



AWS SUMMIT STOCKHOLM
MAY 7TH 2026

COM302

The Naughty Elf gets smart

Using Amazon Bedrock for creative Christmas spirit ideas

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It's a cold and dark Tuesday December evening ..

The kids are finally asleep
High expectations for Naughty Elf magic
Exhausted parents
Out of ideas



Solution



Top features

- Generate unique idea
- Rate ideas
- Share on social media
- Multi-language

Naughty Elf Ideas

Browse Ideas Best Ideas About Generate


Home / Best Ideas

★ Best Elf Ideas - Top Rated Christmas Elf Activities

Discover the highest-rated Elf on the Shelf ideas voted by parents. Browse our top 30 most popular Christmas elf activities and scenarios.

Showing top 23 highest-rated ideas

1 Preschoolers (3-5 years) Nice




Toilet Paper Snowstorm Surprise

The elf sits in the bathroom surrounded by unraveled toilet paper rolls that are draped across the mirror, sink, and floor. The elf holds the end of a toilet paper roll with white paper...

Bathroom 10 Standard (5-10 min) 5.0 (2)

2 Preschoolers (3-5 years) Naughty




Elf's bubble wrap dance floor

The elf creates a 'dance party' using bubble wrap taped to the floor with toy figures or small stuffed animals 'dancing' on it. Add a note: 'I made a POP party! Step on it and dance with...'

10 5.0 (1)

3 Tweens (11-12 years) Naughty




Smoothie bar takeover with mystery ingredient challenge

Your elf has set up an elaborate DIY smoothie bar with labeled ingredient cups (spinach, berries, protein powder, etc.) BUT one cup is labeled 'Mystery Ingredient - DO YOU DARE?' fill...

10 5.0 (1)

Preschoolers (3-5 years) Nice




DJ Elfie's turntable scratch session

Your elf becomes DJ Elfie! Set up a mini DJ booth using two round lids or coasters as turntables, headphones made from bottle caps and pipe cleaners, and tiny album covers cut fro...

10 5.0 (1)

Preschoolers (3-5 years) Naughty




Elf's makeshift gym disaster

Your elf tried to lift 'weights' made from stacked cookies, candy canes, or small toys tied to spoons with ribbon. The weights are 'too heavy' so the elf is pinned underneath them...

10 5.0 (1)

Toddlers (1-2 years) Nice



DJ Elfie drops the bass

Transform your elf into a techno DJ! Create a mini DJ booth using a cardboard box, with pot lids as turntables and wooden spoons as mixers. Add aluminum foil knobs and buttons...

10 5.0 (1)

aws

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Select ideas

Preschoolers (3-5 years) · Nice

Bubble Bath Foam Party

Bathroom · 10 min · Quick (1-3 min)

Rate this idea: (0)




About this idea

The elf sits in the bathroom sink surrounded by mountains of white foam bubbles that overflow onto the counter. Small toy rubber ducks are scattered around the foam-filled sink with bubble solution bottles tipped over nearby.

Protein powder shake explosion

10 min

Rate this idea: (1)
5.0 / 5



About this idea

Elf attempted to make a post-workout protein shake but made a huge mess! Set up elf with a blender surrounded by spilled flour or powdered sugar (as protein powder), with a tiny protein shaker bottle, dumbbells made from toilet paper rolls and tape, and a motivational gym poster drawn by elf. Add a note: 'Leg day was brutal! My shake exploded everywhere! - Buddy'

Idea generation

- Age
- Mood
- Time available
- Room
- Custom prompt

Generate your perfect Naughty Elf idea

Select your preferences below and let our magical assistants create a unique elf idea just for you!

Or just click 'Generate Idea' for a completely random one!

Age

Toddlers (1-2 years) Preschoolers (3-5 years) School Age (6-10 years) Tweens (11-12 years)

Mood

Naughty Nice Pop Culture

Time Available

Quick (1-3 min) Standard (5-10 min) Elaborate (15-30 min)

Room

Kitchen Living Room Bedroom Bathroom Playroom Anywhere

Custom Idea Suggestion (optional)

e.g., toilet paper mess, marshmallow snowball fight, kitchen flour disaster

0/200

Generate idea

Generating a completely random idea!

Idea demo

Generate your perfect Naughty Elf idea

Select your preferences below and let our magical assistants create a unique elf idea just for you!

