



**amazon**

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TWITCH CUSTOM PROGRAM



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## Making Mom's Day

Popular Twitch Influencers show fans their softer sides as they use Amazon to find perfect Mother's Day gifts, and **surprise their moms live on-stream.**



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# Making Mom's Day

The screenshot shows a Twitch stream by user 'CohhCarnage'. The stream content is an Amazon Handmade storefront with a video of a man in a beanie. The storefront features a search bar, navigation tabs for 'Handmade', 'Gifts', 'Jewelry', 'Home & Kitchen', 'Clothing & Shoes', and 'Wedding'. A large banner reads 'Create something that's uniquely yours' with a 'Shop now' button. Below the banner are 'JEWELRY' and 'HOME & KITCHEN' category buttons. The chat window on the right shows a 'Top Cheer by Gig16' for 10,000 bits and various viewer comments about jewelry and gifts. The stream title is 'The Perfect Mother's Day Gift Stream, powered by Amazon!!' with 13,235 likes and 51,457,044 views.

To remind Twitch viewers that Amazon is the easiest way to find the perfect Mother's Day gift, we'll recruit some of our most popular Influencers for **Twitch's first ever shop-along**.

In sponsored streams our selected Influencers will break from their usual gaming content to search Amazon's Mother's Day and Handmade collections to **find the perfect gifts for their moms**. Along the way they'll ask for input from viewers in Chat, and encourage them to consider a gift for their own moms.

Plus we can bring each Influencer back for a follow-up stream on Mother's Day weekend where they'll present their gifts to their moms, and **capture their joyful reactions live**.



# THANK YOU

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