



# #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

