

**Skill Launch: November 2017**

**Case Study: October 2018**



# Destiny 2

*Destiny 2 Ghost*

Powered by AKQA

# Case Study – Destiny 2

## Problem

Games used to be simple. But games have changed. Multiple worlds. Thousands of characters. That's the story of Destiny 2. The story was so expansive, you needed a guide. Enter "Ghost," the in-game companion.

Ghost was helpful, but more was needed to make this massive universe accessible for new fans.

AKQA and Activision teamed up to tackle this challenge and take the gaming experience to the next level.

## Opportunity

What if Ghost was able to be even more assistive inside the game, while living outside it? This idea, paired with the interface of voice activation using Alexa, was a potent combination to unlock new potential in the gaming companion.

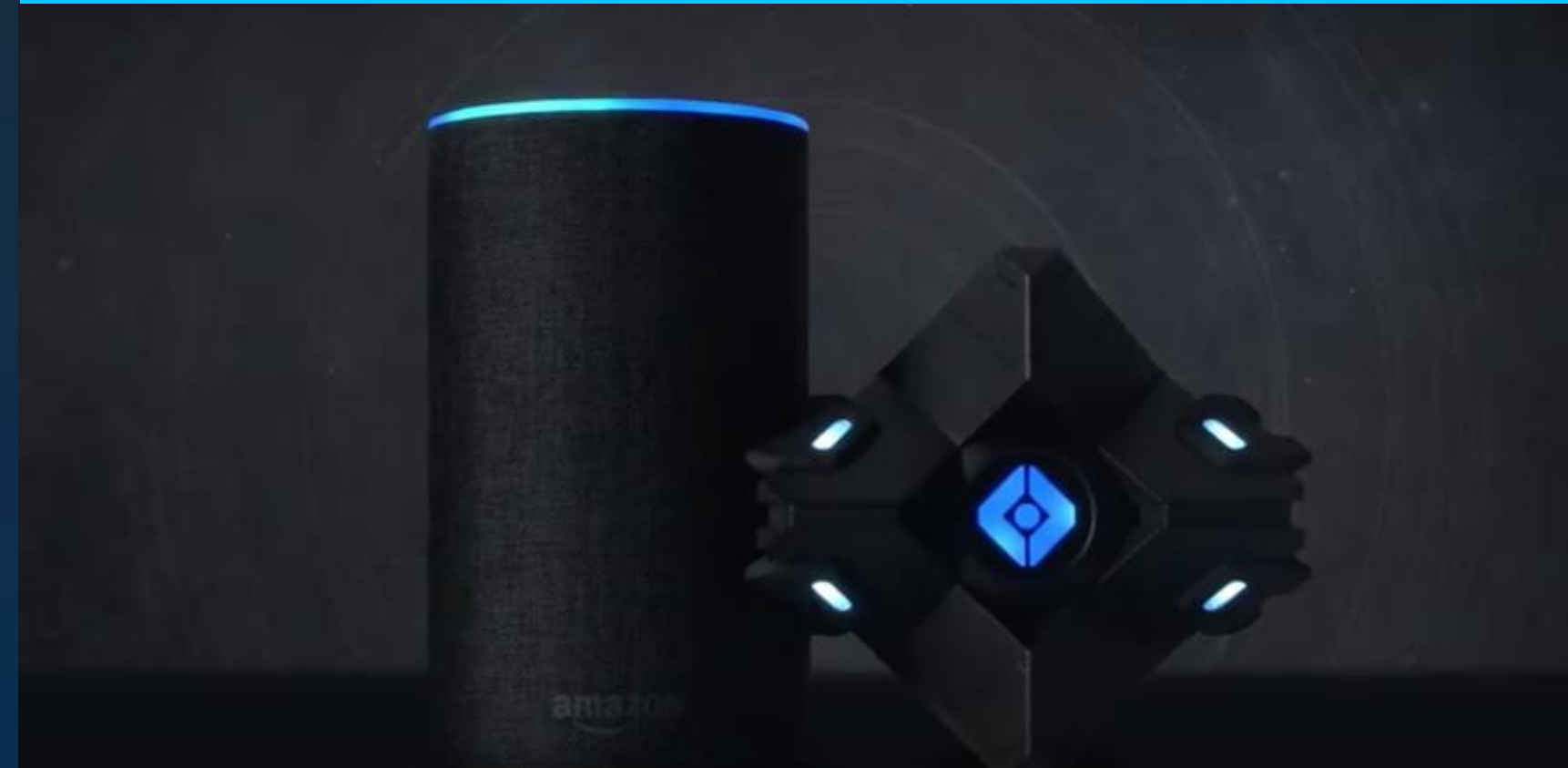


# Case Study – Destiny 2

## Solution

Ghost comes to life in a gamer's own home as an Alexa skill and limited edition physical product. By pulling actual character data from Bungie's game servers, the skill's AI provides completely custom advice, generating millions of possible variations for what to do next based on previous gameplay. Voiced by the in-game actor, the skill can change what's happening in the game in real time - enabling players to manage their weapons and armor, learn more about the virtual world of Destiny 2, even send friends messages to come online and play.

One of the most immersive gaming companions ever made, Ghost on Alexa puts gaming at the center of the smart home, helping fans build a personal connection to the game while simplifying their gaming experience. It also pushed the limits of what's possible with Amazon Echo – connecting voice-activated commands seamlessly with the billion-dollar gaming industry.



