



Alexa Auto Marketing Launch Toolkit

The purpose of the launch toolkit is to provide resources to developers and marketers integrating Alexa into vehicles, connected car skills, or automotive devices and accessories. In this toolkit, you will find instructions on how to talk about Alexa in marketing materials, how to utilize Alexa branding in your marketing materials, and how to submit materials for approval.

Should you have additional questions, please reach out to alexa-auto-approvals@amazon.com.

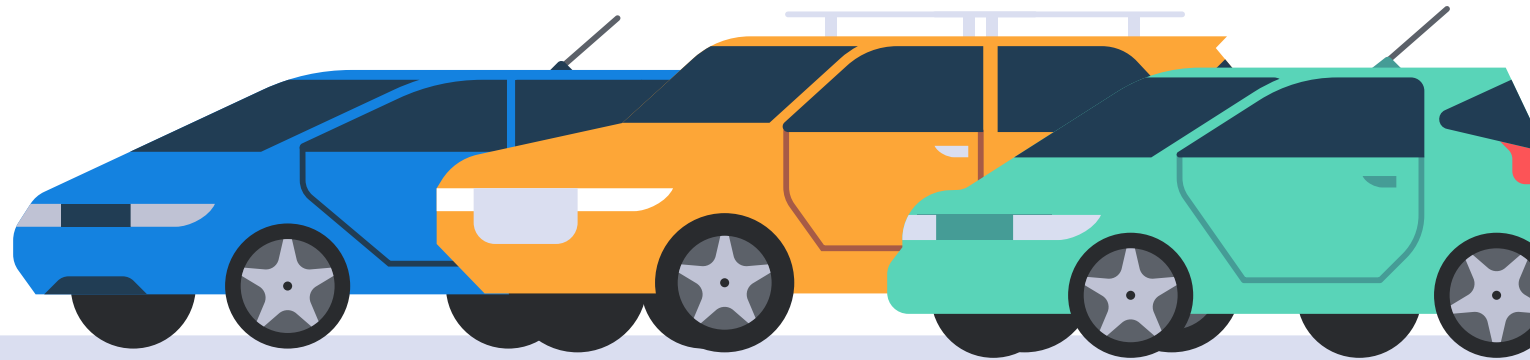


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Marketing approval process

Your use of Amazon Alexa assets is subject to, and you agree to be bound by, the [Amazon Developer Services Agreement](#).

For approvals, please send all materials and information about the campaign (dates, audience, regions, channels) to alexa-auto-approvals@amazon.com.

SLA: Please note that creative review for all materials takes a minimum of 3-4 business days. For Video / Audio files, review times are 5 business days and will require a resubmission of the final material.

Please review before submitting materials for approval:

- ✓ Did you include the appropriate Alexa Badge?
- ✓ Did you include the appropriate Amazon Alexa disclaimer?
- ✓ If showing a driver, please ensure that the driver has their eyes on the road and hands on the wheel or handlebars
- ✓ All utterances used in your creative have been tested and validated to ensure that they work as expected.
- ✓ If showing an Echo Device, please refer to the [Alexa Devices images](#).



Amazon Alexa brand and messaging guidelines



Dos and don'ts

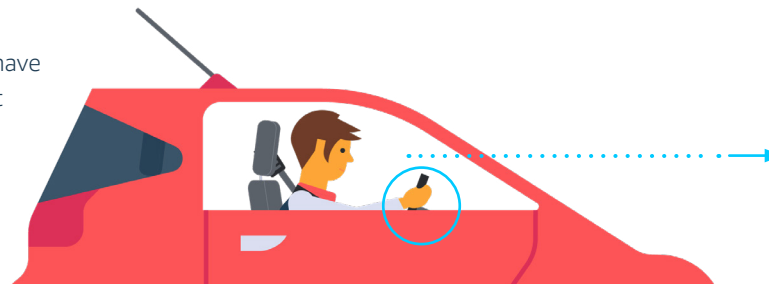
Below are guidelines for how to integrate Amazon Alexa assets into your marketing and promotional efforts. All materials must be approved in advance of publication.

