

amazon



# Who We Are



**Nicole  
Casimano**



**Geneve  
Lau**



**Adam  
Tang**



**Claire  
Danko**

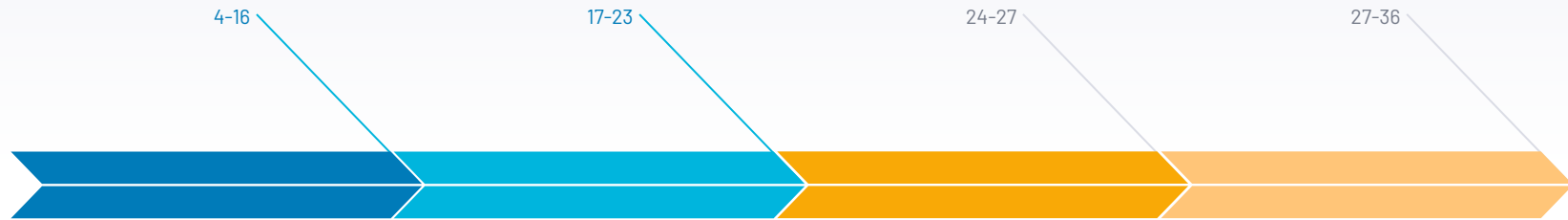


**Juliana  
Nikac**



# Order Details

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### **Company Audit**

Executive board

CEO

### **Current Initiatives**

Renewable energy initiative

Frustration free packaging

Sustainability reporting

### **Communication Issues**

Lack of social content

Difficult to find their initiatives online

### **Solutions**

Partnerships

Greater presence on social media

1

# Audit



# Executive Board



**Jeff Bezos**  
CEO



**Jeffrey Blackburn**  
Sr. VP, Biz Dev



**Shelley Reynolds**  
VP, Worldwide  
Controller



**David Zapolsky**  
Sr. VP, General  
Counsel &  
Secretary



**Brian Olsavsky**  
Sr. VP, CFO



**Andrew Jassy**  
CEO, AWS



**Jeffrey Wilke**  
CEO, Worldwide  
Consumer





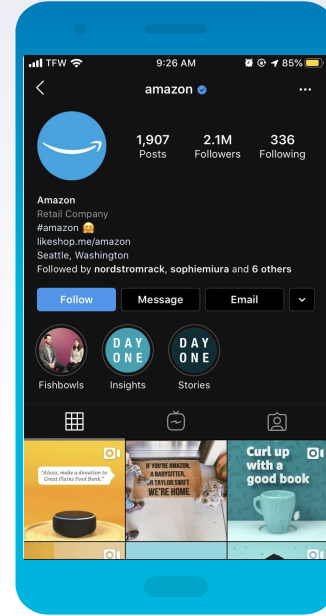
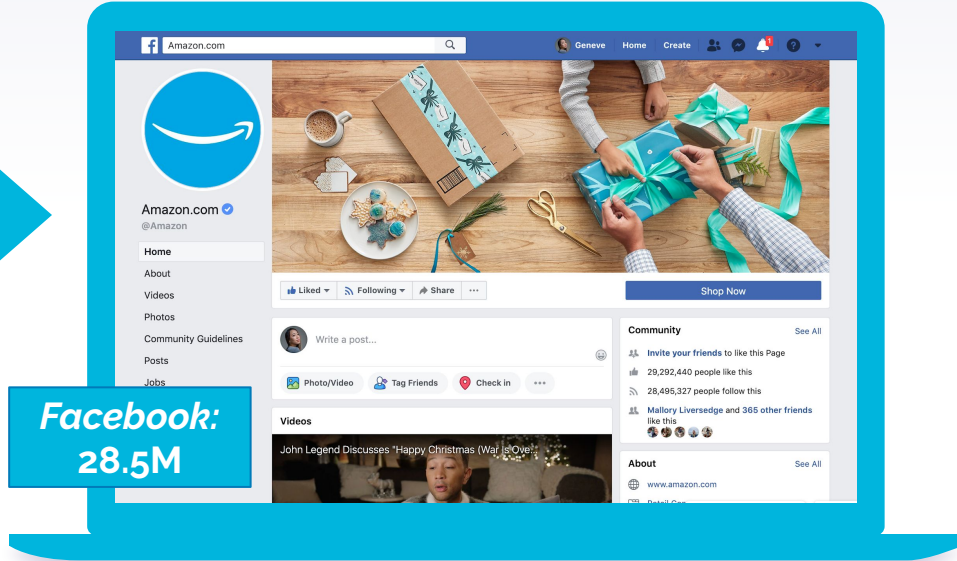
Your brand is what other people say about you when you're not in the room. A brand for a company is like a reputation for a person. You earn reputation by trying to do hard things well.

