

Gamers respond to Kindle on-device messaging

Warner Bros. Interactive Entertainment reached gamers and parents with kids to drive awareness and encourage purchase of their newest title, LEGO Batman 2: DC Super Heroes. Using Amazon's Kindle with Special Offers, Warner Brothers was able to reach their target customers using a unique and effective advertising medium.

Success metrics

1.1MM unique devices reached

▲ 1.06% click-through rate

10x Amazon.com benchmarks

▲ 6.2x purchase lift

vs. unexposed groups

▲ 44.2x consideration lift

vs. unexposed groups



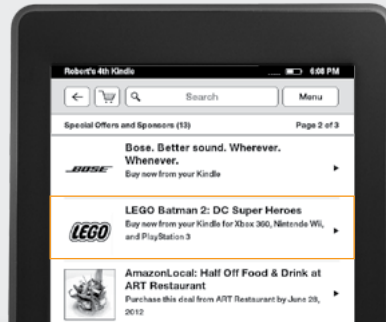
Screen Saver

The Amazon media solution

Amazon worked with Warner Brothers to develop a custom advertising solution on Kindle with Special offers. The campaign included a Kindle with Special Offers screensaver that gave customers the ability to buy LEGO Batman 2 directly from their devices.



Home Page



Special Offers



Detail Page



Warner Bros. Interactive Entertainment, a division of Warner Bros. Home Entertainment, Inc., is a premier worldwide publisher, developer, licensor and distributor of entertainment content for the interactive space across all current and future platforms, including console, handheld and PC-based gaming for both internal and third party game titles.

Source: Amazon internal data, 2012