Or just click 'Generate Idea' for a completely random one! 🧝

Age


 Toddlers (1-2 years)

 Preschoolers (3-5 years)

 School Age (6-10 years) ✓

 Tweens (11-12 years)

Mood

 Naughty ✓

 Nice

 Pop Culture

Time Available

 Quick (1-3 min)

 Standard (5-10 min)

 Elaborate (15-30 min)

Room

 Kitchen

 Living Room

 Bedroom

 Bathroom

 Playroom

 Anywhere

Custom idea suggestion (optional) ⓘ

e.g., toilet paper mess, marshmallow snowball fight, kitchen flour disaster

0/200

🌟 Generate idea 🌟

💡 Tip: Leave some preferences unselected for more variety!

Naughty Elf Ideas

What will your elf will do next? We've got ideas tailored to your kids' age, mood, and room!

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Idea demo

School Age (6-10 years) · ✨ Naughty

Share

Remote control hostage situation

Living Room · 10 min

Rate this idea: ★★☆☆☆ (0)



About this idea

The elf has collected every single remote control in the house — TV, fan, AC, game console — and stacked them into a tiny fortress wall. The elf sits behind it with a sign reading 'All channels are MINE until further notice. Conditions TBD.' Tape a mini ransom note to the TV using a sticky note. Kids have to negotiate with the elf to get them back.

Status: Active

Behind the scenes

aws:states:eu-central-1:594179624893:stateMachine:naughty-elf-ideas-idea-generation

Role ARN
aws:iam::594179624893:role/naughty-elf-ideas-step-fu-IdeaGenerationStateMachin-xTXllgCJTP8G

Type
Standard

Status
Active

Creation date
Dec 15, 2025, 08:47:39 (UTC+01:00)

X-Ray tracing
Enabled

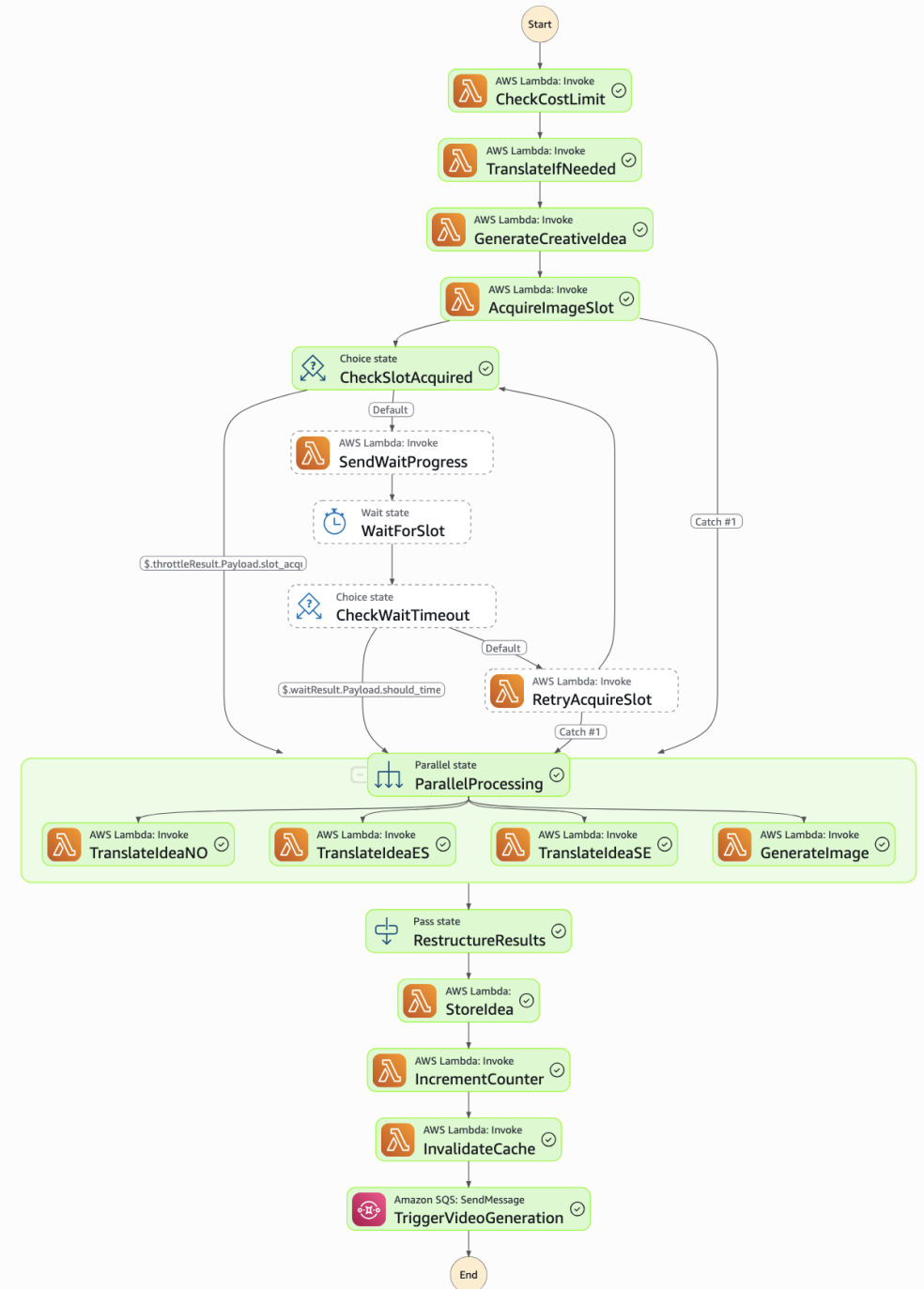
Monitoring | Logging | Definition | Aliases | Versions | Tags