- *Jeff Bezos*



# The Crowd

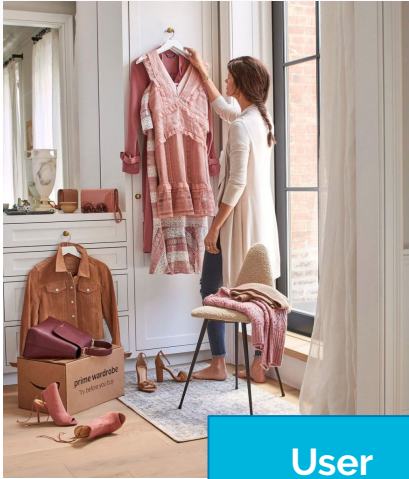
## Social Media Following



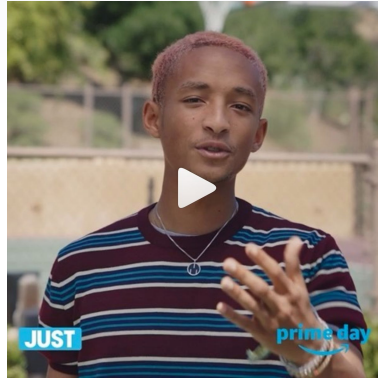
Separate accounts for different Amazon services/products

# The Content

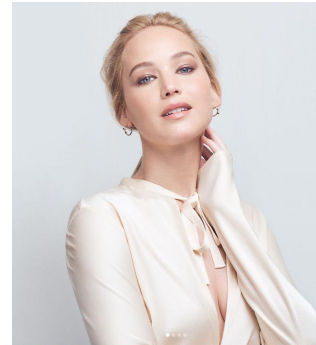
## Types of Shared Content



User  
Generated  
Content



Short  
Videos &  
Celebrities



Promotions

“The best predictor of creativity is not quality of ideas. It’s quantity of ideas.”

– Adam Grant

#DayOneInsights



Quotes



# The Crowd

## *The Backbone*

### Consumers



### Investors



### Employees



# The Crowd

## *The Backbone*

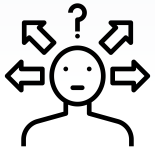
### Consumers



- **Demographic:**
  - Age: **25-50** years
  - Internet access
  - Younger audience: **college students**
- **Psychographic:**
  - **Loyal** customer base
  - Value **customer experience**
  - Likely to click on **suggested or recommended** products
- **Geographic:**
  - International (more than **100** countries)
  - Urban areas
  - Rural areas: need to have access to **internet**

