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Megan Richards
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Bränk



Arkie Reece
Kilta



Theo Spofforth
Guadrim Scout

Amazon Ad-Game Concept

prime game



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Rewards System

Earn Points: After each game, participants earn points based on their performance (e.g., defeating enemies, completing objectives).

Amazon Store Integration: Points can be redeemed for rewards in the Amazon store, such as discounts, special offers, or exclusive products.

Deals and Coupons: Players might unlock special deals on related merchandise or services as a reward for participation.

Game Features

Multiplayer Option: Compete against other viewers or play cooperatively to achieve a common goal.

Dynamic Themes: The game adapts to the genre of the series you're watching, with relevant character skins, settings, and storylines (e.g., a sci-fi theme for a futuristic show, or a historical theme for period dramas).

Branded Content: Certain power-ups or special abilities can be tied to products or brands sold on Amazon, adding a subtle advertising element.

Experience Customization

Character Evolution: As players continue to engage with the ad-game over time, their characters can evolve with new abilities, gear, or outfits, giving more reason to return during each break.

Personalized Rewards: Players receive offers or discounts based on their gameplay habits and Amazon purchase history, making the rewards more relevant.

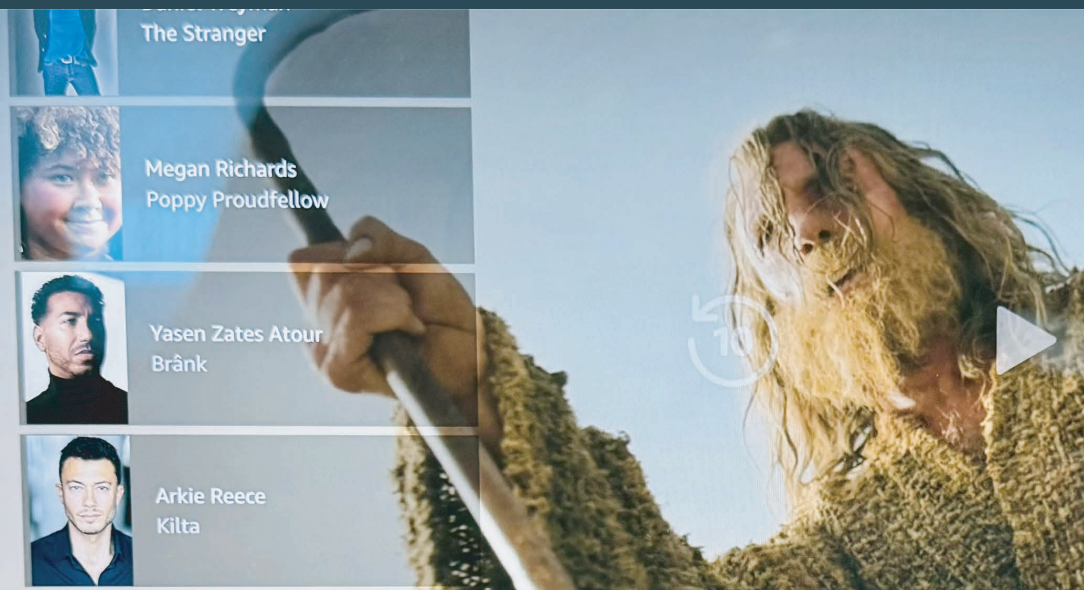
Interactive Game During Ad Breaks:

Breaks: Instead of watching a traditional ad during a break in a series, viewers are invited to play an interactive game.

Choose Your Character/Faction:

Players can pick a character or side in a battle scenario (e.g., a futuristic army, medieval knights, or fantasy warriors).

Immersive Mini-Game: Players take part in a battle scene, influencing the outcome based on their actions. The game could be a quick-action combat or strategic, depending on the context of the series.



Gameplay Mechanics

Watch & Read: While watching a scene from the series (e.g., The Lord of the Rings), **subtitles appear, and users are encouraged to follow along, either by reading or singing.**

Repeat Key Lines: The game periodically asks users to repeat key character lines. The voice recognition system evaluates how accurately they replicate the tone, pronunciation, and rhythm of the original speaker.

Point System & Feedback: Players earn points based on the quality of their pronunciation, tone, and fluency. If users make mistakes, the system provides constructive feedback, offering suggestions on how to improve their speech.

