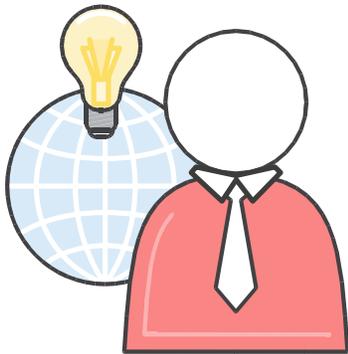




CAMPAIGN GUIDE

# Executing The Next Smart Campaign



# Contents

About this Campaign.....	2
How to Execute.....	3
Social banners.....	4
Email signatures.....	5
Headshots.....	6

## About The Next Smart

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The Next Smart is a new advertising campaign launched to showcase the value of the AWS Competency Program. A consistent piece of feedback AWS has received from APN Partners is the need to connect with AWS customers about the benefits of working with AWS Competency Partners. This campaign is designed to do exactly that.

# How to Execute

From the campaign preview page, click on the Banner Ads button to preview the banner options. Choose the banner size/type you would like to use (email header and/or social media banner).

The screenshot displays the Amazon Advertising console interface for a campaign titled "English: The Next Smart on AWS". The interface includes a navigation bar with "Overview" and "Start Marketing" tabs. On the left, there is a "Narrow your Search" sidebar with filters for "Type" (set to "Banner Ads"), "Campaign Name" (set to "All"), "Language" (set to "All"), and "Target Audience" (set to "All"). The main content area shows a list of 20 banner ad options under the "Banner Ads (20)" filter. A message above the list states: "To filter the tactics you view, select the tactic type and attributes on the left. To preview a tactic, click on the thumbnail image." The banner options are arranged in two rows of four. The first row includes three "Next Smart Signature Banner" versions (600x150px) and one "Next Smart Social Banner - Cloud Management Tools". The second row includes four "Next Smart Social Banner" variants: "Containers", "Data and Analytics", "DevOps", and "Digital Media". Each banner thumbnail features the AWS logo, a name placeholder, a title placeholder, and a company placeholder, along with a pink square graphic.

## How to Execute

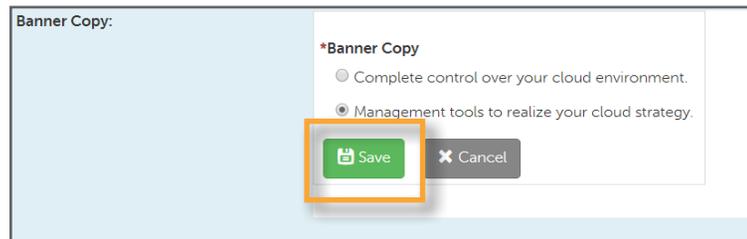
# Social Banners

### Option 1

You may choose to download the social banner as-is and replace logo placeholder with your company's logo and upload your chosen headshot\* in place of the pink box. With this option, you **may not change the banner text**.

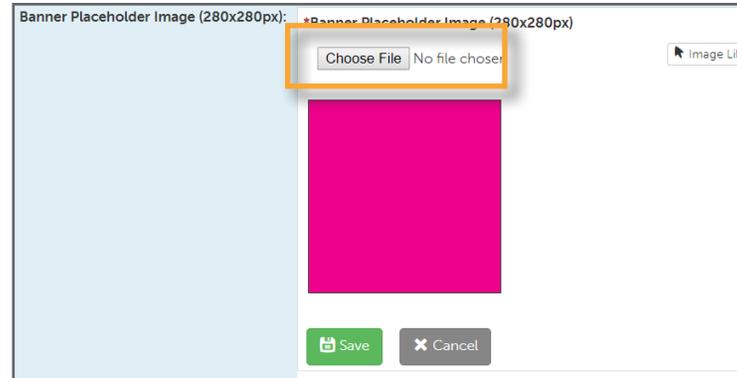
### Option 2

You may also choose the "Customize & download" button which will take you to a new page where you can edit the banner text, image, and background. To edit the banner copy, click on the "Edit" button in the banner copy section. From there, choose the banner copy that most resonates with your company.