# The Site

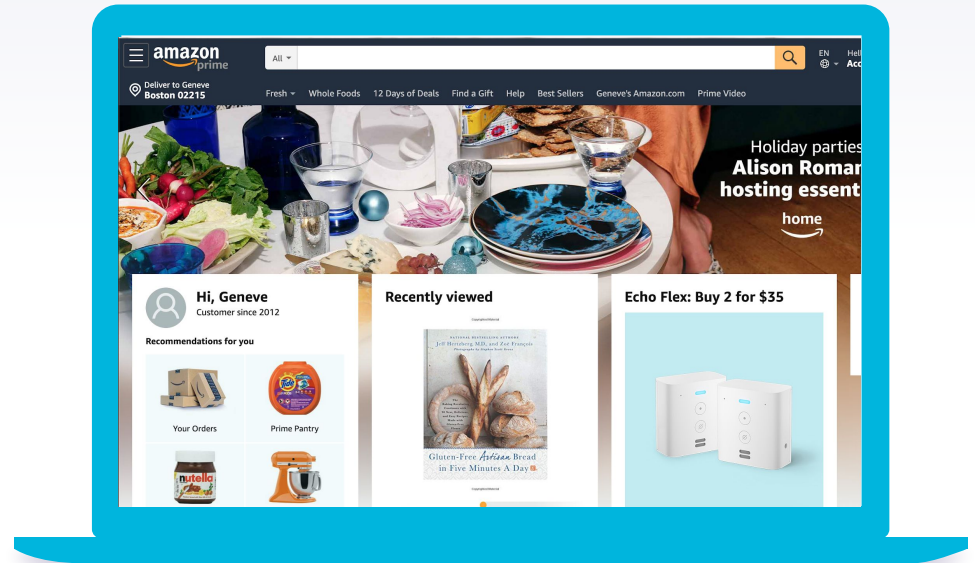
## Home Page



Busy, lots of click points



Many sponsored products



# The Site

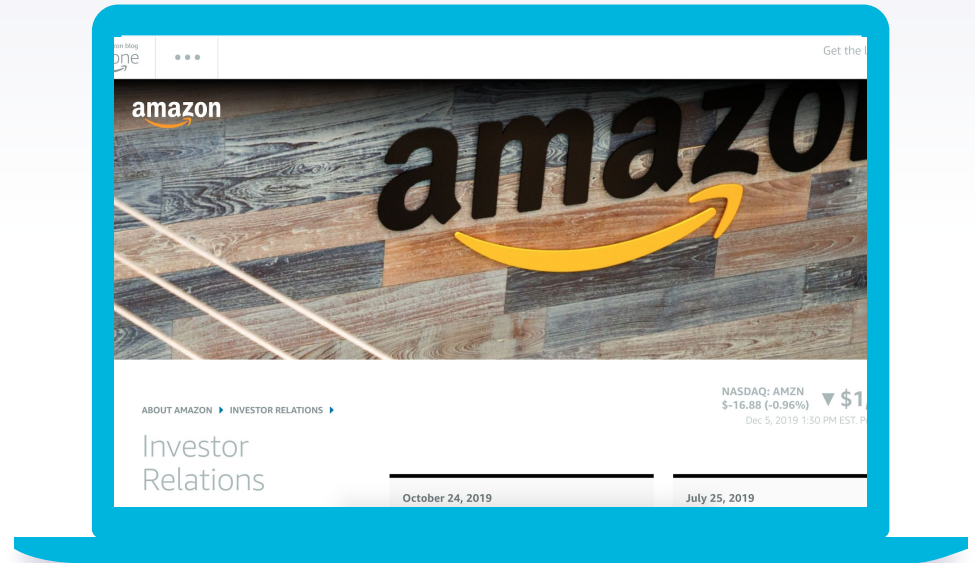
## *Investor Page*



**Clean and informative**



**Annual reports, quarterly results, SEC filings, press releases, FAQs**



# The Site

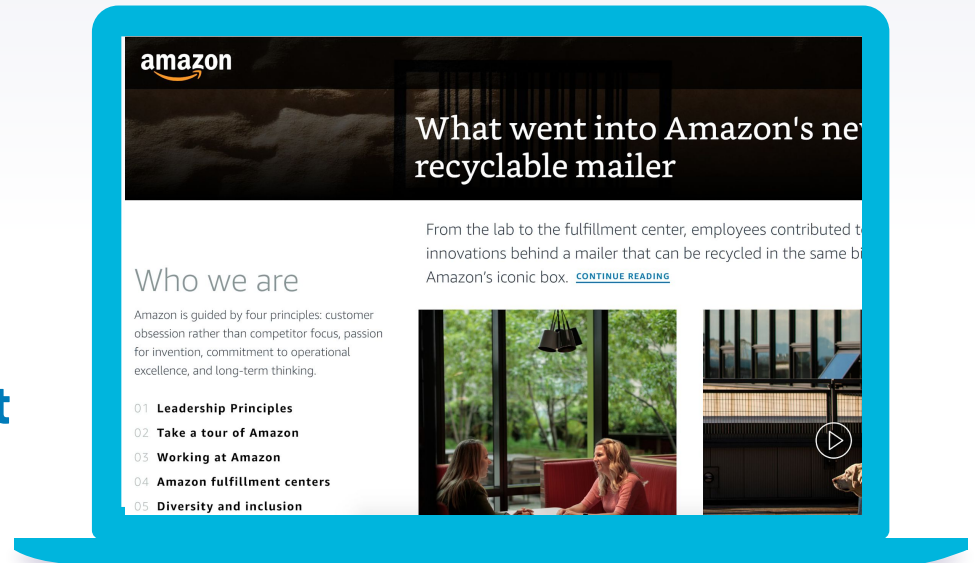
Blog



Lots of useful, thorough content



Most people don't know it exists



# Amazon.com, Inc. (AMZN)

NasdaqGS - NasdaqGS Real Time Price. Currency in USD

☆ Add to watchlist

👤 Visitors trend 2W ↑ 10W ↑ 9M ↑

Quote Lookup

## 1,744.88 -15.81 (-0.90%)

As of 12:37PM EST. Market open.

