

PAID CREATOR CAMPAIGN / IN-APP SHOPPING

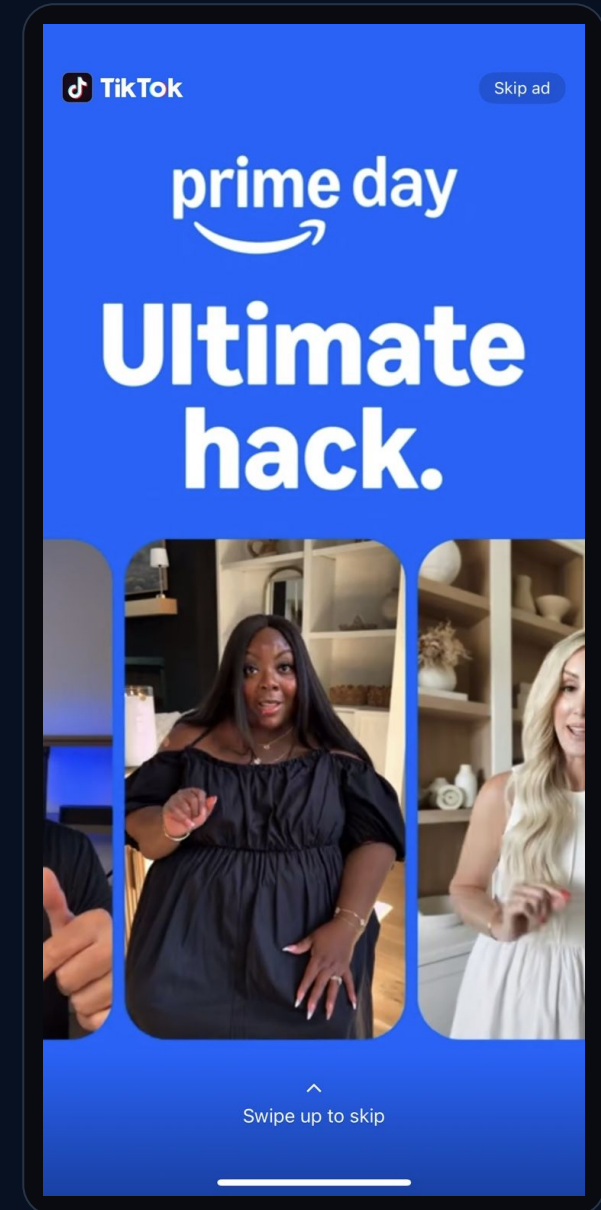
AMAZON PRIME DAY

From brief to TikTok takeover.

Making a new shopping behavior feel like
a useful shortcut not a feature tutorial.

DOMINIQUE BACON

Social Media Manager · Operation Niki



ORIGINAL CAMPAIGN CAPTURE

The assignment, in one screen.

A creator-side contribution to an Amazon paid-media activation not a conventional sponsored post.

THE OBJECTIVE

Introduce Prime Day and Amazon In-App Shopping to people browsing TikTok.

THE CREATIVE ASK

Short, camera-facing creator footage that makes the shopping benefits easy to understand.

MY ROLE

Translate the brief, guide creator execution, coordinate revisions, and support the final handoff.