# Go-To-Market

## Go-To-Market Approach

Activision, the gaming company behind *Destiny 2*, coordinated a launch PR campaign coinciding with Amazon's annual re:Invent conference. This included a launch video and destination website, supported by TV spots, email marketing, a co-branded game page on Amazon.com and Alexa in-app promotion.

Gaming influencers also received complimentary copies of the limited edition hardware to test, review and share with their fans and followers.

echo Amazon Alexa Moments: Little Help (Amazon Echo Commercial with Destiny 2)

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MORE VIDEOS

0:05 / 0:15

TIME

ENTERTAINMENT • VIDEO GAMES

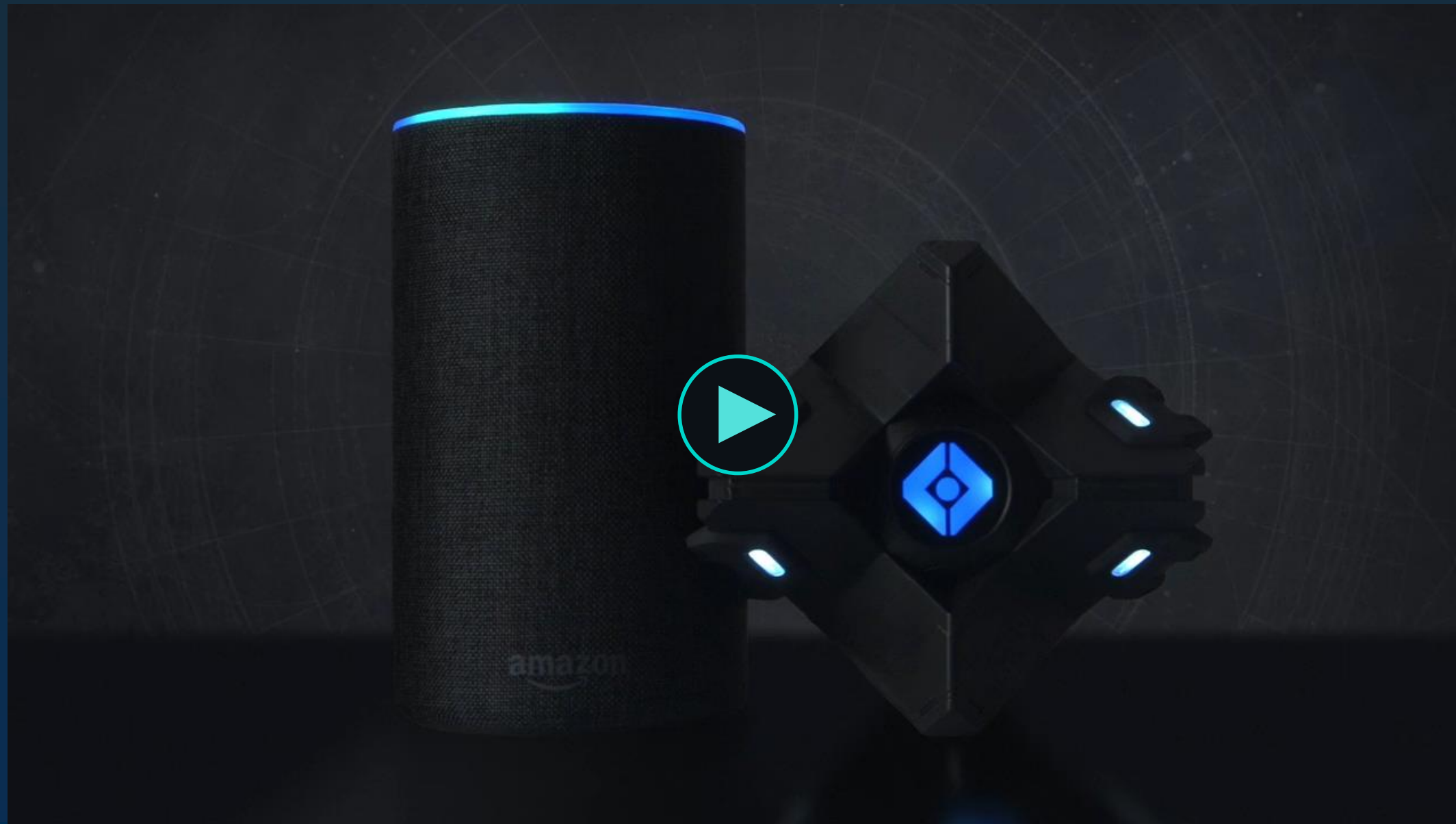
## 'Destiny 2' Is Adding An Interesting Perk for Amazon Echo Users



By **LISA EADICICCO** November 30, 2017

Voice assistants like Amazon's Alexa have always **invited comparisons** to robotic companions and artificially intelligent helpers from science fiction. Perhaps then it comes as no surprise that video game makers are seeing an opportunity in Alexa — specifically when it comes to *Destiny 2*.

# Case Study Video



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

<https://youtu.be/MLmkfQwgNoY>

# Results\*

#1

Gaming skill  
on Alexa\*

Source: AKQA

1M+

Voice commands  
given so far

Source: AKQA

400M+

Impressions, with  
coverage in The  
Verge, Rolling  
Stone and more

Source: AKQA

Winner

Cannes Silver Lion,  
Digital Craft Lions –  
Innovative Use of  
Technology

Source: Cannes Lions

\*At time of Case Study Launch

# Destiny 2's Learnings



Alexa can be as powerful an assistant in virtual environments as in the real world.



As a hands-free interface, voice control adds a new dimension to immersive screen-based experiences like console gaming.



Alexa can be seamlessly integrated into games and other digital experiences without having been part of the original design.