Buy

Sell

Summary Company Outlook Chart Conversations Statistics Historical Data Profile Financials **NEW** Analysis Options Holders Sustainat

⊕ Indicators ⊕ Comparison | 📅 Date Range 1D 5D 1M 3M 6M YTD **1Y** 2Y 5Y Max | 📄 Interval 1D ▾ 📈 Line ▾ 🗒 Draw



# Financials

# SWOT

## Strengths

- Innovativeness
- Strong brand name
- Customer oriented

## Weaknesses

- Environmentally unfriendly
- Poor worker condition

## Opportunities

- Expand physical stores
- New partnerships with other firms

## Threats

- Competitions with many online and non-online firms
- Cybercrime



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# Current Initiatives







# Kara Hurst

**CEO of the Sustainability Consortium,  
Head of Worldwide Sustainability**

# Sustainability @ Amazon

**The Climate Pledge**

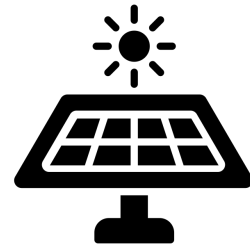
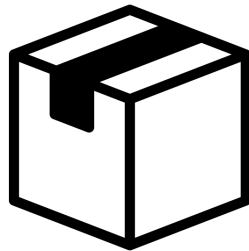
**You have our word**

**Packaging**

**Greener but better**

**Sustainability Reporting**

**You have the right to know**



Shipment Zero

50% of all shipments net zero by 2030

One decade ahead

THE Paris...  
CLIMATE 10 years  
PLEDGE Early



# Packaging

## Work with manufacturers

- Redesign packaging
- Eliminate waste

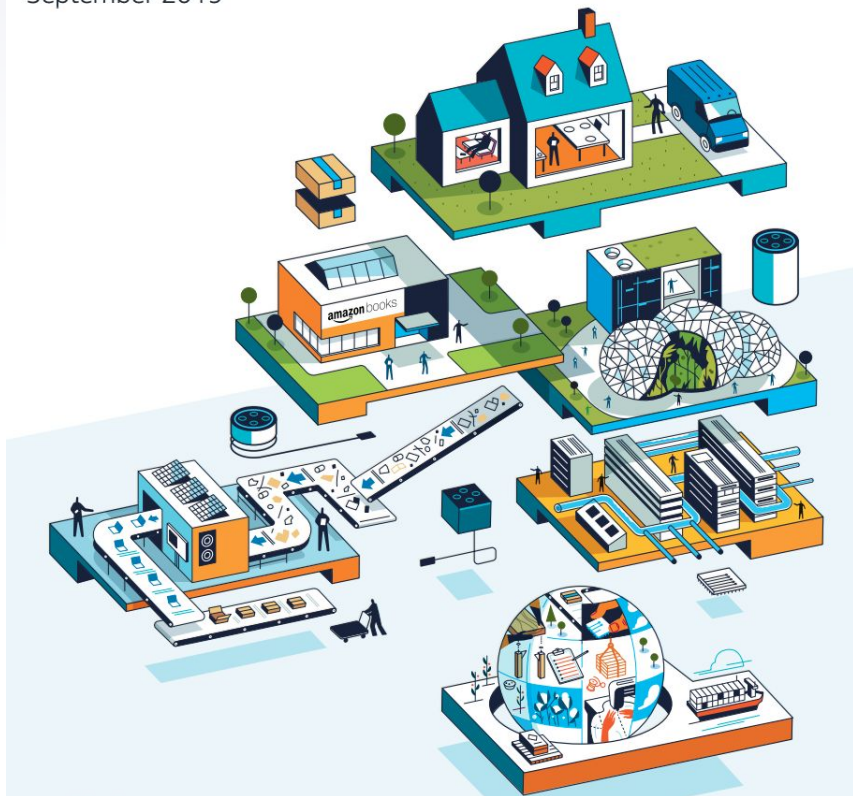
## Technology improvements

- Carbon-neutral packaging
- Recycle even more



# Sustainability: Thinking Big

September 2019



**11,700**

Solar panels

**500 M**

Boxes avoided

**110**

Wind turbines

**16**

Partners

3

# Communication Issues



# Communication to Customers



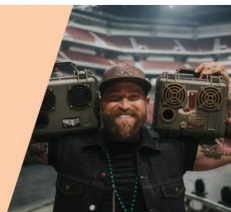
**20% off**  
Kobe Bryant's  
Art of Sport



