

## THE BRIEF

Each month, across five European markets, our community audit and give feedback on Amazon Prime Video's social media platforms, including their TikTok and Instagram channels.

## THE RESPONSE

50 community members, from each market, provide their honest thoughts and suggestions for improvements to heighten Gen Z's engagement with Amazon Prime Video's social channels.

## THE OUTCOME

Amazon Prime Video has been able to implement these suggested changes to their social strategy and approach month-on-month, resulting in positive improvement to their channels.



*We are super pleased with the quality of the insights from the Imagen community. This month's insights led directly into our strategy for the following month.*

*Carlo, Head of Social Media and Editorial, Europe  
Amazon Prime Video*

