

Company: Addvox, Mexico City, Mexico

Company Description: Addvox is a creative communications agency based in Mexico, specializing in PR, storytelling, and experience-driven campaigns that connect brands with culture and audiences across media, influencers, and digital platforms. From entertainment to tech, the agency partners with top-tier clients to craft campaigns that not only communicate—but captivate audiences.

Nomination Category: Marketing Campaign Categories - Industry

Nomination Sub Category: Marketing Campaign of the Year - Media & Entertainment Companies

Nomination Title: Amazon Music x Vive Latino 2024 – A One Amazon Experience

1. If you are providing written answers to the questions for this category, you must answer this first question: Specify the date on which this campaign or program was launched:

March 16th and March 17th, 2024

2. Which will you submit for this nomination, a video of up to five (5) minutes in length about the nominated campaign or program, OR written answers to the questions for this category? CHOOSE ONE:

A video of up to five (5) minutes

3. If you are submitting a video of up to five (5) minutes in length, provide the URL of the nominated video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video.

Amazon x Vive Latino 2024: <https://drive.google.com/file/d/1uaDITgcbghs20XYoaGQNquYpuVdDdErz/view?usp=sharing>

4. If you are providing written answers to the questions for this category, you must answer this second question: Describe the genesis of the nominated campaign or program: the reasons it was initiated, the challenges it was created to address, the problems it was developed to solve, etc. (up to 250 words):

Total 100 words used.

Overview (Situation and Objective)

In 2024, Amazon Music became the main presenter of Vive Latino, one of the most iconic music festivals in Latin America—marking Amazon's largest sponsorship investment in Mexico to date.

Rather than acting as a traditional sponsor, Amazon and Amazon Music partnered to enhance the entire customer experience, creating a unified "One Amazon" narrative to connect with audiences in an emotionally resonant and innovative way. The goal was threefold:

- Communicate Amazon's brand warmth and relevance through storytelling.
- Build awareness and affinity among Mexico's SEL C audience.
- Position Amazon as an enabler of unforgettable live and digital experiences.

5. If you are providing written answers to the questions for this category, you must answer this third question: Describe the development of the campaign or program: the planning process, the goal setting, the creative and media development, the scheduling, etc. (up to 250 words):

Total 124 words used.

Strategy and Execution

The campaign was divided into four strategic phases combining earned media, live experiences, influencer engagement, and content marketing:

1. Sponsorship Announcement (in partnership with OCESA) with nationwide media exposure.
2. Amazon Press Day & Press Conference with C-level executives to position Amazon as a music and cultural ally.
3. Livestream & Experience Kit Activation, allowing audiences to enjoy Vive Latino from home or on-site.
4. #AmazonVL24 Warm-Up Party with over 280 journalists/influencers and exclusive RompeMX artist showcase.

Key tactics:

- Integrated storytelling via press interviews and media kits.
- Strategic influencer partnerships (95 activated).
- Personalized tours and backstage experiences for media.
- Proprietary Amazon-hosted content on blog and social channels.
- Artist collaboration with RompeMX talent (Arroba Nat) as a PR anchor before, during, and after the event.

6. If you are providing written answers to the questions for this category, you must answer this fourth question: Outline the activities and concrete results of this campaign or program since the beginning of 2019. Even if your initiative started before 2023, limit your response to activities and results since the beginning of 2023 only (up to 250 words):

Total 177 words used.

Results and Impact

The campaign exceeded expectations across all KPIs:

- 934 earned media stories in MX, US Latin, Argentina, Chile, Colombia
- 240 target media placements, 74% included two or more key messages (+24% vs. goal)
- 95 influencers generated 437 social posts (+218% vs. goal)
- 45.2M impressions, 2.4% engagement rate
- 21 signature stories and 10 feature stories (+950% vs. goal)
- 91.8% TML pickup across major outlets like Heraldo TV, Reforma, Esquire, Billboard, etc.

The collaboration also led to a broader perception shift of Amazon from a commerce brand to a cultural lifestyle brand and redefined expectations for sponsorship experiences.

Innovation and Differentiation

What made this campaign stand out:

- A fully immersive, multi-platform brand presence combining commerce, entertainment, music, and storytelling.
- One of the first-ever sponsorships in Mexico with 360° integration of brand touchpoints, including streaming, live interaction, e-commerce, and experiential marketing.
- Inclusion of Amazon's proprietary channels, such as blog posts and Twitch broadcasts, to amplify the story.
- Holistic approach involving PR, content, influencer, internal teams and artist partnerships—unifying all brand assets under one storytelling umbrella.

7. You have the option to reference here any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

Total 10 words used.

Amazon x Vive Latino 2024: <https://drive.google.com/file/d/1uaDITgcbghs20XYoaGQNquYpuVdDdErz/view?usp=sharing>



HOW TO ENTER >

Attachments/Videos/Links:

[Amazon Music x Vive Latino 2024 – A One Amazon Experience](https://drive.google.com/file/d/1uaDITgcbghs20XYoaGQNquYpuVdDdErz/view?usp=sharing)

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