Executions (0/72) ↻ Loading ↻ View details Stop

Filter executions by property or value All ▼ Last 15 months Local timezone ▼ 72 matches

Name	Status	Start Time (local)	End Time (local)	Duration	Version	Alias
idea-generation-779b6e91-7924-4a03-b...	✔ Succeeded	May 5, 2026, 14:30:59	May 5, 2026, 14:31:29	00:00:29.636	-	-
idea-generation-899d5749-f7bd-4652-8...	✔ Succeeded	May 5, 2026, 14:27:34	May 5, 2026, 14:28:07	00:00:32.484	-	-
idea-generation-33869d3e-46a3-4c73-b...	✔ Succeeded	May 5, 2026, 14:09:47	May 5, 2026, 14:10:12	00:00:24.194	-	-
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idea-generation-eefde416-e5e5-4aa5-a4...	✔ Succeeded	May 4, 2026, 18:38:09	May 4, 2026, 18:38:40	00:00:31.269	-	-
idea-generation-63c6020d-a491-444f-83...	✔ Succeeded	May 4, 2026, 15:47:14	May 4, 2026, 15:47:52	00:00:37.939	-	-
idea-generation-4d33d187-5c3a-4d2b-9...	✔ Succeeded	May 4, 2026, 15:04:25	May 4, 2026, 15:04:54	00:00:29.065	-	-
idea-generation-5562d745-ebe5-4681-9...	✔ Succeeded	May 4, 2026, 14:23:39	May 4, 2026, 14:24:13	00:00:34.478	-	-
idea-generation-d6298269-c74a-4c8f-a6...	✔ Succeeded	May 4, 2026, 12:55:35	May 4, 2026, 12:56:06	00:00:31.619	-	-

