

The social connection:
The story of Abercrombie & Fitch and Amazon Pay



Choose your own fate

The social connection: The story of Abercrombie & Fitch and Amazon Pay is a work of speculative fiction, based on our understanding of your overarching business goals and our experience working with similarly sized online fashion retailers.

Any resemblance to real people, products and places is intentional and based on our understanding of your unique objectives and challenges, to make this feel as relevant and informative as possible.¹

Woah.

Hold on there, tiger.

We know that you're eager to dive into the perils and passions of the story herein, but it's important that you don't read this tale straight from beginning to end.

These pages contain many different possible fates for Abercrombie & Fitch and Amazon Pay. As you read along, you will be asked to make choices that could lead to fame and success—or tragic mediocrity.

So, think carefully and choose wisely. Once you've made your decision, you cannot turn back!

*Technically, you can turn back, but it's not really in the spirit of the journey.





Once upon a time, there was an online fashion magnate shaking up the status quo and challenging traditional sales models with a new approach. They attracted a highly engaged social media presence that took followers on a journey from social platforms to their site in record-breaking numbers.

But, all was not as rosy as it could have been.

According to a recent Amazon survey, only 52%¹ of online customers were satisfied with the ability of brands to offer a seamless and continuous checkout experience across channels.

These customers had great expectations for modern brands. Simple payment options, ongoing value creation, customized communications and offers, and a little innovation now and then to make every interaction feel special.

All were qualities promised by Amazon Pay... but it was up to Abercrombie & Fitch to create a simplified checkout experience that customers wouldn't soon forget.

Would they investigate how Amazon Pay could help them delight their savvy social media audience and possibly acquire new customers from Amazon's active base of consumers?

Choose your fate

Page 5: "I thought you'd never ask!"

Page 4: "Thanks, but nah"

You chose:
"Thanks, but nah"



"Do you follow Abercrombie & Fitch?" asked Heather as she rifled through a monochromatic sea of black T-shirts that hung in her closet.

Liz, Heather's best friend and roommate, chucked a crumpled sheet of notebook paper in Heather's direction, narrowly clipping her ear. "You sound like a broken record."

"What do you mean? Sure, they may not offer a mobile experience that lets me go from a social post, to their site, and check out quickly, but I'm feeling their spring looks."

"Be that as it may," pleaded an irritated Liz. "Every time you want to make a purchase, you complain about needing to put in your shipping and billing addresses and having to get up off the couch to grab your credit card. Then you wind up not buying what you set out to get. It's getting a little old!"

"Good point," Heather agreed. "I'm busy enough as it is."

Page 5: Click to see the better fate

You chose: "I thought you'd never ask!"

"You got all this from Abercrombie & Fitch?" asked Liz as she lounged on her friend's couch.

"Yeah," replied Heather with a smirk as she checked out her new look in the full-length mirror. She was infatuated with her latest purchase.

"I was on my phone, scrolling through my feed, when I saw it. I knew it was a 'must have.' So I added it to my cart and checked out, using my Amazon account, in just a couple of clicks."

"Awesome!"

"And since I registered on Abercrombie & Fitch using Amazon Pay, when I check out on my phone, I don't have to remember another password or keep my credit card on me."

"I guess it is time I start following Abercrombie & Fitch, too!" exclaimed Liz. "That, or I'll have to borrow this at some point."

Earlier this year, Liz had borrowed a sweater from Heather for a dinner date, but neglected to mention the stain that was left as a result of aggressive bolognese-eating.

Trying to hide her frustration, Heather sought to change the subject. "I told you they're legit! You want to know what's really cool, though?"



Choose your fate

Page 7: Heather is ready to show Liz the next level in intuitive ecommerce

Page 6: Heather is just fooling Liz

You chose:
Heather is just fooling Liz



“What? No?”

“Dude. No. Your brother’s interpretive dance channel is not cool.”

Page 7: Click to see the better fate



You chose:
Heather is ready to show Liz the next level in intuitive ecommerce

"Check this out...Alexa! Ask Abercrombie & Fitch for my order status."

"Heather, your package from Abercrombie & Fitch will arrive on Wednesday by 6pm."

"Great! Alexa, ask Abercrombie & Fitch to order the two items in my Abercrombie & Fitch cart. One for me and one for my bestie, Liz!"

Liz turned and grinned at her friend, "Girl..."

"Where's the fun in me being fly all by myself?"

"Thanks, Heather! I owe you one!"

Liz blushed, but her cheeks beamed red with an undercurrent of guilt. Had Heather discovered the stain? And if so, why hadn't she called her out on it? Was Heather doing this to make her feel bad? Liz put aside her paranoia and decided to take action. No longer content as a closet raider, she was determined to replenish her wardrobe herself.

Choose your fate

Page 9: You agree that Liz is a savvy social shopper

Page 8: You think she's in over her head

You chose:
You think she's in over her head



Drenched in sweat, scrolling her feed while walking home from the gym, Liz had been inspired by one particular outfit. She tried one last time to enter the verification number for the credit card details that her web browser (almost) auto-filled for her.

But wait, she thought, that's my old billing address... and she wanted to have her items delivered to her office. But when she updated one field, the other auto-filled incorrectly.

"And what's this? ANOTHER password to remember?" Liz wailed, ten steps into the sign-up process but still stuck at square one.

Defeated, confused and exhausted from the gym and checking out, Liz slipped into a retail depression. Instead of splurging on a new look, she put on her headphones and slowly sauntered home.

Maybe she wasn't cut out to curate a wardrobe from her favorite Instagram styles. Maybe Heather did know something she didn't. She sunk into the couch, fearful that she'd been relegated to a lifetime of meandering checkout processes, or worse, shopping the old-fashioned way.

Page 9: [Click to see the better fate](#)



You chose:
**You agree that Liz is a
savvy social shopper**

“Liz! That’s a sweet look!” shouted Heather as the two got ready to leave for work.

“This old thing? It’s been in my closet forever. I’m glad I rediscovered it,” replied Liz, hoping Heather couldn’t see through her fib.

Heather was green with envy. They were minutes away from missing their bus, but Heather couldn’t help but wonder where Liz had gotten such a clean look—and so quickly. Where had she been shopping?

Liz had done nothing but scoff at Heather’s previous hints that she should shop for herself on Abercrombie & Fitch. There’s no way she had created an account and shared her credit card information.

Would Liz ever come clean to Heather about where she’d gotten such a nice new look? Or, better yet, would she ever ‘fess up to the saucy stain?

Page 10: [Click to read the conclusion of this epic tale](#)

Amazon Pay allows online brands to offer a fast, simple payment solution that hundreds of millions of Amazon customers feel safe and secure using.

By working with Amazon Pay, you not only spare your customers the effort of remembering passwords and re-entering their credit card details, you also secure access to industry-shaping technology from Amazon, including voice-enabled commerce through Amazon Pay for Alexa Skills.

To start the next chapter between Abercrombie & Fitch, Amazon Pay and our mutual customers, we'd like to schedule a digital rendezvous at your earliest convenience.

We'll follow up with you over the next few days, but if there's anything we can clarify in the meantime, please feel free to reach out.

amazon pay