30–60s

Requested creator video

3

Versions required

24h

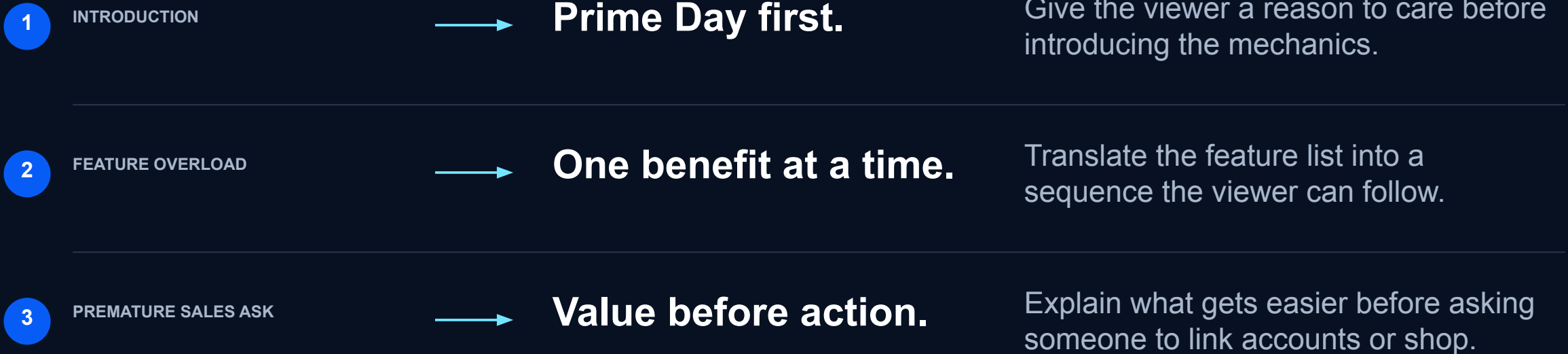
Planned media flight

JUN 20

Submission deadline

A cold audience changes the script.

The viewer may know Prime Day without knowing the creator or the shopping feature.



Working principle: familiar creator delivery, without assuming a familiar audience.

Sell the shortcut. Then explain it.

The product message becomes clearer when each feature answers a shopper's question.

PRICE

“What does it cost?”

Real-time pricing

Lead with a detail that helps the viewer evaluate a deal.

DELIVERY

“When can it arrive?”

Delivery information

Make timing part of the purchase decision not a vague speed promise.

PRIME

“Is this Prime-eligible?”

Prime badging

Keep eligibility specific instead of implying every product qualifies.

LINK ACCOUNTS



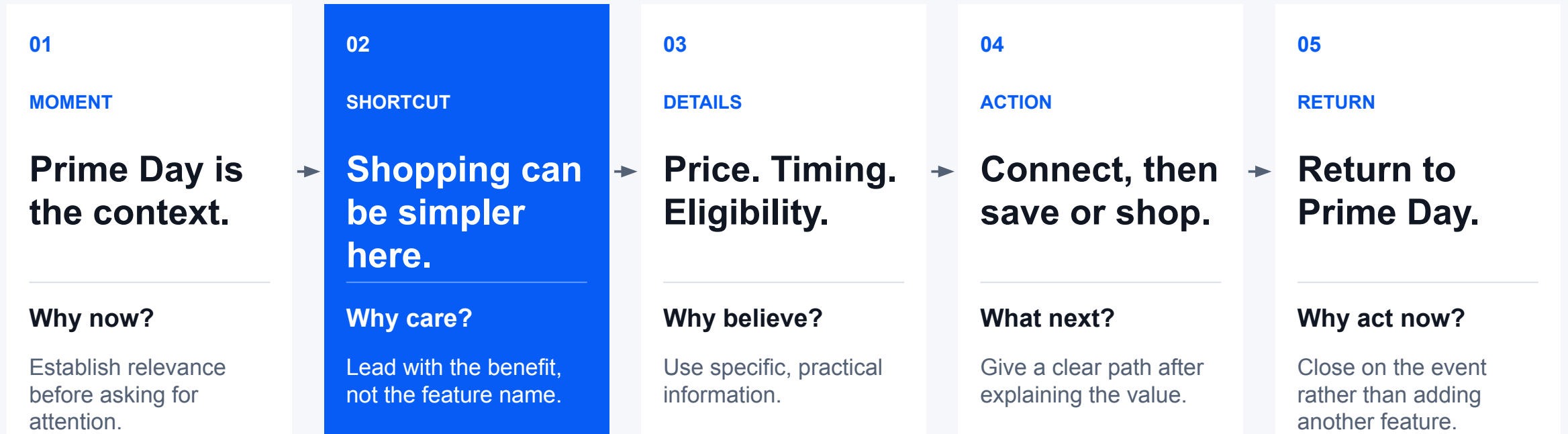
SEE SHOPPING DETAILS



SAVE OR SHOP IN TIKTOK

A message ladder not a feature list.