✓ Required

- Use "cloud-based voice service" to describe or in the same context as Alexa
- Thoroughly review and adhere to all badge guidelines as well as the [Amazon Developer Services Agreement](#).
- Use approved Alexa descriptions and utterances as outlined in the "How to Talk About Alexa" section.
- Submit all packaging and marketing materials (including PR) that mention "Amazon Alexa" for Amazon approval.
- Integrate the Alexa Built-in badge into packaging, online placements, and marketing collateral.
- When using the Alexa Built-in badge or "Just ask Alexa" badge on product packaging, include the required language "Amazon, Alexa and all related logos are trademarks of Amazon.com, Inc. or its affiliates."
- Use Alexa utterances that have been expressly approved by Amazon or are from the ["Things To Try"](#) section of the Amazon Alexa app. Please ensure utterances function properly with your device.
- Assets featuring a driver in the car must have the driver's eyes and face looking straight ahead and their hands on the wheel. The driver must not be looking at the display when interacting with Alexa.

⊘ Do not

- Do not use the terms "Personal Assistant" or "Virtual Assistant" to describe or in the same context as Alexa.
- Do not refer to your relationship with Amazon or Amazon Alexa as a partnership.
- Do not show children under the age of 13, or that appear to be under the age of 13, using Alexa in any marketing materials. While you may show families or children in your marketing materials, children should never be shown interacting with Alexa, and Alexa services should never be portrayed as being directed to or intended for children.
- Do not make any marketing of your device overtly attractive to children (e.g., the marketing should not encourage children to ask their parents to purchase your device).
- Do not use logos of any Alexa supported third-party service such as TuneIn or SmartThings on marketing or packaging unless you have reached out to those services for permission. Amazon cannot approve and does not authorize the use of third-party logos.



Acoustic Fingerprinting Guidelines for Wake Word (Alexa)

Ensure an Amazon Alexa-enabled device wakes only when you want it to by adhering to the acoustic fingerprint guidelines below. A fingerprint is a known utterance of the wake word (Alexa) against which new utterances are judged. Amazon maintains a library of Alexa fingerprints uttered during television shows, radio broadcasts, and other scenarios that are not intended to actually wake a device. When a device hears a wake word stored in the library, it ignores it.

- If using the wake word (Alexa) in audio, do not place it at the beginning of the ad.
- Do not pause after saying the wake word.
- Do not confirm a purchase if you are using a shopping utterance in your audio.
- For TV and radio ads, if you are using a wake word, ensure that the three seconds immediately preceding it have distinguishable audio content at a volume similar to that of the wake word.

- To help us enhance the acoustic fingerprint library and lessen the chance a wake word will mistakenly activate a device, submit the following at least **10 business days in advance of release** to alexa-auto-approvals@amazon.com.
 - *Broadcast medium (TV, radio, online)*
 - *Estimated audience size (e.g. 10 million views)*
 - *Schedule (release date, when broadcast airing starts/stops)*



To learn more about acoustic fingerprints for Amazon Alexa-enabled devices, read [Why Alexa Won't Wake Up When She Hears Her Name in Amazon's Super Bowl Ad](#), where you will also find links to related blogs.



For OEMs and vehicle manufacturers



How to talk about Alexa in the car

Short description

With Alexa Built-in, you can ask to play music, place calls, listen to audiobooks, hear the news, check the weather, control smart home devices, get directions, find parking, and more—all while you keep your hands on the wheel and eyes on the road.

Long description

With Alexa Built-in, you can ask to play music, place calls, listen to audiobooks, hear the news, check the weather, control smart home devices, get directions, find parking, and more—all while you keep your hands on the wheel and eyes on the road. Alexa lives in the cloud so she is always getting smarter and updates are delivered automatically. The more you talk to Alexa, the more she adapts to speech patterns, vocabulary, and personal preferences.

Note: Access to some Alexa Voice Service features in commercial products requires certification by Amazon (e.g. music). You must adjust any description of Alexa used with your product to reflect the actual capabilities of the device.

Badge to use

Use the [Alexa Built-in badge](#) in any marketing collateral to promote your in-vehicle Alexa integration.

Note: All developers and device manufacturers must comply with the Alexa Built-in Program Guidelines to be eligible to apply for Alexa Built-in usage.



Disclaimers to use

If you use the words “Alexa” or “Echo,” or use an image of an Echo device or Alexa badge or logo, you will need this disclaimer:

Amazon, Alexa and all related logos are trademarks of Amazon.com, Inc. or its affiliates.

