

Most Impactful Digital/Social Media Campaign



Campaign

Harris PR launches Amazon.ie

Overview

This award highlights initiatives which proved the most impactful using digital and/or social media driven means.



Public Relations Consultant

Harris PR



Client

Amazon Ireland

What was the brief/objective e.g. the problem to be solved or opportunity to be grasped?

Harris PR was engaged to manage the consumer launch of Amazon.ie in March 2025. The new store would provide a best-in-country online shopping experience for Irish customers offering 200M products, Euro pricing, one-day delivery, new Prime membership plus lots of Irish brands.

With 5M population, Ireland has the 2nd highest GDP per capita in the EU and 19% of total retail spend occurs online, so the store launch in Ireland was a high priority project globally for Amazon. It sought to make a significant online splash, generate positive publicity, and motivate Irish consumers to sign up to Amazon.ie.

Who were the target stakeholders/publics to be reached and what did you need them to do?

We wanted to underscore Amazon's legacy in Ireland, whilst driving awareness of the new store through a culturally relevant launch moment, which would land key messages including:

- Amazon.ie is now launched and offers a wide selection of products, low prices, fast delivery and Irish Prime membership.
- The new store is great news for Irish businesses to reach customers in Ireland and around the world.
- Amazon already has a rich history in Ireland, supports Irish businesses, and is a significant employer.

Our target audiences were:

- Consumers – existing and new Amazon shoppers.
- Media – news, consumer and lifestyle across national and local media.

What was the strategy and plan of action undertaken to deliver the objective?

We sought to celebrate the highly anticipated arrival of Amazon.ie, by tapping into Irish culture to execute an impactful launch campaign surprising and delighting customers and delivering nationwide buzz online.

Challenge:

Working to a tight lead in time, our strategy had to be agile in the event of any technical difficulties with the website on the morning of launch. Therefore, a large-scale launch event, or anything that couldn't easily be pulled at the last minute, was out of the question.

Faced with the challenge of making a big impact, telling the Amazon story in a positive way, and creating a culturally relevant launch moment within these parameters, we devised a creative content route which would engage and entertain viewers online.

By shooting secretly in advance, we could time the content to go live to coincide with the site launch, with the flexibility to shift timings if required.

Surprise & Delight Activation

To create our hero content assets, we engaged high profile Irish talent from the worlds of music, entertainment, and sport to surprise and delight customers at their doorstep. Deliveries were in safe hands with Westlife's Nicky Byrne, celebrity Vogue Williams, and football legend Shay Given.

Donning the Amazon uniform, Nicky Byrne delivered parcels to one of the very first customers in Clontarf as well as a Westlife super fan. Meanwhile iconic Irish goalkeeper Shay Given showed up on a fan's doorstep in Dublin 1 and Vogue Williams knocked on the door of Hannah in Howth.

Behind the scenes footage showed the trio engaging with an Amazon driver, visiting the fulfilment centre, loading up the van, and of course making those impactful first deliveries, with a host of stills and posed photography also captured during the three-day shoot to complete the media toolkit.

The resulting video content sparkled with personality and good humour and was shared on each of the talent's own social channels on the morning of launch day.

Media Relations

We worked with the client to refine key messaging, launch press release, and reactive Q&A for launch day, agreeing the release schedule and distribution list to ensure we were ready for launch immediately after St. Patrick's Day.

A strategic media relations plan with quotes from Taoiseach Micheál Martin and Minister Peter Burke TD, secured blanket coverage of which 107 were online pieces and 85 were social media pieces with 95% positive/neutral sentiment. Many included quotes, talent photography, links to content assets and all key messages.

A strategic media relations plan with quotes from Taoiseach Micheál Martin and Minister Peter Burke TD, secured blanket coverage of which 107 were online pieces and 85 were social media pieces with 95% positive/neutral sentiment. Many included quotes, talent photography, links to content assets and all key messages.

What outputs were delivered?

The launch was a huge success for Amazon achieving the outputs noted below.

Earned media coverage:

Coverage volume and reach

150+ pieces of earned coverage within the first 24 hrs of launch

250+ pieces of earned coverage in the first week of launch

Number of Online pieces: 107

Number of Social pieces: 85

Number of Print pieces: 34

Number of Broadcast pieces: 75

Overall Pieces of coverage: 301

Proportion of coverage which was online/social: 63% of all coverage

Total Potential Reach: 96,523,479

Coverage sentiment

Positive/Neutral sentiment at 84.5%

Negative sentiment at 15.75%

Social Media:

The surprise and delight talent videos received extremely positive engagement on their social channels.

Nicky Byrne:

170k+ views

Vogue Williams:

500k+ views

Shay Given:

23k+ views

What was the impact of your campaign?

Alison Dunn, Country Manager of Amazon Ireland described it as the 'most successful PR launch we've ever done anywhere in the world' and was awarded the prestigious internal global "Best of Amazon" award for PR in country launch.

Despite the challenges of a tight lead in time and possibility that the launch timing might move at the last minute, we succeeded in delivering a highly creative and impactful campaign. Our flexible content solution coupled with trusted media relationships enabling limited pre-pitching contributed to the success.

The Surprise & Delight content and the chosen talent resonated positively with the target audience, while blanket earned coverage ensured the news of Amazon.ie's launch was impossible to ignore, underpinned by a strong toolkit of imagery that dialled up local relevance and one-day delivery messaging.

The result was overwhelming positive for Amazon, directly contributing to a large number of website hits and sign-ups in the immediate aftermath of the launch.

What was unique/innovative about this campaign?

Amazon's intention to launch a dedicated Irish store was no secret – the brand had proactively announced the news in 2024, along with the appointment of Alison Dunn to lead the charge in Ireland – so we knew that both media and consumers were expecting it. The challenge was to create a memorable launch moment within the parameters of a tight lead in, with a creative and agile mindset.

Our strategy relied on creativity in delivering quality content assets that showcased Amazon's Irish credentials in an authentic, fun, and upbeat way which would resonate strongly both on social media and in earned online media coverage, perfectly complementing our media relations outreach.

The stellar results speak for themselves, and Harris PR is proud to be part of the team that delivered the most successful PR in country launch in Amazon's history.