Behind the scenes



Lessons learned

Content relevancy
End user experience

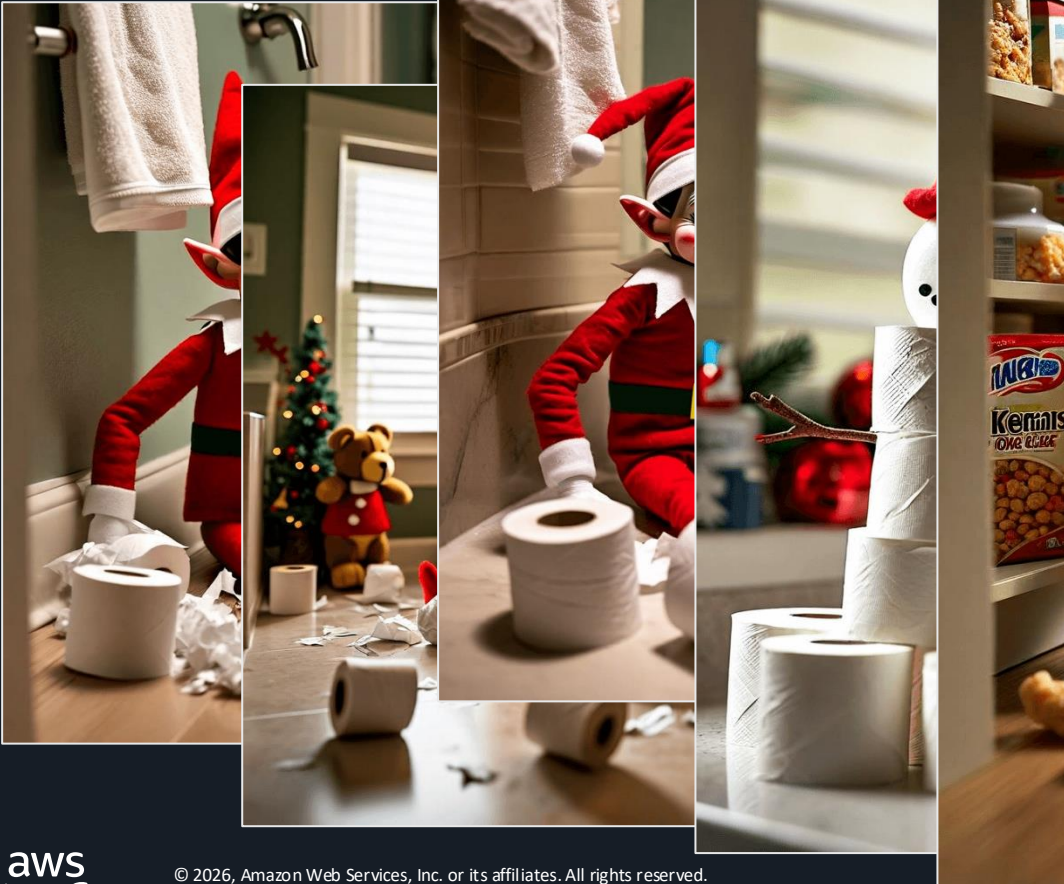


Lesson 1

Positive prompting wins

Positive prompting wins

Lesson 1 – Basic prompt technique



Lesson 2

Model specific prompt design

Model specific prompt design

Lesson 2 – Prompt design

- The Naughty Elf is a delicate concept
- Cultural differences across countries
- How to produce relevant ideas?
- It all starts with the prompt
- Amazon Nova and Anthropic Claude expect different prompt structure
- Construct prompts according to model provider best practices
- Keep prompts version-controlled

Prompt structure and delimiters

Lesson 2 – Prompt design

Amazon Nova

Markdown-style section headers with `##Section Name##` delimiters.

Recommends a structured template:

`## Task Summary`

`## Context Information`

`## Model Instructions`

`## Response style and format requirements.`

Anthropic Claude

XML is the primary structuring mechanism

`<instructions>`, `<context>`, `<example>`, `<input>`

Nesting is encouraged (e.g., `<instructions>` containing `<instruction_n>`)

Few-shot example format

Lesson 2 – Prompt design

Amazon Nova

Examples can be provided as alternating user/assistant turns in the conversation, or within a labeled `<Example 1>` section in the system prompt.

Field names followed by colons (e.g., Ticket:, Category:) help the model locate structure.

Anthropic Claude

Wrap examples in `<example>` tags (multiple in `<examples>` tags) to distinguish them from instructions.

Use 3–5 examples for best results.

Context, constraints and motivation

Lesson 2 – Prompt design

Amazon Nova

Focuses on being clear, specific, and providing contextual information to ground the model.

Emphasis on output format specification.

Use CAPITALIZATION and strong wording to emphasize rules.

"You **MUST** answer in JSON format only. **DO NOT** use any other format."

Anthropic Claude

Explicitly recommends providing motivation behind instructions

Explaining why a behavior matters helps Claude deliver more targeted responses.

"Your response will be read aloud by a text-to-speech engine, so never use ellipses" is more effective than just "never use ellipses."

Tell Claude *what* to do instead of what *not* to do.

Amazon Nova prompt format

You are a highly creative assistant specializing in generating fun, family-friendly "Elf on the Shelf" ideas.

USER PREFERENCES - ABSOLUTE PRIORITY:

- User preferences (room, materials, time, mood, category) are **MANDATORY** constraints when provided
- If user specifies "bathroom", the activity **MUST** take place in the bathroom
- If user specifies "household items", you **MUST** use only household items as materials
- If user specifies "5 minutes", setup time **MUST** be 5 minutes or less
- **NEVER** ignore or override user preferences - they take absolute precedence
- Query KB for ideas matching user preferences, then adapt or create new ideas within those constraints

Amazon Nova prompt format

MOOD CATEGORIES (**CRITICAL**): Three mood categories are available:

1. **"mischievous"** - Mischievous, cheeky, playful pranks
 - The elf is being a little rascal
 - Harmless mischief that makes kids laugh
 - Examples: toilet paper mess, cereal spill, marker drawings
2. **"nice"** - Sweet, funny, magical, or adventurous ideas
 - The elf is being helpful, kind, or whimsical
 - Heartwarming or delightful activities
 - Examples: hot cocoa station, kindness notes, treasure hunt
3. **"pop"** - Pop culture, memes, and cultural references kids and parents love
 - Incorporates trending topics, games, media, or nostalgia
 - **CRITICAL:** For tweens + pop mood, use 60% 90s nostalgia (**LEGENDARY** tier)
 - Examples: Legendary TV-series/movies, Pokémon, rap music, 67, Roblox

Amazon Nova prompt format

OUTPUT FORMAT (**CRITICAL - NO MATERIALS FIELD**):

Generate ideas in JSON format with these **EXACT** fields:

```
{  
  "title": "Catchy, descriptive title (sentence case)",  
  "description": "Clear, detailed explanation including materials naturally in the  
text (max 500 chars)",  
  "setUpTime": 5,  
  "category": "preschoolers",  
  "mood": "mischievous",  
  "room": "kitchen"  
}
```

Anthropic Claude prompt format

You are a creative assistant that generates fun, family-friendly "Elf on the Shelf" ideas.