If you are demonstrating Alexa with video footage, you will need this disclaimer:

Amazon, Alexa and all related logos and motion marks are trademarks of Amazon.com, Inc. or its affiliates.

If you are demonstrating or listing a car-home or home-car utterance that uses smart home technology, we ask that you use:

Certain Alexa functionality is dependent on smart home technology.

How to talk about Alexa Connected Car Skills

Description

From the comfort of your home, use the **[skill name]** connected car skill for Alexa to remotely control your **[automaker brand]** vehicle. Just by asking, you can remotely lock/unlock your doors, start/stop the engine, find out how much fuel you have left, and more.

Note: Please confirm full functionality of your skill and adjust description accordingly

Badge type

Use the [Just Ask Amazon Alexa \(Alexa Skills badge\)](#) badge in any marketing collateral to promote your connected car Alexa skill.



Approved photography

[Refer to the Alexa Devices images.](#)

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If you are demonstrating Alexa with video footage, you will need this disclaimer:

Amazon, Alexa and all related logos and motion marks are trademarks of Amazon.com, Inc. or its affiliates.

How to talk about Alexa Connected Car Skills and Alexa in the vehicle, combined

There are two ways to enjoy Amazon Alexa with your **<vehicle>**. While inside your **<vehicle>**, you can ask to play music, place calls, listen to audiobooks, hear the news, check the weather, control smart home devices, get directions, find parking, and more—all while you keep your hands on the wheel and eyes on the road. From the comfort of your home, use the **<automaker skill name>** connected car skill for Alexa on your Alexa-enabled device to remotely control your **<automaker>** vehicle. Just by asking Alexa, you can remotely lock/unlock your doors, start/stop the engine, find out how much fuel you have left, and more.

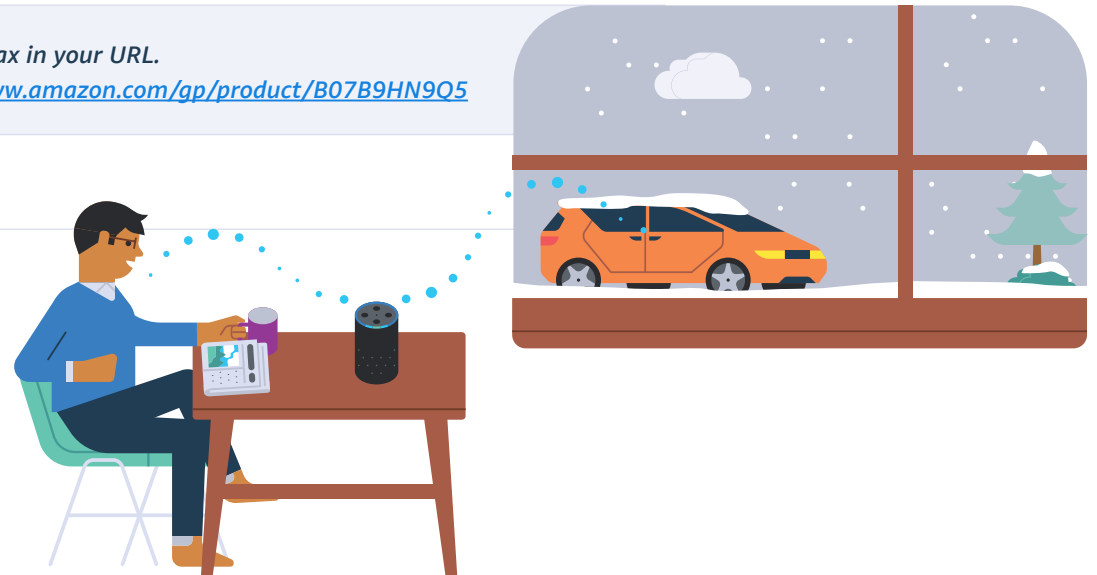
When placing this information on your website, we recommend that you include the following links for next steps, when applicable:

Download the Alexa + **<automaker>** smartphone app **<link to Appstore download>** (if applicable)

Enable the **<Automaker>** connected car skill for Alexa **<link to Alexa Skill page>**

*Note: Ensure that you do not have any referral tags or syntax in your URL.
Here is an example of a properly formatted link: <https://www.amazon.com/gp/product/B07B9HN9Q5>*

Learn more about [Alexa Auto](#).



