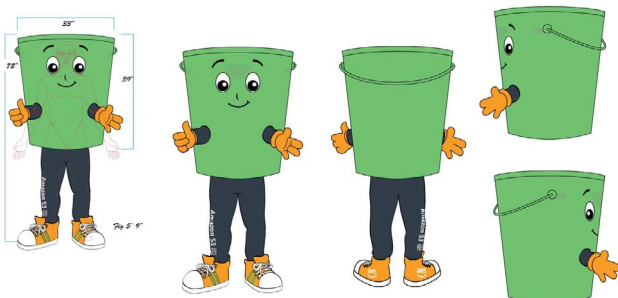


Amazon S3 – The Story of Buckets

Challenge

Amazon’s Simple Storage Service (Amazon S3) team sought to bring enhanced visibility to an iconic product, while establishing an innovative platform for announcing new feature releases. With its inception over 18 years ago, Amazon S3 has been symbolized by a bucket. The significance of the bucket represented storage, signifying customers’ ability to securely store their data in S3 bucket containers. The Amazon S3 team needed a fresh approach to elevate the brand’s awareness at various Amazon Web Services (AWS) events.

Solution



The conception of the Amazon S3 mascot, **Buckets**, was born. Buckets: a dynamic and personable character has been highly sought after by customers, AWS employees, and executives alike. Buckets persona has become a staple of the Amazon S3 team, participating in a myriad of AWS events and internal activities throughout the year, culminating to AWS’ marquee event, AWS re:Invent.

Results

As the Amazon S3 Buckets mascot enters its third year of engagements, they have garnered immense popularity as a charismatic figure. Buckets captivates audiences by posing for photos, showing off dancing and basketball skills, and participating in interviews. Buckets has built a fan base over the years, consistently drawing in large crowds, especially during the unveiling of new outfits, often coinciding with new product launches. Some of Buckets most recent engagements include:

- AWS Pi Day, with over 500k live views on Twitch
- re:Invent 2023, participation in various conference activities and interviews
- Adam Selipsky, AWS CEO + Buckets photo op at AWS reInvent 2023, garnering 7500+ views

