Key elements of brand Amazon Kindle



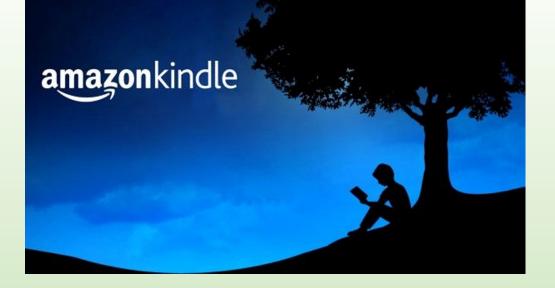
Shevchenko Dmytro FEMP 5-5am dima.shevchenko97@gmail.com

ATTRIBUTES OF BRAND

The Amazon Kindle is a series of e-readers designed and marketed by Amazon. Amazon Kindle devices enable users to browse, buy, download, and read e-books, newspapers, magazines and other digital media via wireless networking to the Kindle Store.

Kindle devices have e-ink based displays





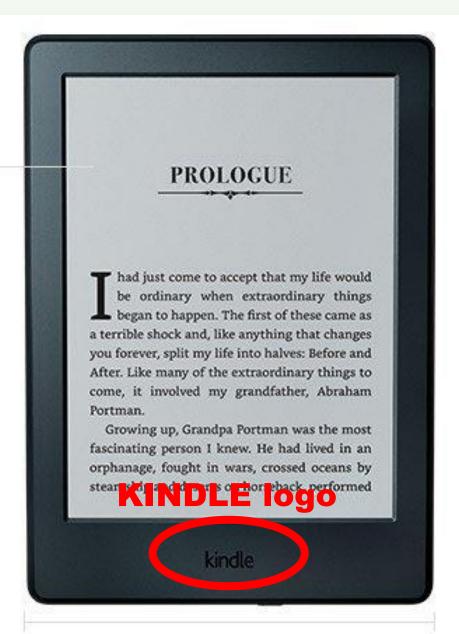


LOGO









6" display





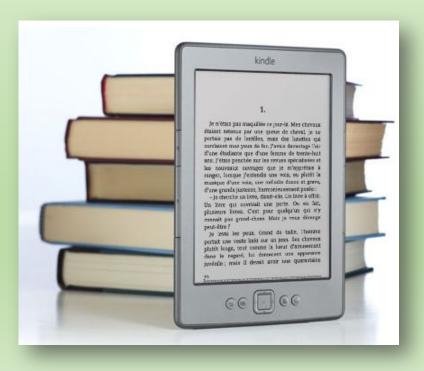
6.3"

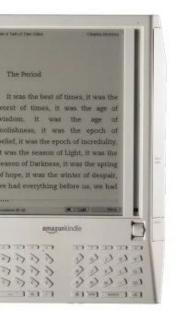
4.5"

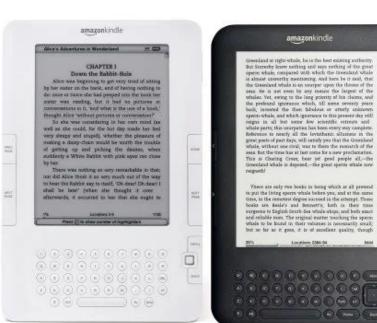
SLOGAN

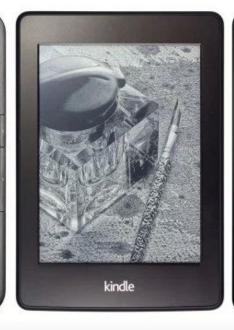
"We can never be better than paper, but we can be as compelling"











CHAPTER I

THE year 1896 was signalised by a remarkable incident, a mysterious and puzzling phenomenon, which doubtless no one has yet forgotten. Not to mention rumours which agitated the maritime population and excited the public mind, even in the interior of continents, scafaring men were particularly excited. Merchanes, common sailors, captains of vessels, skippers, both of Europe and America, naval officers of all countries, and the Governments of several States on the two continents, were deeply interested in the matter.

For some time past vessels had been met by "an enormous thing," a long object, spindle-shaped, occasionally phosphorescent, and infinitely larger

1 mis left in chapter

kindle

Chapter 1

Call me Ishmael. Some years ago- never mind how long precisely- having little or no money in my purse, and nothing particular to interest me on shore, I thought I would sail about a little and see the watery part of the world. It is a way I have of driving off the spleen and regulating the circulation. Whenever I find myself growing grim about the mouth; whenever it is a damp, drizzly November in my soul; whenever I find myself involuntarily pausing before coffin warehouses, and bringing up the rear of every funeral I meet; and especially whenever my hypos get such an upper hand of me, that it requires a strong moral principle to prevent me from deliberately stepping into the street, and methodically knocking people's hats off- then, I account it high time to get to sea as soon as I can. This is my substitute for pistol and ball. With a philosophical flourish Cato throws himself upon his sword; I quietly take to the ship. There is nothing surprising in this. If they but

- ☐ Consumer can get in less than 60 seconds every book, ever written, in any language.
- Lighter than a paperback and holds thousands of books
- ☐ Kindle is the most popular e-reader, one can find these products in the remotest corners of the world with great ease.
- You can join the large community of readers, discover new books and share your thoughts about them.
- Many of additional services

BENEFITS



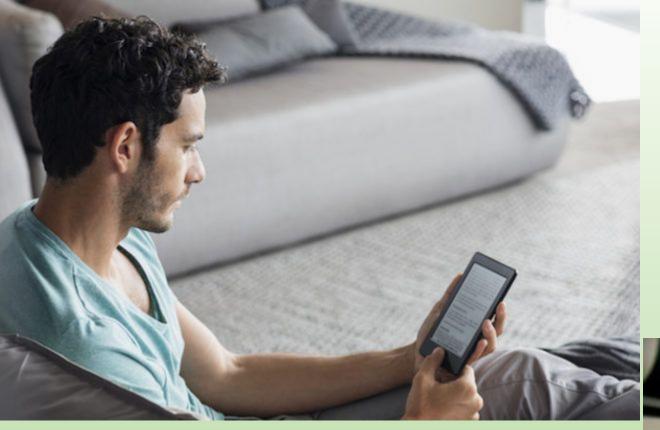
Consumer values

Practical utility

Amazon Kindle is the perfect alternative to paper books with minimalistic design, it leverages an experience very close to reading a paperback. Kindle makes reading convenient at any time, anywhere and you can fit in your pocket whole your library





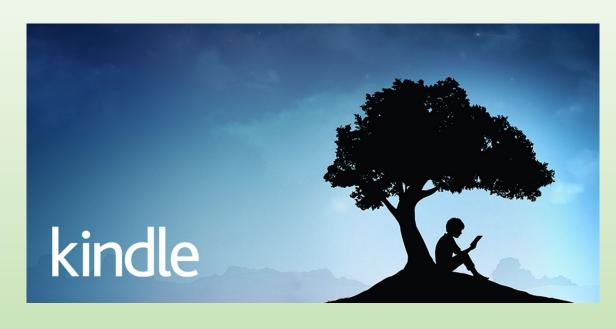


A typical buyer of this brand is a person who reads a lot and does not like to carry around big and uncomfortable paper books and wants to read at any time and place.

Personality







Brand essence

Caring for nature, trees and uniting readers into one large community

The end.