How to use Alexa utterances

Utterances are the commands that trigger Alexa actions, for example, "Alexa, what is the weather?" You can use approved utterances, which can be found in the [Things To Try](#) section in the Alexa app. Use of any other utterances in marketing materials will need to be approved through the marketing approval process. We also encourage the use of utterances that feature Alexa Skills created by our community of skills developers, but we require that those be approved by Amazon through the marketing approval process. Please include the wake word "Alexa" in utterances.

If you would like to use any trademarked name in your marketing materials, for example, "Alexa, play Adele," or "Alexa, did the New York Giants win last night?", please obtain the written consent of the trademark owner and submit proof of such consent to Amazon with your marketing approval request.



For aftermarket device developers



How to talk about your aftermarket device with Alexa Built-in

Short description

You can talk to Alexa on your **<Device Name>**. With Alexa Built-in and access to tens of thousands of skills, you can ask to play music, place calls, listen to audiobooks, hear the news, check the weather, control smart home devices, get directions, find parking, and more—all while you keep your hands on the wheel and eyes on the road.

Long description

You can talk to Alexa on your **<Device Name>**. With Alexa Built-in and access to tens of thousands of skills, you can ask to play music, place calls, listen to audiobooks, hear the news, check the weather, control smart home devices, get directions, find parking, and more—all while you keep your hands on the wheel and eyes on the road. Alexa lives in the cloud so she is always getting smarter and updates are delivered automatically. The more you talk to Alexa, the more she adapts to speech patterns, vocabulary, and personal preferences.

Note: Access to some Alexa features in commercial products requires certification by Amazon (e.g. music). You must adjust any description of Alexa used with your product to reflect the actual capabilities of the device.

How to title your integration

<Company> + **<Device>** + with Amazon Alexa Built-in (e.g. Acme Widget with Amazon Alexa Built-in)

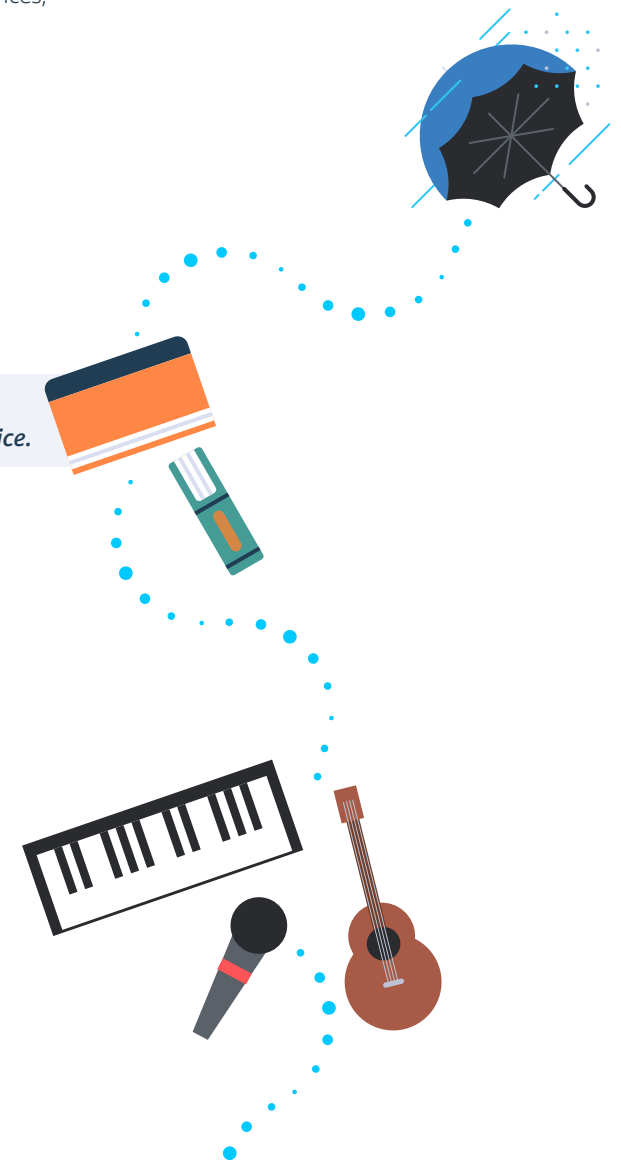
How to title your device on an Amazon.com product listing page

Please use the following format for your product listing title. **[Brand Name]** + **[Product Name]** + Alexa Built-in + **[packaging type, if applicable]** + **[color/style/size, if applicable]**

See all Amazon.com Product Detail Page rules [here](#).