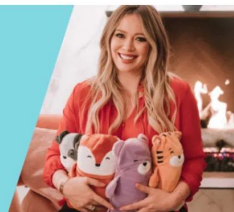
**Save 20%**  
Marshmello's  
Stuffed Puffs



**Save 20%**  
on Zac Brown's  
DemerBox



**Prime Day  
Deals &  
Launches**  
Cubcoats with  
Hilary Duff



**primeday**

**IS JULY 11<sup>th</sup>**

Deals start  
9PM ET on July 10

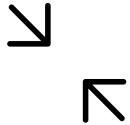


Privacy

# ▶ Marketing/Social Media



Lack of social content



Minimal marketing initiatives



Difficult to find if present





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# Our Solutions



# Partnerships

1

**Real Estate Partnerships**

Amazon-sponsored recycling initiatives

2

**University Partnerships**

Partnering with student groups, student housing, and classrooms and offices

3

**Big Belly Solar Partnerships**

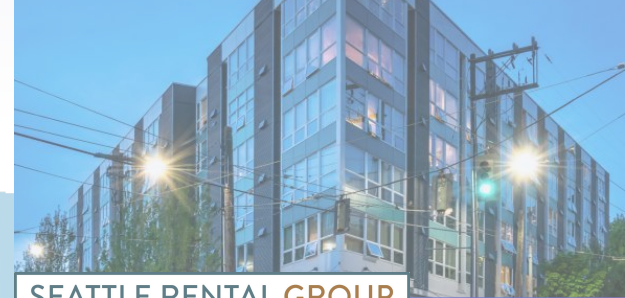
Partnering with main waste solution provider in a metropolitan area

# Real Estate Partnerships

*Seattle, WA (and soon, to other cities)*



- Amazon-sponsored recycling bins on all resident floor trash rooms
- Tools to easily break down boxes attached to all recycling units
- Recycling units also located conveniently next to mailroom
- Separation of types of recycling (plastic, paper, cardboard)



# University Partnerships

*Seattle, WA (and soon, to other cities)*



Partnerships with environmentally friendly student groups on campuses



Implementing Amazon recycling bins in student housing, with in-room bins and units on floors



Recycling solutions in offices across campus



Recycling units near university mail services



Seattle Pacific  
UNIVERSITY



# Big Belly Partnerships

*Seattle, WA (and soon, to other cities)*



Advertising on sides of Big Belly stations around the city



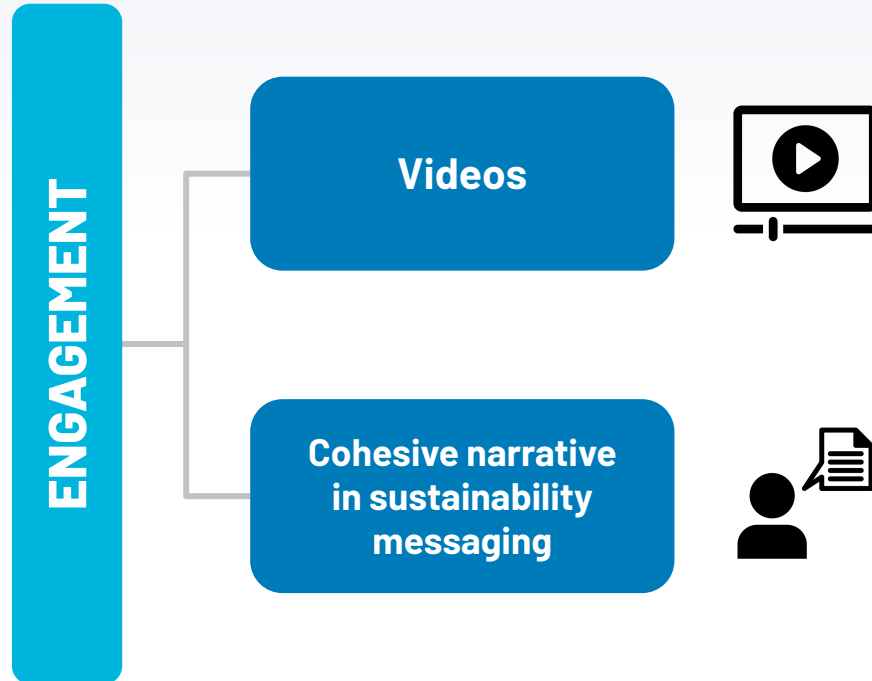
Informative directions about how to accurately break down what is recycling and what is not



