



amazoninspire BETA

BRIEF

P L A Y B O O K E D . C O M

DO'S AND DON'TS

Do's:

- Content should feel authentic and natural
- Content should demonstrate the usefulness of products
- Make sure all content features at least one product and has at least one product tagged!
- Make your caption short and sweet
- Hashtag the correct interest area in your image caption
- Be innovative with product use. It is not necessary to show product usefulness based on product description. For eg. One of the creators found the use of this [mini refrigerator](#) for storing perishable makeup in bathroom organization. So be creative!
- All product tags must be an exact match to the product shown. All similar matches or mismatches will be rejected by an automated system, so this item is critical to the success of the project.
- Photos must show products in use and should not be photos of products in boxes, being held but not used, or laying on a blank background (e.g. a good Cycling photo may be a person wearing a helmet, but we wouldn't want a photo of that helmet sitting on a desk).
- All photos should appear authentic to the community of each interest.
- We are not looking for ads style content.
- Creators do not need to appear in all photos. A wide variety of approaches to photos will help us test and learn what customers like most.



Don't's:

- Don't mention price or sales since these change so frequently.
- Watermarks from other social media platforms or showing your handle (@) in your photos are not permitted.
- Content linking to Amazon should not use the words “dupe,” “fake,” or “faux”
- Photos do not have to have especially high resolution; however, they cannot be blurry or have poor composition. High quality phone photos will pass and professional photographers taking amazing photos are welcomed as well.
- Submissions should be real photographs and **not synthetically created or AI generated.**
- Photos must meet our moderation criteria. This content will not be allowed at SBI:
 - Provocative or sexual
 - Discriminatory or culturally insensitive
 - Illegal
 - Unhealthy, dangerous or unsafe
 - Depicting minors without parents and/or in a sexualized manner
 - Has tobacco, marijuana, CBD or similar imagery.
 - Violent and/or potentially disturbing - (e.g. Skinning a deer)
 - Sensitive
 - Political
 - Distressing (e.g. natural disaster photographs)
 - Exploitative
 - Profane
 - Provides medical advice (e.g. “Don't use baby formula”)
 - Is a screenshot taken from Amazon or other social sites
 - Has photos with social media filters, watermarks, or logo overlays
 - Has URLs – Blog
 - Promotes unrelated advertisements

Deliverables

Content

- Photos to be posted to Amazon Storefront Page
- All photos must be 1x1 or 9x16
- All product tags must be an exact match to the product shown. Do not tag visually similar products or additional products than those featured and all products featured should be tagged. These will be rejected by an automated system, so this item is critical to the success of the project.
- Image must be a lifestyle shot

Creator requirements:

- All creators must have been accepted into the Amazon Influencer Program (application [here](#)) or already have access to an Amazon Storefront. This is where all content will be posted and managed.
- All creators must be willing to share their affiliate and store IDs with us so that we can map in the content.
- Once the creator has been accepted, they must opt into the creator ads program through [this form](#) to sign off on their image potentially being selected for offsite and onsite advertisements.

Amazon Example Lifestyle Image


Provided under content guidelines.

Content Guidelines:

All shoppable photos must have:

- All photos must be 1x1 or 9x16
- All product tags must be an exact match to the product shown. Do not tag visually similar products or additional products than those featured and all products featured should be tagged. These will be rejected by an automated system, so this item is critical to the success of the project.

Exact matches: The below four photos showcase the best examples of exact matches. While more items are featured in the photos (such as baking ingredients, cars, drawers, shelves, etc.), the primary products featured are tagged, which is most important.



Teresa Caruso
Earns commissions


+ Follow

Bathroom drawer organization


179

Earns commissions


Products in this photo




\$9.99
prime




See all buying options




\$19.99
prime



\$15.00
prime



\$24.00
prime



Ashley
Earns commissions


+ Follow

The key to bakery style muffins at home is using this oversize muffin tins and tulip parchment paper muffin cups


18

Earns commissions


Products in this photo



\$14.59
prime



\$8.95
prime



berkleigh shayne
Earns commissions


+ Follow

one of the easiest set up & warm tents on Amazon! This Coleman tent will keep you dry, & do a great job for any mountain camping when it comes to those windy nights!