How to describe your product's integration with Alexa

Refer to your product's integration with Alexa as Alexa Built-in: **[Product Name]** with Alexa Built-in.



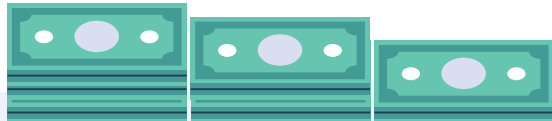
How to describe how to interact with Alexa

Refer to your device's integration with Alexa as Alexa Built-in.

Example: **[Product Name]** has Alexa Built-in, so you can just ask...

How to use Alexa in social media

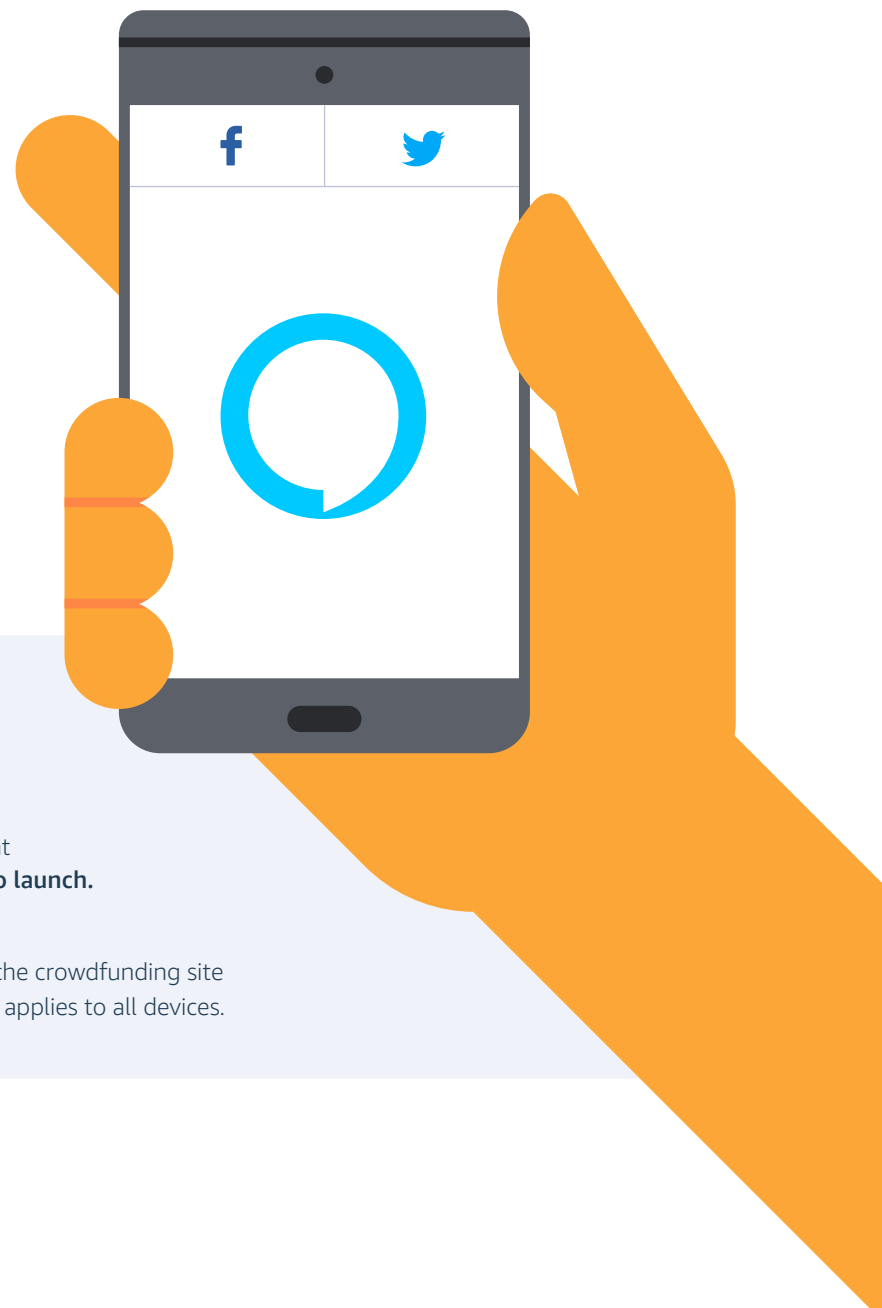
You are encouraged to mention the **#AskAlexa** hashtag in social media posts. Amazon **does not** use the **#Alexa** or **#Echo** hashtags in our social copy and would encourage you to avoid those. You may also use **#AlexaAuto** as the device is auto-specific.



