60%** of respondents found price an extremely important factor in their purchasing decisions
- 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.
- Experiential marketing gets consumers offline and engaging with their surroundings, something Gen Z has been craving and would benefit from.



Execution of idea:

- In line with Amazon's recognizable delivery trucks, a pop up truck decorated with Amazon Prime branding and featuring giveaways, photo opportunities, interactive elements, and influencer presence will visit 6 college campuses nationwide. Colleges include **Harvard University, University of Florida, University of Michigan, University of Texas at Austin, Stanford University, and University of Notre Dame.**
- A truck as our method for a pop-up helps 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.
- 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.

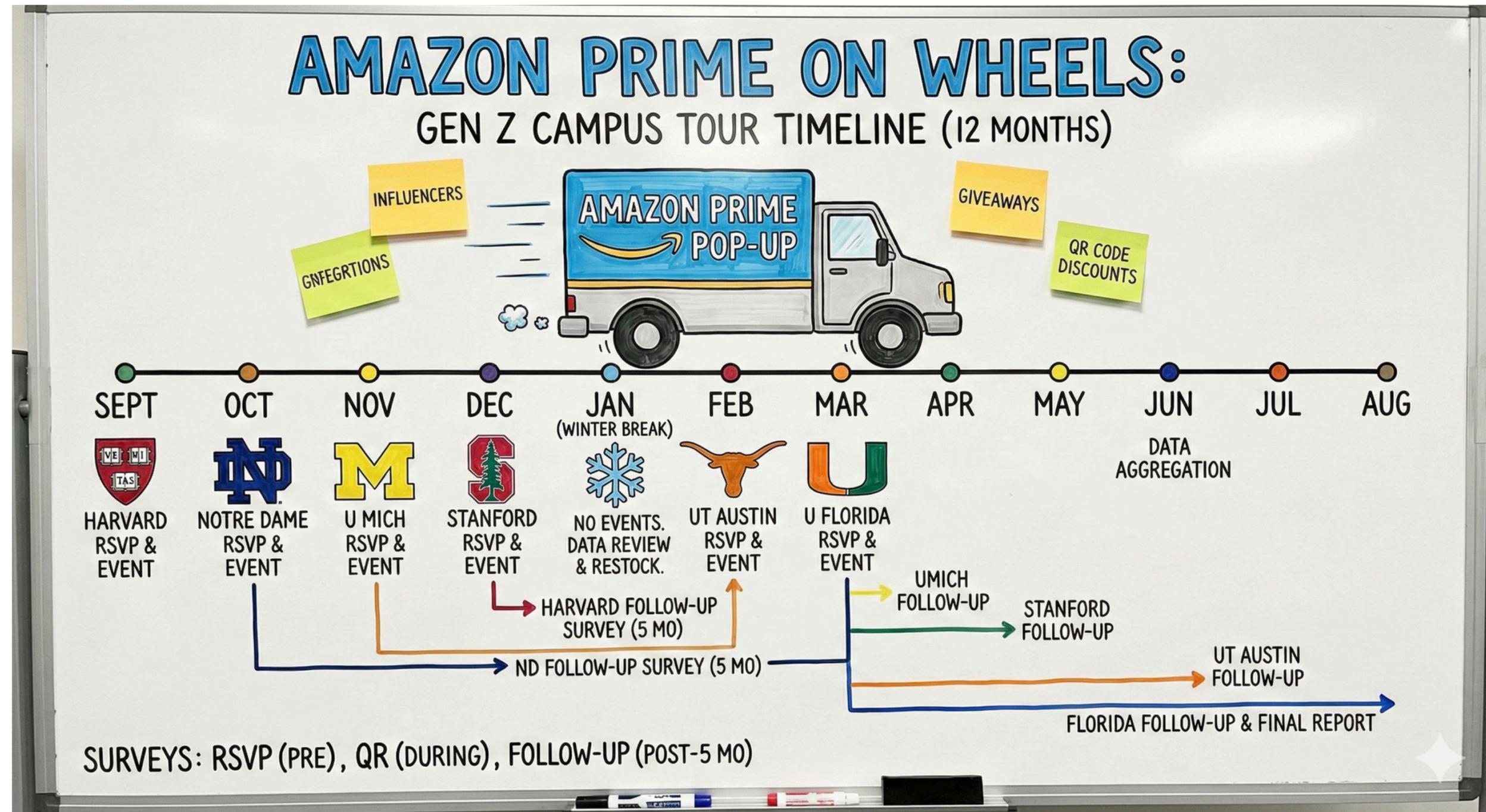


Execution of idea:

