**Brands Under the Microscope: Amazon**

It’s time to take another look at a brilliant example of branding. This time, we’re going to be focussing on Amazon – the ecommerce store that has grown to become so much more.

Let’s take a look at what Amazon has done so well and at how you can learn from them.

**The Beginning**

Amazon actually began life as a simple online bookstore. However, they quickly grew to incorporate more products and this allowed them to start serving a gigantic number of customers.

Initially, the company actually had a different logo that looked like a road in a triangular ‘A’. It wasn’t long though before this was changed for the arrow that we now know the company for.

This ticks all the right boxes for a strong logo: it’s simple, easy to recognize and it evokes several things. For starters, it suggests delivery and a comprehensive amount of stock (the arrow could show a product going from A-Z) but at the same time it also looks like a smile. In one advertising campaign, they even describe themselves as ‘the company with the smile on the box’.

**More Wins**

That packaging and logo would turn out to be a masterstroke for the company. As a reseller, this was one of Amazon’s only chances to differentiate itself from other businesses and they did this excellently. Today, many of us have an almost ‘Pavlovian’ response when we see a package from Amazon on our doorstop!

The company has carried going on from strength to strength. One great moment was when the business introduced their first in-house product, the Kindle. This was an entirely new way to deliver books that gave the company a much more forward-thinking reputation as a result.

The Kindle was a massive hit because it still stuck to Amazon’s original mission statement:

It's our goal to be Earth's most customer-centric company, where customers can find and discover anything online.