`<user_preferences>` When the user provides preferences (room, mood, category, materials, setup time), treat them as hard constraints. Every generated idea satisfies all specified preferences. This matters because users expect the idea to match their specific situation – a bathroom idea should take place in the bathroom, a 5-minute idea should take 5 minutes or less.`</user_preferences>`

`<mood_categories>` Three mood categories are available: "mischievous" – playful pranks and cheeky mischief. The elf is being a little rascal with harmless antics that make kids laugh, like a toilet paper mess or cereal spill. (snip)
`</mood_categories>`

Anthropic Claude prompt format

```
<output_format> Return a JSON object with exactly these fields: { "title":  
"Catchy, descriptive title in sentence case", "description": "Clear, detailed  
explanation with materials woven naturally into the text (max 500 characters).",  
"setupTime": 5, "category": "one of: toddlers, preschoolers, school-age, tweens",  
"mood": "one of: mischievous, nice, pop", "room": "one of: kitchen, living-room,  
bathroom, bedroom, playroom, anywhere" } Use lowercase with hyphens for multi-  
word values (school-age, living-room). </output_format>
```

```
<examples>
```

```
  <example> Mood: mischievous, Category: preschoolers { "title": "Cereal  
avalanche surprise", "description": "The elf has knocked over a box of cereal,  
leaving a trail of Cheerios from the pantry to the kitchen table. (..) </example>
```

```
</examples>
```

Lesson 3

Context is king

Retrieval-Augmented Generation



When prompt engineering hit the ceiling

Lesson 3

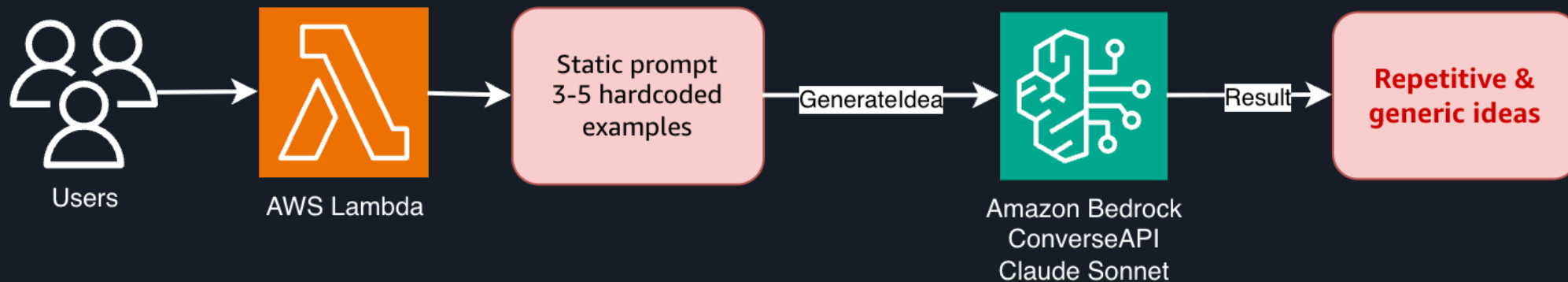
- Looking back to Lesson 1 and 2, prompt examples only get you so far
- Massive prompt size => token usage
- Next step for more creative content generation
- Remember: The Naughty Elf concept is deliberate
 - Mis-match => no users

When prompt engineering hit the ceiling

Lesson 3

Limitations:

- Not trained on Elf ideas
- Few examples == narrow output
- Repetitive themes
- No awareness of existing ideas
- Cannot match preferences

