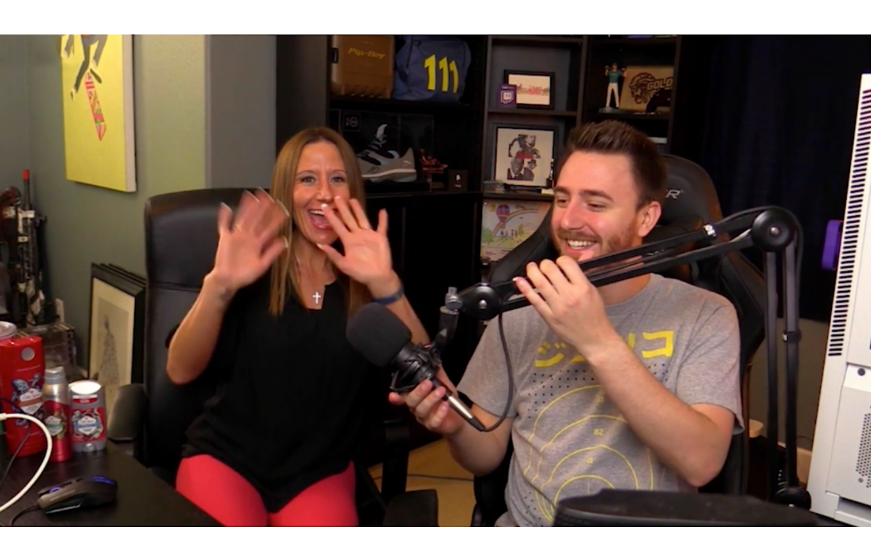
amazon

TWITCH CUSTOM PROGRAM







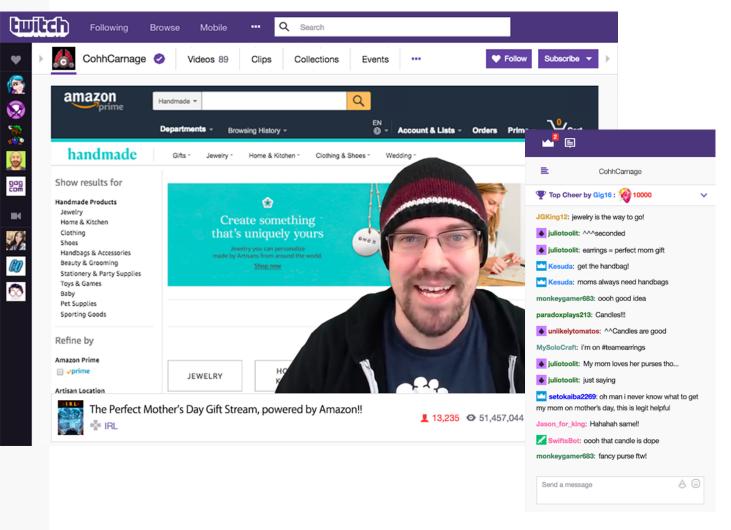
Making Mom's Day

Popular Twitch
Influencers show fans
their softer sides as they
use Amazon to find
perfect Mother's Day
gifts, and surprise their
moms live on-stream.



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Making Mom's Day



To remind Twitch viewers that Amazon is the easiest way to find the perfect Mother's Day gift, we'll recruit some of our most popular Influencers for Twitch's first ever shop-along.

In sponsored streams our selected Influencers will break from their usual gaming content to search Amazon's Mother's Day and Handmade collections to find the perfect gifts for their moms. Along the way they'll ask for input from viewers in Chat, and encourage them to consider a gift for their own moms.

Plus we can bring each Influencer back for a followup stream on Mother's Day weekend where they'll present their gifts to their moms, and capture their joyful reactions live.



THANK YOU

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