Crowdfunding campaign guidelines

Alexa Auto will not approve crowdfunding campaigns on sites such as Kickstarter or Indiegogo until a prototype of the Alexa-enabled device has achieved Alexa Auto Certification. Once a device prototype has been certified, crowdfunding campaign materials that mention Alexa should be submitted to alexa-auto-approvals@amazon.com **four weeks prior to launch**. Materials may include, but are not limited to, written content, video footage, and still images.

If approval is explicitly granted by Alexa Auto, we will ask that you remove the campaign from the crowdfunding site per the [Alexa Device Requirements](#), part of the [Amazon Developer Services Agreement](#) that applies to all devices.



Packaging recommendations

We recommend communicating your device's Alexa integration on the outside of the packaging.

Below are guidelines for your product's packaging:

The Alexa badge you're approved to use should be visible on the outside of the packaging.

Describe how customers interact with Alexa on the device. Use the tagline **"Just Ask"** for hands-free, **"Just Press-and-Ask"** for a press-and-hold Alexa experience, and **"Just Tap-and-Ask"** for touch-based Alexa experiences, such as those on a tablet device.

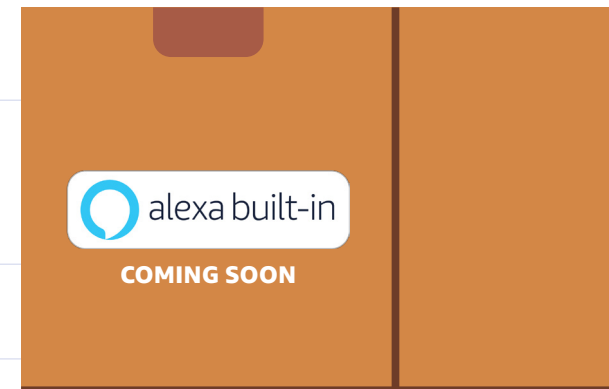
Provide a URL where customers can learn about the Alexa features that are supported on your device, for example, **"Not all Alexa features may be available on this device. Learn more at [www.\[YourProductsWebPage\].com](http://www.[YourProductsWebPage].com)".** Learn more about the recommendations for your device's web presence below.

International

If Amazon has submitted for certification in a region or new language (where Alexa has already been announced), you **MUST** have a **"coming soon"** message.

If Amazon has **NOT** announced Alexa availability in a region, **BUT** you still wish to use the Alexa Built-in logo (i.e. global packaging), you may do so. **BUT**, you **MUST** have the disclaimer **"Alexa is not available in all languages and countries,"** **OR** do not use the Alexa brand on packaging.

Learn more about [Alexa international availability](#).



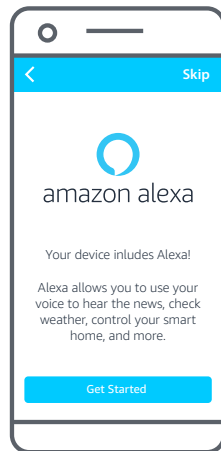
Out-of-box experience recommendations

Alexa quick start guide

We recommend including a physical Alexa Quick Start Guide inside your product's packaging. This guide should communicate the value of Alexa and help customers understand how to get started with Alexa. (An approved-for-use reference design is available [here](#).)