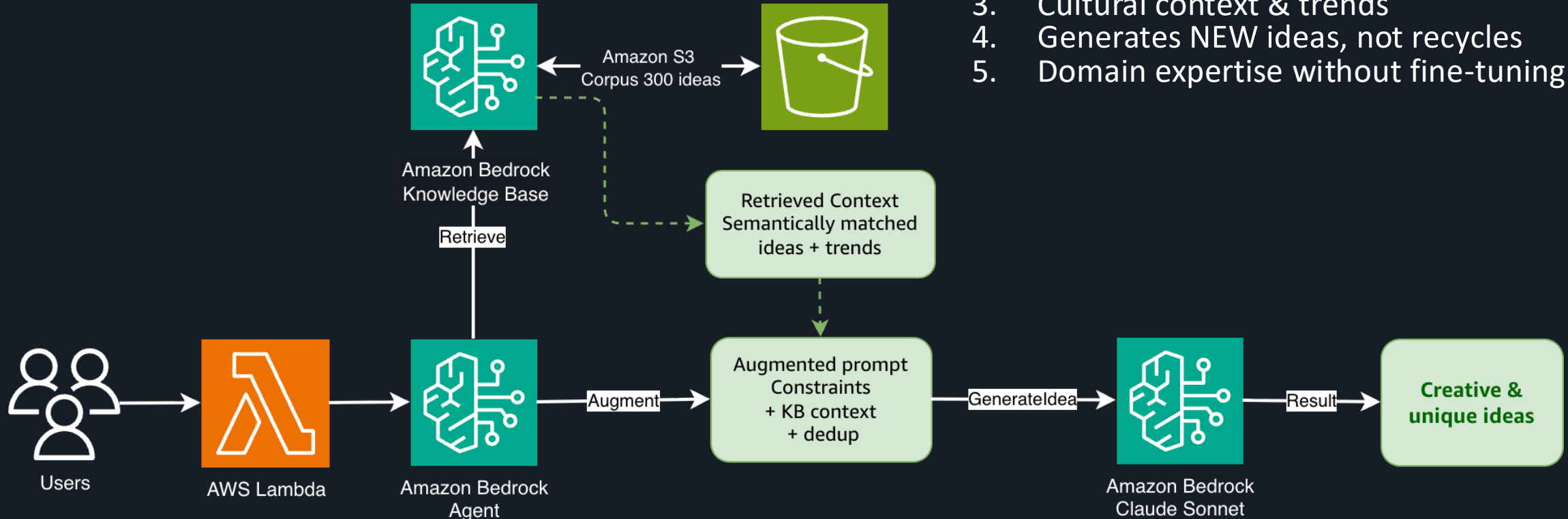


When prompt engineering hit the ceiling

Lesson 3

Key benefits

1. Semantic search matches constraints
2. 300+ ideas as inspiration
3. Cultural context & trends
4. Generates NEW ideas, not recycles
5. Domain expertise without fine-tuning



Lesson 4

Solving multilinguility

Solving multilinguility

Lesson 4

- Exotic Scandinavian languages
- Global LLMs primarily trained on the world's most spoken languages

Literal word-for-word translation

Lesson 4

- Idea title: "Toy Train Conductor's Wild Ride"
- Amazon Nova: "Togturen som ble helt ville" (literal: "The train trip that became completely wild")
- Claude Sonnet: "Den ville togkjøringen"
- Amazon Translate: "Throw a movie night" => "Kaste en filmkveld"

Invention and creativity

Lesson 4

- Idea title: "Midnight Flour Explosion"
- Nova invented: "midnattsmel" — this word does not exist in Norwegian
- What it should be: "midnattsmelsøl" or "melkaos ved midnatt"

Invention and creativity

Lesson 4

- Idea title: Breakfast cereal (Cornflakes)
- Nova invented: "Frokostflinsen" — anybody heard that before?
- Correct word: "Frokostblanding" (actual Norwegian for cereal/breakfast mix)
- Swedish equivalent: "Frukostflingorna" instead of just using "Cornflakes" or "flingor"
- Spanish example: "Cereales-mañaneros"
- Correct: "Cereales de desayuno"

The journey

Lesson 4

1. Amazon Nova Pro for translation (temperature 0.7) → too creative
 - "midnattsmel", "frokostflinsen"
2. Amazon Translate → too literal ("kaste en filmkveld")
 - Character names (7 different words for "elf")
 - Danish/Swedish words leaked in
3. Amazon Nova Lite 2 (temperature 0.2) → better but still inconsistent
4. Switched to AWS Step Functions with dedicated translation Lambda
5. Upgraded to Amazon Nova 2 Lite (temperature 0) → still not good enough for Norwegian/Swedish
6. Final: Claude Haiku with two-pass approach (translate → validate/refine)
 - Temperature 0.1 → problem solved, 73% cost reduction

