

Company: Amazon Web Services, Seattle, WA

Company Description: Amazon Web Services (AWS) is the world's most comprehensive and broadly adopted cloud platform, offering over 240 fully featured services from data centers globally. Millions of customers —including the fastest-growing startups, largest enterprises, and leading government agencies—trust AWS to power their infrastructure, become more agile, and lower costs.

Nomination Category: Event Categories

Nomination Sub Category: Brand & Experiences - Exhibition Experience

Nomination Title: The Fragrance Lab by Amazon Web Services [AWS]

1. Optionally, you may list creative and production credits for your event - a list of the people and organizations that contributed to its development:

Amazon Web Services, Wildlife

2. If you are providing a written essay for this nomination, submit in this space an essay of up to 525 words describing the event: its genesis, goals, development, and results:

Total 519 words used.

In today's competitive landscape, brands are seeking innovative ways to differentiate themselves through personalization and enhanced customer engagement. Powerful and accessible Foundation Models (FMs) and generative AI-powered applications are offering new levels of creativity, personalization, and automation capabilities to meet this demand.

At the Cannes Lions International Festival of Creativity 2025, AWS showcased [The Fragrance Lab](#), a creative activation demonstrating AI-powered innovation.

Built using [Amazon Nova](#) in [Amazon Bedrock](#), the Fragrance Lab is an experiential activation that illustrates the transformative power of generative AI in retail and marketing. While the activation delivered personalized fragrance creation, the underlying architecture and methodology were created using managed services, making the implementation easily repeatable and adaptable for a wide range of customized customer experiences. A similar framework could be used to generate personalized skin care regimens or clothing recommendations, and much more. The possibilities are truly endless.

Introducing The Fragrance Lab

The Fragrance Lab represents a fusion of physical and digital experiences built using AWS technology. It was created with Wildlife.ai, a creative agency that excels at bringing AWS services to life through physical activations.

At the first step, participants verbally expressed their preferences and personality traits through conversations with the Amazon Nova Sonic speech-to-speech model. These conversations were then processed by Amazon Nova Pro, which served as the intelligence engine, analyzing the interactions and extracting essential keywords to determine the perfect fragrance composition. The extracted information guided the selection of fragrance notes and their potency, which were then expertly mixed by on-site perfumers to create personalized scents.

Once the personalized fragrance was created, the solution leveraged Amazon Nova Canvas and Nova Reel to generate custom marketing assets. Nova Canvas created personalized campaign images that matched the user's fragrance profile and preferences, allowing for customized emotional tones ranging from moody to playful. These static assets were then transformed into dynamic video content through Nova Reel. Users could download them via a QR code unique to their fragrance campaign, expanding the activation's reach into the digital realm.

Ultimately, the Fragrance Lab participants walked away with their custom fragrance in a beautiful box and bag, and both print and digital versions of their campaign assets. Throughout the activation's five-day run, demand was high. The Fragrance Lab remained at maximum capacity, with an average wait time of 30-60 minutes. At times, participants waited as long as two hours to experience the activation, underscoring its strong engagement and appeal.

Consistent feedback highlights include:

- The activation exceeded expectations and produced high-quality, desirable outcomes, both in the form of the fragrance and digital assets.
- The activation was well worth the wait, including those who stood in line 60+ minutes.
- Participants were immediately inspired to bring their own creations to life, and AWS has received multiple requests to help build similar personalized implementations.
- Participants were thankful for a practical example of how they could use Amazon Nova and Amazon Bedrock to benefit their business.

The Fragrance Lab showcased the power of generative AI in an engaging, high-demand activation that enabled participants to visualize the technology's potential in their businesses, making it a deserving candidate for IBA recognition this year.

3. Which will you submit for this nomination, a video of up to five (5) minutes in length or a written essay of up to 525 words? Choose one:

Essay of up to 525 words

4. 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:

Attachments/Videos/Links:

[The Fragrance Lab by Amazon Web Services \[AWS\]](#)



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