Device or companion app first-run experience

Alexa Setup & Authentication screens must be included in your device or companion app first-run experience. These screens communicate the value of Alexa and help customers connect your device to their Amazon account. You can view the Alexa Setup & Authentication guidelines and reference designs [here](#). You can also read more about AVS UX Design guidelines [here](#).



Position the Alexa Quick Start Guide so it's immediately visible when customers unbox the device.

Inform customers that your device has Alexa Built-in.

Example: "You can talk to Amazon Alexa on your [Product Name]."

Highlight Alexa features that complement your device's use case.

Example 1:

"Use Alexa to voice control your music on the [Product Name]."

Example 2:

"Use Alexa to voice control your thermostat with the [Product Name]."

Provide instructions to register with Alexa on the device.

Include at least three relevant example utterances.

For examples, reference the [Alexa Auto website](#).

Emphasize the added value customers get when they download the Amazon Alexa app from the Apple App Store® or Google Play™ store.

Web presence recommendations

We recommend that you feature your device's Alexa integration on promotional marketing pages and commerce sites, including Amazon.com. Below are guidelines for your device's web presence.

To introduce Alexa, see recommended copy in the [How to Talk About Alexa](#) section of this document.

Inform customers that the device has Alexa Built-in.

Example: "You can talk to Amazon Alexa on your [\[Product Name\]](#)."

Highlight Alexa features that complement your device's use case.

Example 1:

"Use Alexa to voice control your music on the [\[Product Name\]](#)."

Example 2:

"Use Alexa to voice control your thermostat with the [\[Product Name\]](#)."

Describe how customers interact with Alexa on the device.

Use the tagline "Just Ask" for a hands-free experience, "Just Tap-and-Ask" for a tap-to-talk Alexa experience, and "Just Press-and-Ask" for a press-and-hold Alexa experience.

Use educational video content to teach customers how to use Alexa.

([The Alexa Auto – Take Alexa on-the-go Playlist](#) and [Alexa On-the-Go](#) videos are approved for use.)

Inform customers if popular Alexa features are not available on your device.



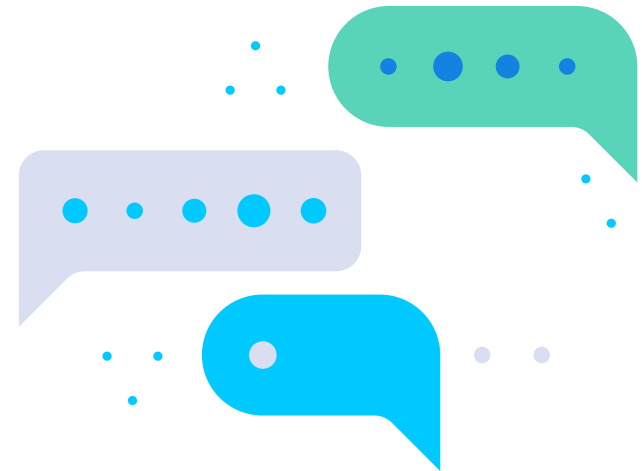
Marketing recommendations and opportunities

As you launch your Amazon Alexa certified product, we recommend participating in the following marketing activities:

- Press release and/or media briefings
- Inclusion of Amazon Alexa badge on packaging and in-store, point of purchase materials
- Outreach to your customer base through social media, email, etc.
- Digital or social campaigns to drive awareness and traffic to your Amazon detail page
- Integrating Amazon Alexa badge or messaging into mass advertising (print, TV, OOH, radio, etc.)
- Customer education around how to use Alexa, such as how to use basic utterances and approved skills. Possible channels include the out-of-box experience, emails, quick start or user guides, etc. We encourage pointing customers to our [Things To Try](#), [Alexa Skills Guide](#), and [Alexa Smart Home](#) pages in your various marketing channels to educate customers on how to get the most out of Alexa.

Amazon Paid Opportunities (must be an Amazon vendor. See [Vendor Express](#) to get signed up.):

- Amazon Marketing Services (AMS): A self-service, pay-per-click targeted ad platform to drive awareness and traffic to your detail page. To use, log onto [Amazon Vendor Central](#), under the Advertising tab and select Advertising at Amazon.
- Promotional Tools: Vendors can now action their own vendor-funded price discounts, Amazon Best Deal, and Lightning Deal promotions on products they are selling on Amazon.com through Vendor Central. To use, log onto [Amazon Vendor Central](#), under the Merchandising tab and select Promotions. Please note that all deals need to be submitted four weeks prior to the desired run date. A complete tutorial can be found [here](#).