Leveling System: As users progress through the series, they unlock new levels and scenes, increasing in difficulty (from basic conversations to more complex dialogue). Each level corresponds to a higher English proficiency, motivating continued learning.

Rewards & Incentives

Amazon Store Integration: Points collected for successful pronunciation or comprehension **can be redeemed for digital rewards (e.g., discounted eBooks, audiobooks, or even physical products like language learning kits).**

Unlockable Content: Players can earn access to exclusive content, such as additional series or behind-the-scenes footage from shows they've been practicing with, motivating continued play.

Personalized Learning: The game adapts to the user's level of proficiency, offering tailored exercises and challenges that gradually become more advanced as they improve.

prime learning

Immersive Language Learning: Instead of standard exercises, users can watch popular series and interact with characters' lines by practicing their English **speaking, listening, and reading skills in an interactive, gamified format.**

Voice Recognition & Feedback: Similar to apps like Elsa, **players repeat lines from the series and are graded based on pronunciation, tone, and clarity. The game gives real-time feedback, helping users improve their skills in a fun, story-driven environment.**

Key Features

Multi-Skill Integration: The game focuses on all aspects of language learning: reading, listening, speaking, and comprehension.

Real-Time Feedback: Like Elsa, the app records the user's speech and provides instant feedback on how well they mimic the original dialogue, allowing for continuous improvement.

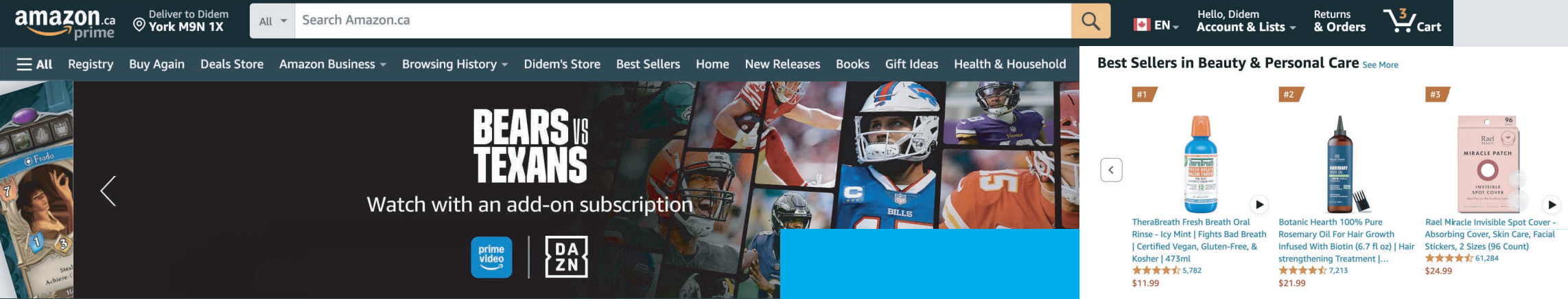
Contextual Learning: Users learn words and phrases in real-life contexts, improving both their language skills and understanding of cultural nuances.

Series-Based Progression: As users master levels, they can unlock more episodes or series to continue practicing with different genres and contexts (e.g., fantasy, sci-fi, drama).

Social & Multiplayer Modes: Users can challenge their friends or other learners in voice-based challenges or collaborative exercises, adding a competitive or cooperative layer to the learning process.



Amazon Hidden Rings Treasure Hunt: Gamified Shopping Experience



Gameplay Mechanics

Clues Across Amazon: Clues are embedded throughout different sections of Amazon—product pages, email newsletters, or special pop-ups that appear while shopping. Each clue brings users closer to discovering one of the hidden rings, moving them along a Lord of the Rings map displayed in their profile section.

Progression Map: The user’s profile features a Middle-earth-inspired map that shows their current location and progress toward finding the hidden rings. Each clue or solved puzzle moves them forward across the map. Different rings have varying levels of significance, with the "White Ring" being the most powerful and impactful.

Real-Time World Impact: As players get closer to finding the most powerful rings, their progress could have real-world consequences. For instance, if they find certain rings, Amazon might donate to environmental causes, release exclusive Lord of the Rings content, or offer discounts on related merchandise. For the person who finds the "White Ring," they might unlock a significant reward—like early access to Amazon products, exclusive offers, or even charitable donations in their name.

