

Amazon.com

BACKGROUND With the grand opening of its first fulfillment center in the state of California to ship products, and the announcement of a new Sunday delivery program for Southern California, Amazon.com tapped Cause Communications to help tell its story of innovative services and community and economic investment to Southern California leaders and consumers.

STRATEGY We developed a communications blueprint to guide the effort, partnered with multiple Amazon partners, and led implementation. We developed targeted regional media lists of business and consumer media for each announcement and led local media outreach. We led media pitching for the grand opening press conference and behind-the-scenes tour(s) in San Bernardino, and we obtained influencers for the event, including Governor Jerry Brown.

OUTCOME The grand opening attracted 18 regional media outlets, including business section cover stories in the Los Angeles Times and Orange County Register, and coverage on all local television networks. The Sunday delivery announcement generated tens of millions of local impressions.

TACTICS

- [Communications strategy](#)
- [Media relations](#)
- [Corporate social responsibility](#)

“We do more than deliver goods; we also deliver community impact. Cause Communications helped us tell that story here in Southern California, really putting us on the map as a global innovator and local partner.”

Kelly Cheeseman, *Corporate Communications*

