

Skill Launch: June 2018

Case Study: April 2020
(updated)



HBO

Westworld: The Maze

In partnership with 360i

HBO |

360i

Case Study – HBO

Challenge

Leading into the Season 2 finale of *Westworld*, HBO wanted to build excitement and sustain fan engagement to drive continued affinity for the show.

Opportunity

Fans appreciated the rich layers of world-building on screen. Voice had the potential to take them deeper than ever before.

HBO therefore partnered with 360i to create an immersive version of the show's reality that would allow fans to actively engage with the Westworld universe.



Case Study – HBO

Solution

HBO turned to a medium that combines the oldest form of storytelling with the newest technology: voice. *Westworld: The Maze* is a voice game on Alexa-enabled devices that allows fans to navigate the show's world right from their couches. The skill is truly immersive – breaking boundaries as Westworld fans would expect.

As an exciting feat, HBO brought its unique brand of storytelling and dedication to craft to a platform that relies entirely on audio – and its fans' imaginations. The final product presents fans with over two hours of unique gameplay spanning 11,000 lines of script, each with custom-built sound design. The experience was created in conjunction with the show's producers and sound design team, 360i and conversation design studio, Xandra.

Throughout the skill's 400 potential choices, fans encounter and interact with the voice talents of 36 different actors, cast specifically for their roles in the skill, including show talent Jeffrey Wright and Angela Sarafyan.



WESTWORLD
THE MAZE
1 GAME. 60 PATHS TO CONSCIOUSNESS.
PLAY NOW ON AMAZON ALEXA.

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Go-To-Market Approach

To tease the upcoming skill, Westworld released a mysterious asset on social that hinted at something big coming the following day. This built excitement from the highly active fan base and drove speculation around the forthcoming experience.

Then, to announce the launch, HBO and Westworld released a *Westworld: The Maze* game trailer and a flurry of social content to drive conversation and amplify engagement with the skill through the release period.

Within the skill itself, custom interactions were created for key members of the press to encourage coverage.



Case Study Video



Trouble viewing the video? Paste this link into your browser.

<https://youtu.be/TjtEmlyiG8E>

Results

14
minutes

Average amount of
time fans engage
with the skill

Source: *Amazon Analytics*

60+
awards

2019 Radio & Audio Cannes
Lions Grand Prix winner, and
additional honors from top
tier award shows

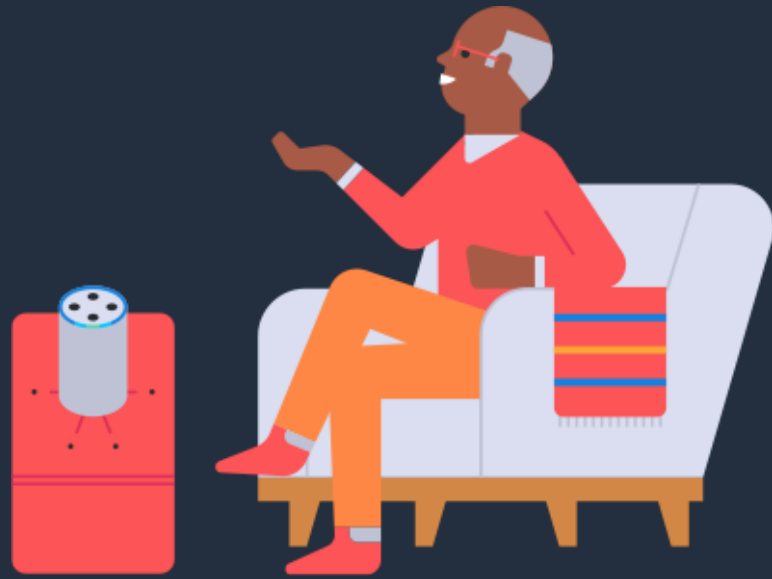
Source: *360i, Amazon*

500+ MM
earned
media
impressions

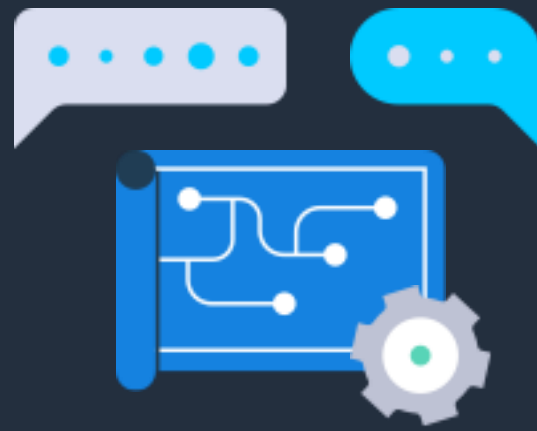
Across 100+ pieces
of coverage

Source: *360i*

HBO's Learnings



Users like actively engaging with characters and worlds as much as they enjoy watching them on screen.



Use the voice-first medium to explore the possibilities of custom audio design.



For press coverage and discoverability amplification, embedding marketing efforts directly into skill experiences can pay dividends.