- 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 to leverage online presence and excitement.
- 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, there will be a 6-month campaign cycle per college, with the cycles overlapping with each other.** This will complete the 12-month campaign.
- The **first RSVP survey** will be used to get into the event. The **second QR code survey** will be used to get the affiliate code for a 10% Amazon Prime discount. The **third and final** survey will be a **satisfaction survey** sent to the email provided from the QR code survey 5 months after the corresponding event. The three surveys serve as the benchmarks for pre-campaign, during-campaign, and post-campaign success measurement.



Amazon Prime Pop-Up Truck Timeline



Budget allocation:

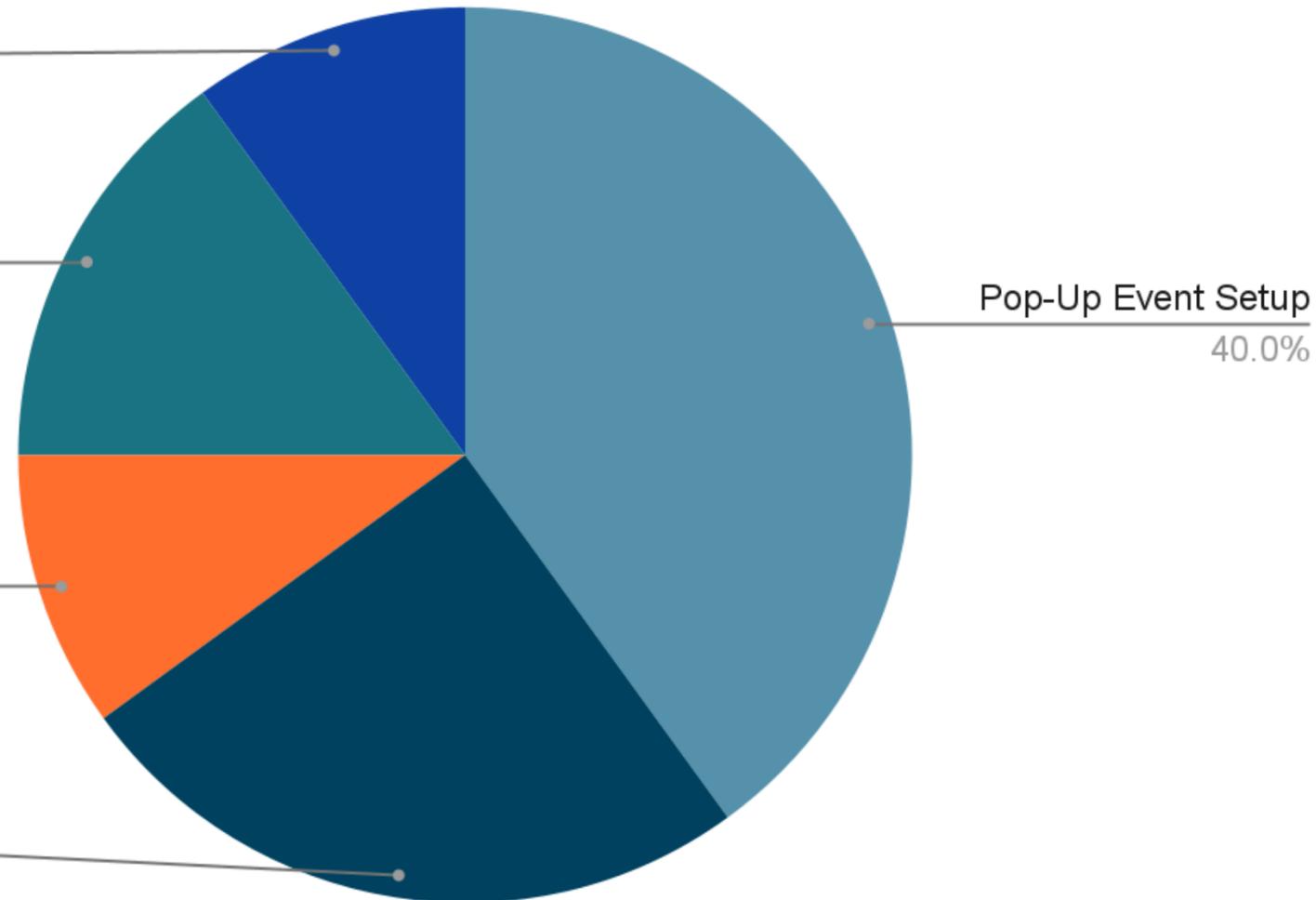
Budget

Event Staff
10.0%

Digital Advertising
15.0%

Free Samples
10.0%

Influencer Partnerships
25.0%



Total budget of \$6,000,000.

40% = \$2,400,000

25% = \$1,500,000

15% = \$900,000

10% = \$600,000

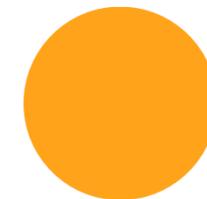
10% = \$600,000

Measurement 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 accessed through a QR code handed out at the end of the event.
 - The survey gathers demographic information and other useful data for Amazon's research.
- After completing the survey, attendees receive an affiliate code.
 - The affiliate code tracks how many subscriptions come from event participants.
 - Six months of pop-up shops and influencer marketing will focus on reaching the target audience.

We Expect: Increase 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

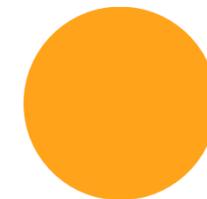
- The comparison between the amount of RSVP's and the actual number of attendants will be used for tracking in-person attendance and engagement.
 - We are expecting 75% of those who RSVP'ed to attend the event.
 - We expect 90% of those who scan the QR code to use the affiliate code and therefore sign up for a prime account.