Expanding size of bins to better fit for larger recyclables, adding more bins throughout



# ▶ Marketing Initiatives



From Atlanta to Zaria,  
Amazon is proud of its  
efforts to be  
sustainable, worldwide.



# Implementation Tactics

## Improve



Hyperlinks to blog and other information about sustainability efforts

## Ads

on Facebook and YouTube



## Memes

(focused on sustainability efforts)

## How-To

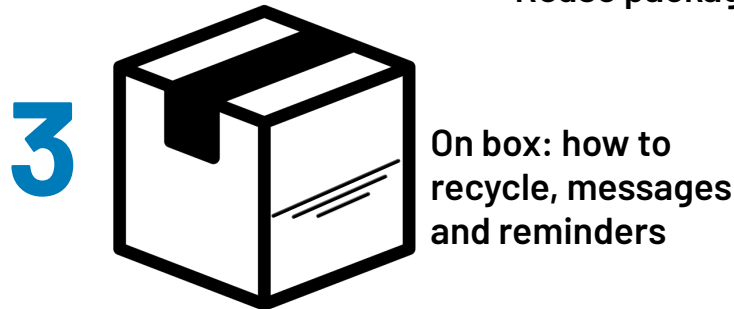
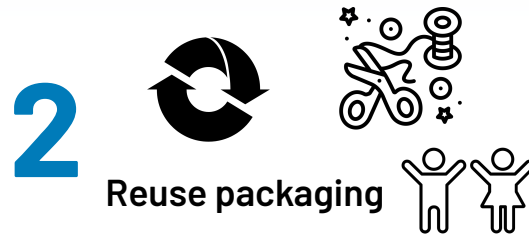
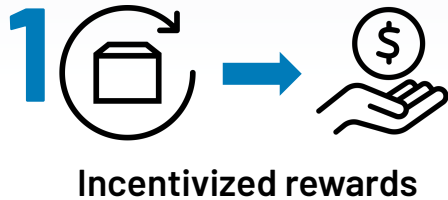


## Relatable

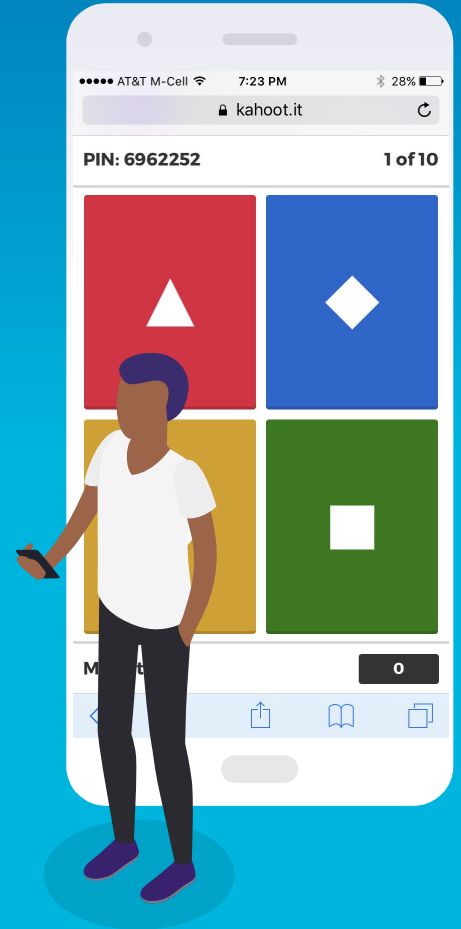




# Additional Implementation



Go to [kahoot.it](https://kahoot.it)



# THANK YOU!

Any questions?

