Westworld: The Maze

In partnership with 360i
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.
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.
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.

**Key Media Coverage:**

- Wired
- The Verge
- Fortune
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.