51

Earns commissions

Products in this photo



\$149.00




Teresa Caruso
Earns commissions

+ Follow

Love these cereal dispensers in our pantry! We spray painted the knobs gold.

Earns commissions

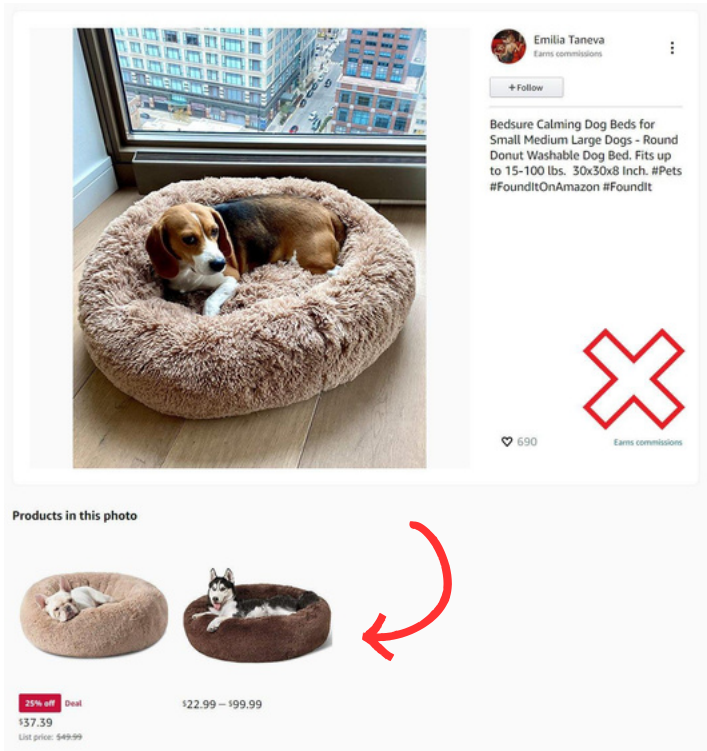
Products in this photo



\$21.99
prime

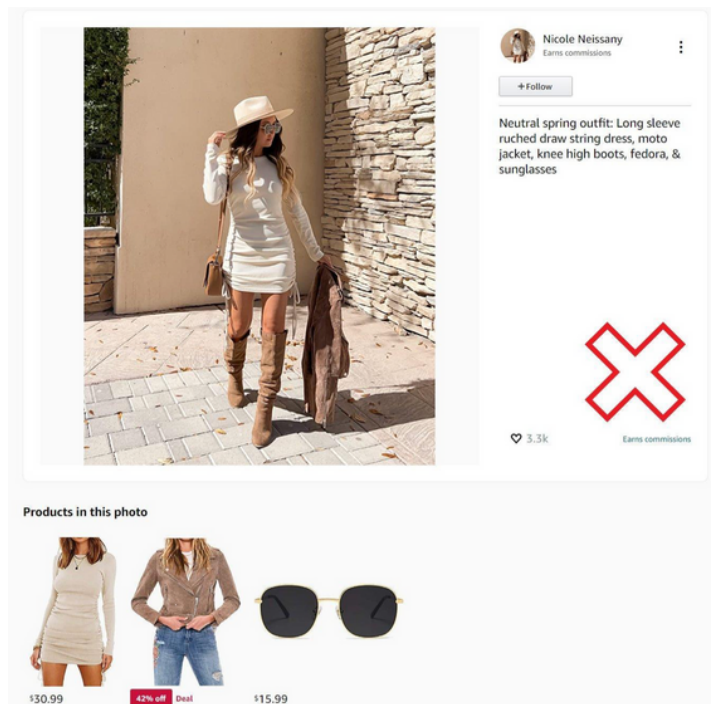


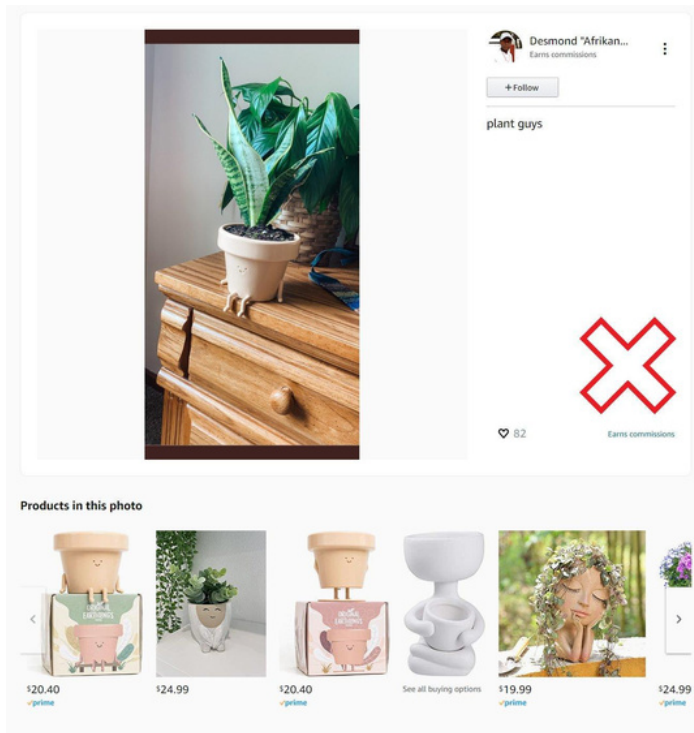
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Not Exact Product Tagged: If you did not purchase the product from Amazon or you can not find the exact product that you purchased on Amazon, do not feature it in a photo. You can see the the two products tagged here are NOT exact matches. What the creator did here was tag 2 visually similar photos. We would not accept this. Please only tag and feature products available on Amazon.

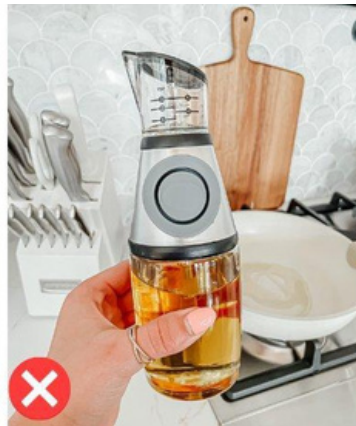
Missing Products: While this is a great photo, we would not accept it as the purse, boots, and hat are missing. Because these are the main products in the image, we need 100% exact tagged products here.





Too Many Products Tagged: Even though the exact product is tagged, we have to reject this photo because there is an excess of additional products tagged. Please only tag the products featured and nothing else.