A retrospective reconstruction of the creative structure, not a transcript of the final video.



The brief defines the claims. The sequence gives each claim a job.

How the language becomes more natural.

Reconstructed copy examples: the feature stays accurate; the phrasing becomes more useful.

FEATURE-FIRST NOTE

Account linking between Amazon and TikTok.

Real-time pricing, delivery estimates and Prime badging.

Cart saving and in-app purchasing.

AUDIENCE-FIRST PHRASING

→ **“Shopping Prime Day deals? You can connect Amazon right here on TikTok.”**

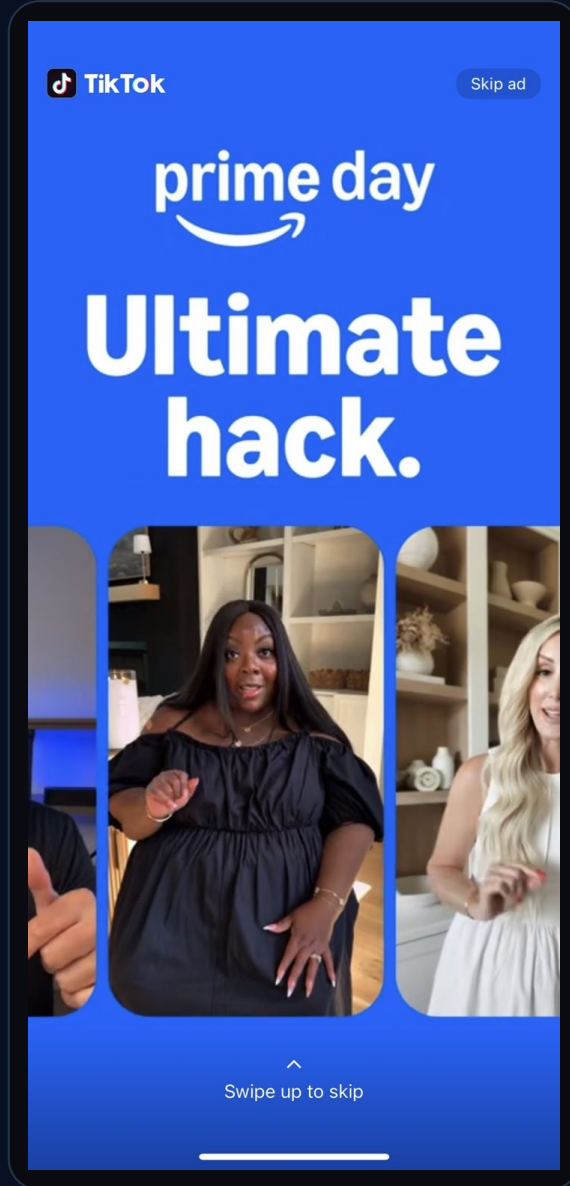
Start with the shopping occasion, then introduce the action.

→ **“See the price, when it can arrive, and whether it’s Prime-eligible.”**

Translate interface terminology into practical shopper questions.

→ **“Save it to your Amazon cart—or shop without leaving TikTok.”**

Offer both an immediate action and a lower-commitment next step.



What the final frame shows.

01 Context before explanation.

The Prime Day identity establishes the campaign moment without relying on creator familiarity.

02 A shortcut, not a feature name.

“Ultimate hack.” packages the shopping idea as a useful benefit rather than a technical announcement.

03 Creator presence inside a brand frame.

The multi-creator composition combines on-camera personality with a consistent Amazon treatment.

Keep the voice human. Keep the claims clear.

1 Speak to one person.

Camera-facing delivery should sound like a useful recommendation, not a feature announcement.

2 Keep the meaning fixed.

Simplify the phrasing without dropping account-linking requirements or eligibility language.