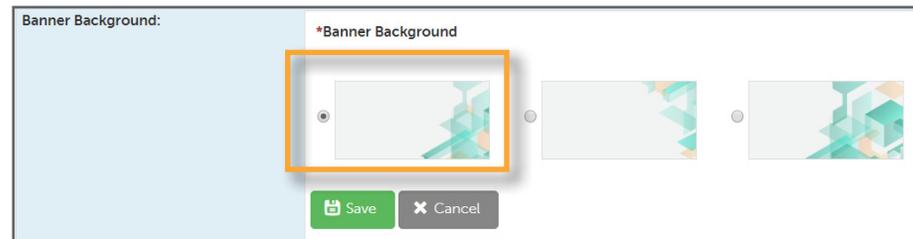
1

Click "save" to finalize your banner copy. To upload your chosen headshot\*, click the "edit" button and upload either your own, or an approved stock image. Save to proceed.



2

To change the banner background, click the "edit" button. Choose the banner background you prefer, and click "Save" to finalize.



3

Ensure the correct AWS logo is in place, depending on your region. If the wrong logo is on the banner, you may upload the correct logo to replace it. At this point, you should also upload your company logo.

Once your banner has been finalized, download and use in your social media campaigns.

## How to Execute

# Email Signatures

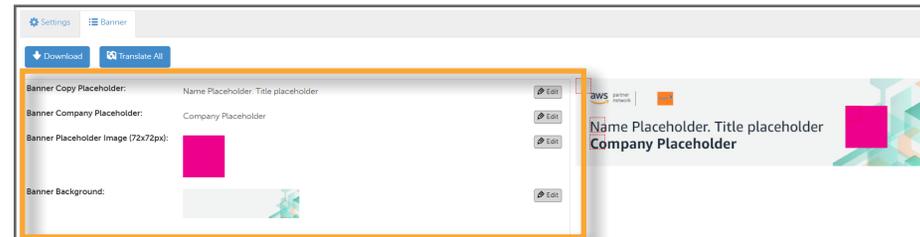
### Option 1

You may choose to download the email signature banner as-is and replace all the placeholder text with the relevant information (Name, Title, Company). Replace the logo placeholder with your company's logo and upload your chosen headshot\* and in place of the pink box.



### Option 2

You may also choose the "Customize & download" button which will take you to a new page where you can edit the components mentioned in the above paragraph, through APN Marketing Central prior to downloading (see social media banners section for further detail in editing through APN Marketing Central). This option also allows you to change the background image of the entire banner. Once you have edited each component, you may download your updated email signature banner.

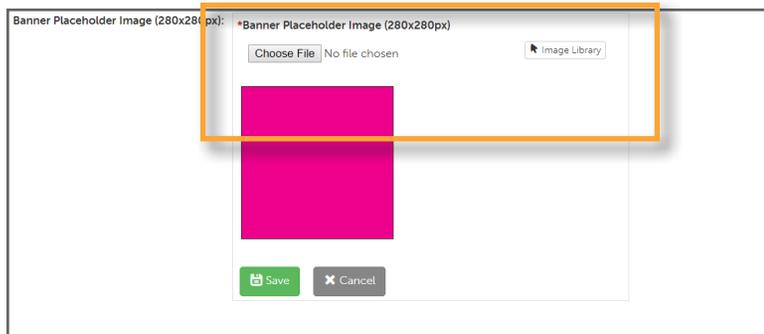


## How to Execute

# Headshots

### Option 1 - Your own headshot

Upload the .png version of your headshot taken at re:Invent 2018. You must use the .png version as it has a transparent background and will not impact the look and feel of the banners. Click the “upload file” button, choose your photo file, and upload. The image will then automatically be placed on the banner.



### Option 2 - A stock image headshot

From the campaign page, choose “Stock Images”. Download and save the headshot to your computer. Going back to the chosen banner ad, click “upload file” and choose the headshot photo you previously saved. The headshot will then be automatically added to the banner.