Amazon Alexa badge usage

When featuring Amazon trademarks in your creative assets, please include the correct trademark attribution per the Amazon Trademark Guidelines and follow all requirements set forth in the Trademark Guidelines.

Alexa Built-in badge

Use the [Alexa Built-in badge](#) in any marketing collateral to promote your in-vehicle Alexa integration.

- All developers and device manufacturers must comply with the [Alexa Built-in Program Guidelines](#) to be eligible to apply for Alexa Built-in usage. Please refer to the Alexa Built-in Program Guidelines and these [Trademark Usage Guidelines](#) for more details.



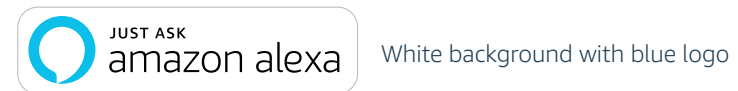
White background with blue logo



Black background with blue logo

Alexa "Just Ask" badge

- Non-certified devices with Alexa Built-in are qualified to use the Just Ask Amazon Alexa badge.
- Do not use the Alexa icon in isolation by removing elements.
- Do not use the badge in line with other copy or text.



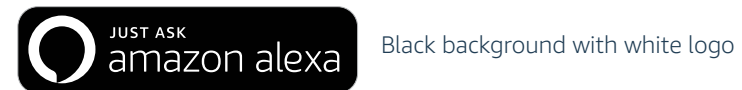
White background with blue logo



White background with black logo



Black background with blue logo



Black background with white logo

Download the badges above by clicking each image.



Clear space

The clear space for the Alexa badge is half the height of the Alexa icon. No other elements should encroach on the logo's clear space. Whenever possible, use the maximum amount of clear space the placement in layout will allow.

Disclaimers to use

If you use the words "Alexa" or "Echo," or use an image of an Echo device or Alexa badge or logo, you will need this disclaimer:

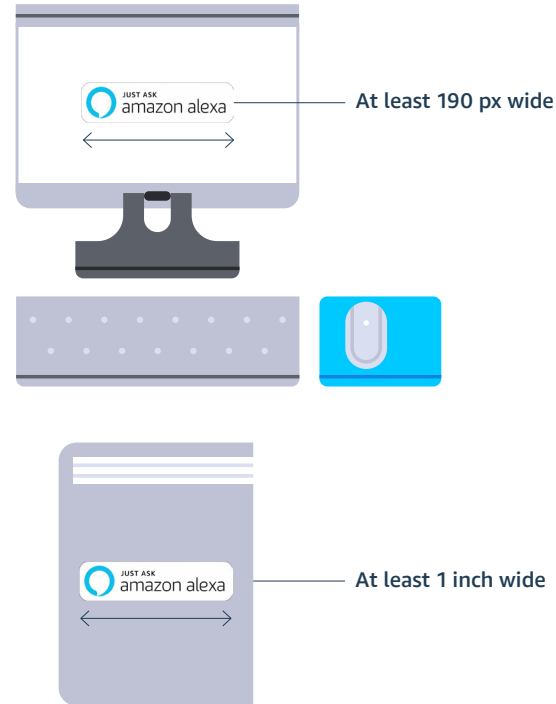
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If you are demonstrating or listing a car-home or home-car utterance that uses smart home technology, we ask that you use:

Certain Alexa functionality is dependent on smart home technology.



Minimum size

Alexa badges should not appear smaller than 190 px in width for on-screen applications, or 1" in width for printed applications. Sizes below this can damage the badge's integrity. For applications smaller than the minimum badge size, use the Amazon Alexa icon.

The badges above are made available as "Alexa Materials." Your use of these materials is subject to, and you agree to be bound by, the [Amazon Developer Services Agreement](#). To use iconography from related Amazon brands such as Audible, Amazon Prime Music, and the Amazon Appstore, you must request permission as part of the marketing approval process.

Resources

Reference the [Alexa Automotive website](#) to learn how to explain the specific features of Alexa in the vehicle to your customers.



[Things to Try with Alexa](#)



 amazon alexa