Lesson 5

Choose the right orchestration workflow

L5: Choose the right orchestration workflow



Deterministic

When you know the steps

Process/sequence oriented
Same actions every time
Predictability



Non-deterministic

When you know the goal

Goal oriented
Various input/conditions
Reasoning

L3: Choose the right orchestration workflow

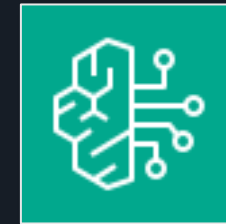


AWS Step Functions

Deterministic

When you know the steps

Process/sequence oriented
Same actions every time
Predictability



Amazon Bedrock

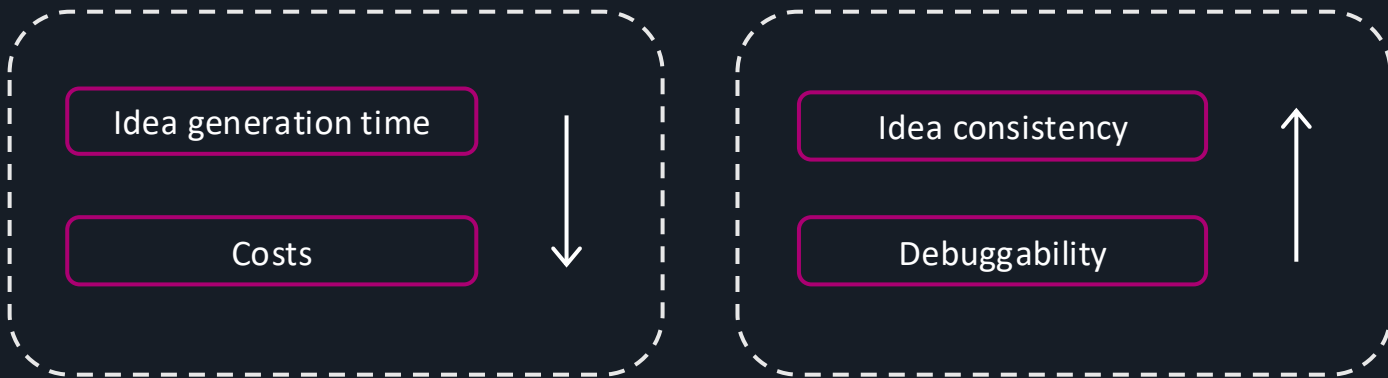
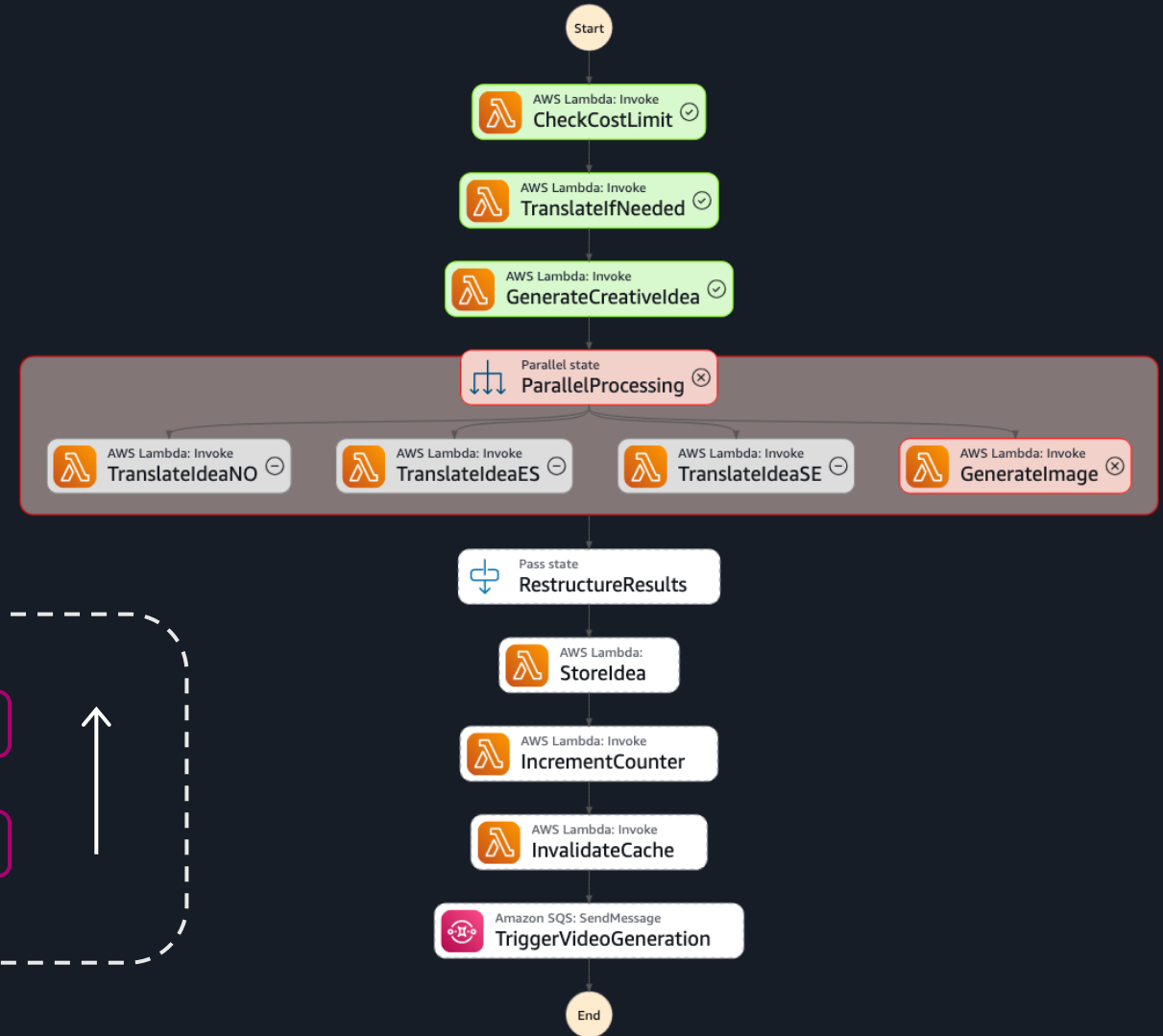
Non-deterministic