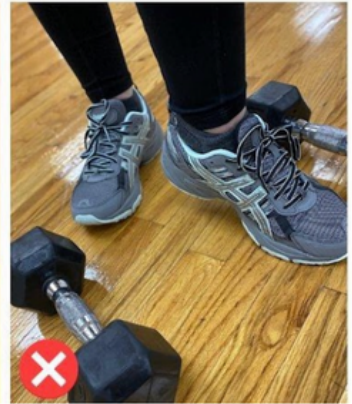
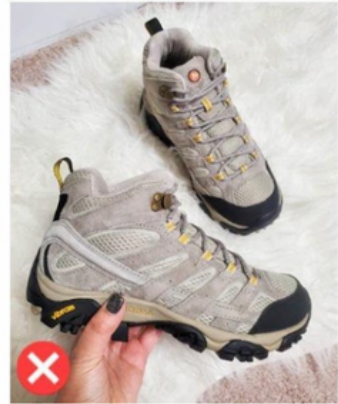
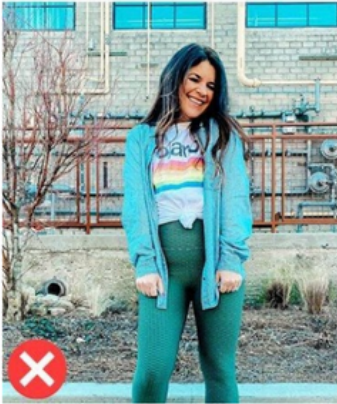
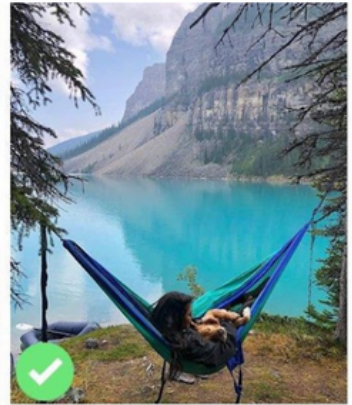
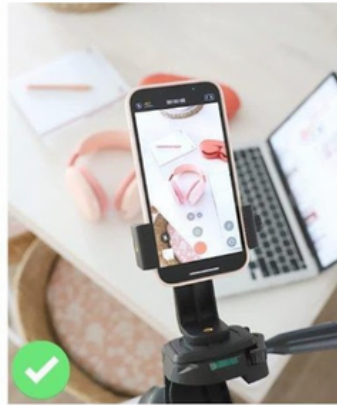
- Photos must inspire, educate, delight, and/or provide use to customers in the interests they care about most.



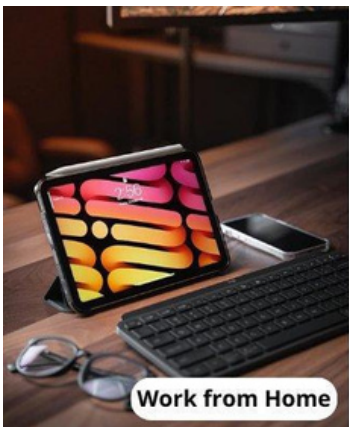
- All photos should appear authentic to the community of each interest these were denied because they are just holding the product.



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- Photos must show products in use and should not be photos of products in boxes, being held but not used, or laying on a blank background (e.g. a good Cycling photo may be a person wearing a helmet, but we wouldn't want a photo of that helmet sitting on a desk).



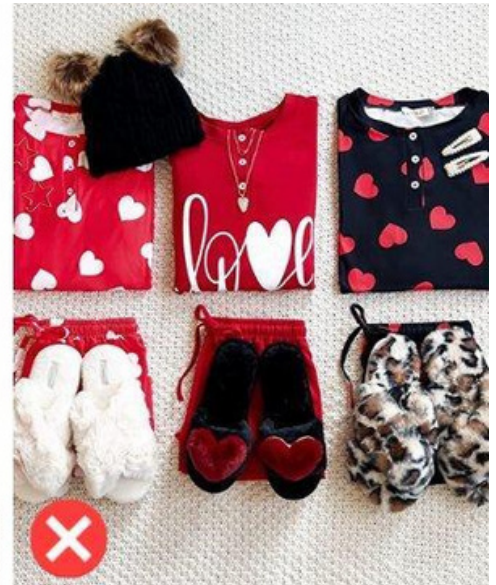
- We are not looking for ads style content.



- Since all products must be tagged this first photo

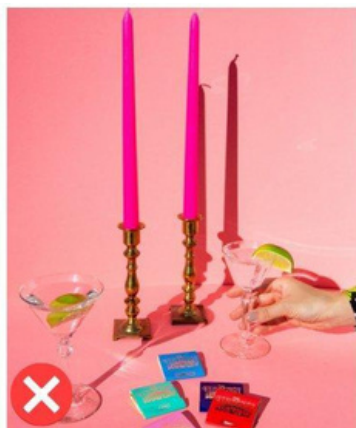


- Photo is denied since the product is not in use



- Photo is denied because product is just laying out try showing it with a gift box/ on the child

- The above photos do not have to have especially high resolution; however, they can not be blurry or have poor composition. High-quality phone photos will pass and professional photographers taking amazing photos are welcomed as well.



- These photos are AI generated and therefore not allowed



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