- Social media analytics will track online engagement and resonance with the audience through impressions, likes, shares, and comments.
 - We are expect 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.



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.

- Renewal links and exclusive offers will be offered 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.
 - 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.
 - 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:



RSVP survey

Can determine how many of those students who RSVP'd have their own prime account.



Social Media Audit

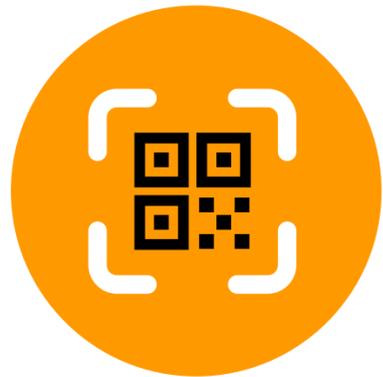
We will measure the likes, comments, and shares on these "Upcoming" posts for the event. These posts will be pinned on each school and Amazon Primes account



UGC

The hashtag #DealsOnWheels can reveal related user generated content before the campaign launches.

Post-Campaign Measurable Benchmarks:



QR Code Survey

The amount of attendants via barcodes scanned will be compared with affiliate codes used from the QR code. This gives us a direct measure of the campaign's conversion rate.



Secondary Indicators

Secondary indicators such as event attendance and participation in activities at the pop-up truck assess how effectively the campaign influenced student behavior.



Social Media Use

Social media use with the hashtag and engagement on related post from Amazon and the colleges can be compared to "Upcoming" posts



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 budget, though truck-style pop-ups reduce costs.
- Time constraints of college students mean many may miss the pop-up.
- Staying too long at one college risks repeat visitors and reduced excitement.
- Weather may impact the event depending on the time of year, and poor weather on the event day might cause less eagerness to participate in activities.

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Thank you!
Questions?