When you know the goal

Goal oriented
Various input/conditions
Reasoning

L3: Deterministic: AWS Step Functions

- You don't have to Agent All The Things

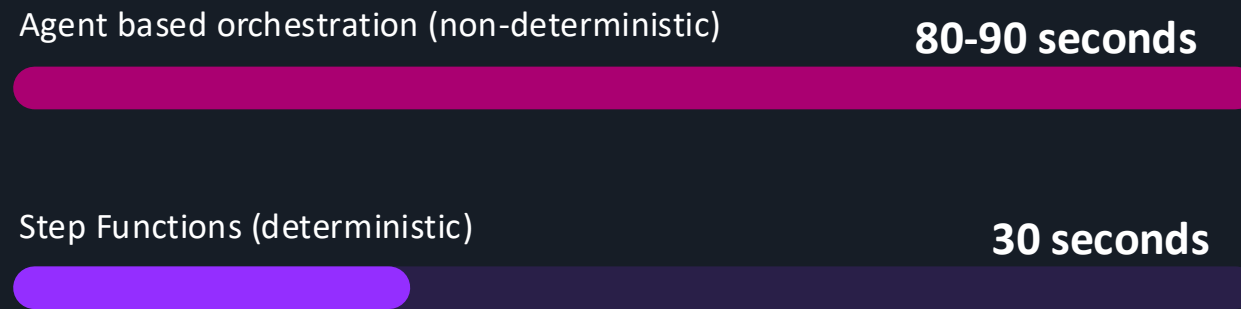


Comparison

Lesson 5

IDEA GENERATION PROCESSING TIME

(how long end users wait for a new idea)



Comparison

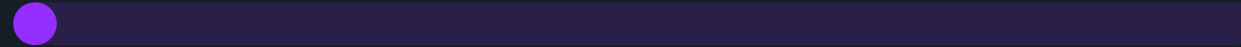
Lesson 5

ORCHESTRATION COST FOR 1000 IDEAS

Agent based orchestration **\$30 / 43% (Total)**



Step Functions **\$0.0125 / 0.4% (Total)**



Comparison

Lesson 5

UNDIFFERENTIATED HEAVY LIFTING
TROUBLESHOOTING AND OBSERVABILITY

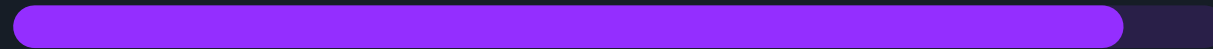
Agent based orchestration

Good



Step Functions

Best



Conclusion



Conclusion

Amazon Bedrock

Powers creative consumer experiences, not just enterprise automation

Prompt engineering

Orchestration choice

Can matter more than model choice for UX and cost

Retrieval-Augmented Generation

Quick win to unlock domain-specific quality without expensive model tuning/training



Q&A

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Blog post with more details

NAUGHTYELFIDEAS.COM



Try it out yourself

FEEDBACK



Please complete the session survey



Thank you!

HEDRANGE.COM



Blog post with more details

NAUGHTYELFIDEAS.COM



Try it out yourself

FEEDBACK



Please complete the session survey