



# #JackRyan

## Prime Video Mexico - Like 2 Analyze

guud

### #Background

Conversation around TV series and shows is always happening on Twitter. This time @PrimeVideoMX wanted to engage people with their new spy series *Jack Ryan* by running an activation that encourages fans to discover their inner spy character from the series 🔍🕵️

### #OurSolution

**Like 2 Analyze** is a key format for brands that want to get clever insights from their audiences in real time and deliver creative highly-personalized messages based on these analyses. The format is based on IBM Watson Personality Insights API technology which allows us to extract and analyse personality traits of users through the texts in their tweets.

In this case, the brand encouraged fans to opt-in just by hitting Like ❤️ on the main call-to-action tweet. Then by using IBM Watson's Personality Model we would return a final result with the spy character tailored for the user 🕵️ according to its analysis. The result came with an attached video showing a teaser from the character and the series ▶️.

With **Like 2 Analyze**, the benefits of artificial intelligence helps us to deliver better and smarter personalized-campaigns for a better user experience and brand results.

**BRAND:**  
Prime Video Mex ✓

**DATE:**  
October 2019

**MARKET**  
Mexico

**FORMAT:**  
Like 2 Analyze

Watch it here → [#JackRyan](#)

CTA Promoted Tweet →



→ Branded notification with result