3 Leave room for the final edit.

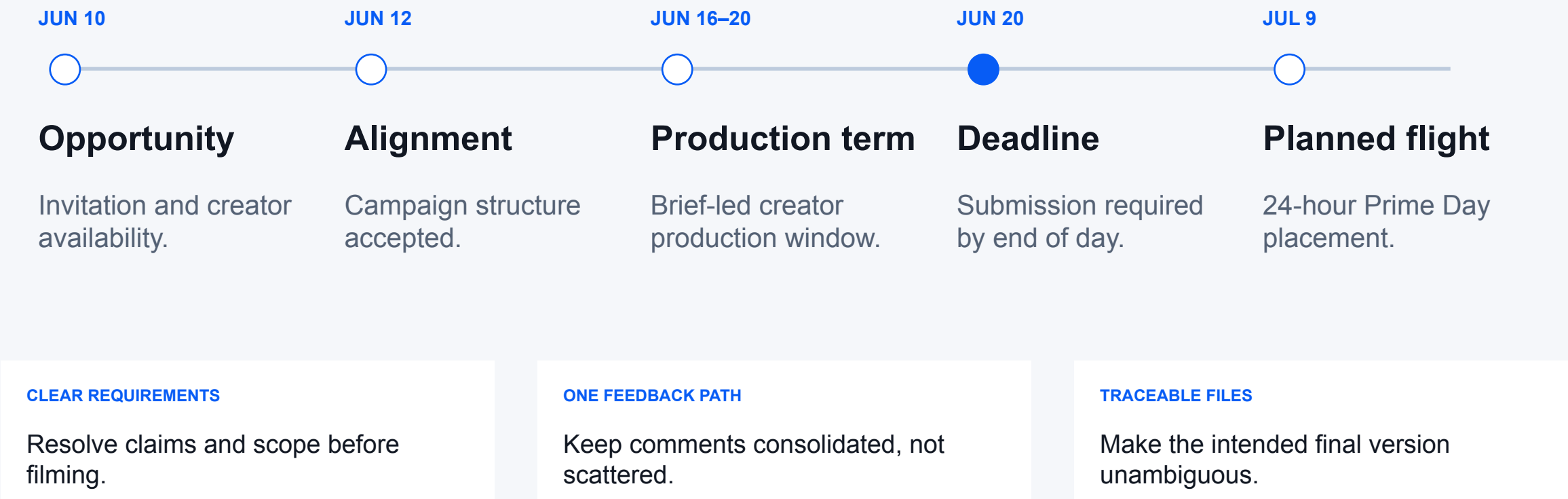
Keep thought units distinct and the frame clean so the brand can assemble the creator footage.

The production goal: natural delivery that is still easy to assemble.



A short window needs clear handoffs.

The schedule came from Amazon’s campaign correspondence. The workflow had to fit around it.



Revise for a reason not just another cut.

A review framework showing what each revision should protect. Examples, not an archived change log.

REVIEW RISK	THE CREATIVE OR OPERATIONAL FIX	WHAT IT PROTECTS
Message drift	Restore eligibility or linking language lost in a shorter read.	ACCURACY
Pacing drag	Break the feature list into shorter, independently usable thought units.	MOMENTUM
Version ambiguity	Use one naming rule and identify the intended handoff file clearly.	TRACEABILITY

REQUIREMENTS CHECK

→

CREATOR READ

→

EDIT REVIEW

→

FINAL HANDOFF

Where my contribution sat.

Creator-side leadership that connects a structured brand brief to usable on-camera content.

AMAZON

Brand-side ownership

- Campaign objective and requirements
- Final brand creative and placement
- Advertiser-side media reporting

DOMINIQUE

My contribution

- Brand communication and brief translation
- Creator direction and version coordination
- Review organization and delivery support

ROCHELLE

Creator contribution

- On-camera performance
- Natural delivery and personality
- Creator footage for the campaign

My focus: protect the creator voice while keeping the asset on brief and ready for review.