Ring Powers and Rewards: Each hidden ring has a unique "power" tied to real-life rewards or changes on Amazon. For example:
Silver Ring: Unlocks special discounts on Lord of the Rings products or other themed merchandise.
Golden Ring: Grants exclusive access to upcoming Amazon Originals or a free month of Prime membership.
White Ring: Major impact—could unlock large donations to charitable causes, significant discounts, or a once-in-a-lifetime prize (like a trip or major giveaway).

Why It Works

Engagement: The treasure-hunt style game draws users deeper into the Amazon platform, encouraging them to explore more and stay engaged longer.

Hidden Rings in Amazon Shopping: Users embark on a treasure hunt across the Amazon website, searching for hidden rings inspired by The Lord of the Rings storyline. Clues are scattered throughout various parts of the site, leading them closer to finding the rings.

Themed Clues & Challenges: Clues to the hidden rings are delivered in different ways—via email, pop-up notifications, or embedded in the user’s profile page. A Lord of the Rings-themed map tracks their progress as they get closer to the ultimate goal.

Real-World Impact: The closer users get to finding the "White Ring," the more influence they have, not only within the game but also in real-time actions that might impact the environment, social causes, or exclusive rewards on Amazon.

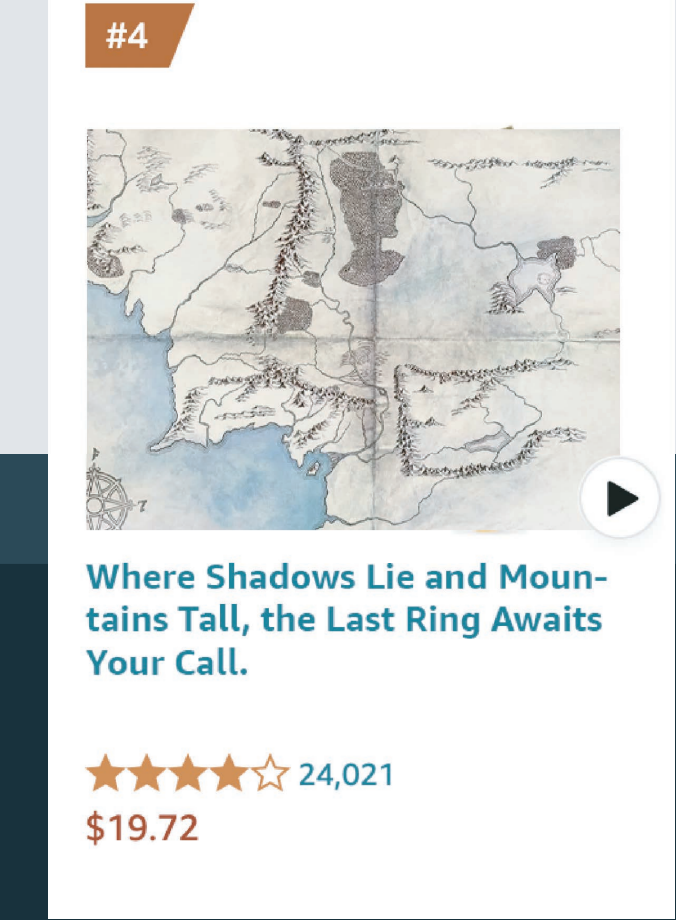
Key Features

Interactive Clues: Clues are diverse and interactive, requiring users to solve puzzles, answer riddles, or decode hidden messages that are spread throughout Amazon’s platform.

Email and Pop-Up Engagement: Clues can appear as surprises in users' inboxes or through pop-ups while they browse, creating constant engagement and excitement as they progress in the game.

Community Element: Users could share their progress or clues with friends, creating a sense of competition or collaboration in the search for the hidden rings. A leaderboard can show the top players and their proximity to the final ring.

Real-Life Impact: Connecting virtual achievements to real-world rewards and charitable actions offers players a meaningful way to contribute to social or environmental causes.



Instructions:
Step 1: Navigate to the "Map of Lost Rings" section on your profile page. You'll find the outline of towering mountains shrouded in mystery.

Step 2: Search for clues hidden among the highest-rated outdoor products. One of these holds a secret that will unlock the next step of the journey.

Step 3: Look for items where "shadow" is mentioned in the description. The answer lies beneath their details—decoding a riddle will move you closer to the ring’s location.

Interactive Shopping: It blends the fun of a game with the practical side of shopping, making the entire process more enjoyable and rewarding for users.