

**Skill Launch: December 2018**

**Case Study: April 2020**



# Disney Music Group

*Disney Hits Challenge*

Powered by Creativity, Inc



# Case Study – Disney Music Group

## Problem

As music listening habits evolve, revenues have moved away from physical album sales to paid downloads and streaming music services. In the face of digital disruption from these new monetization patterns, record labels must find alternative ways to build and engage audiences, stay relevant, and drive sales

## Opportunity

With the growing presence of smart-speakers in US households, voice experiences have contributed to more audio consumption in the home, presenting an opportunity to build audiences and drive engagement for brands. Disney Music Group was encouraged to test how Amazon Alexa can increase usage for their curated playlists like Disney Hits on music streaming services





# Case Study – Disney Music Group

## Solution

The Disney Hits Challenge skill offers a new way for families to engage with Disney's music library and discover the Disney Hits playlist on streaming music platforms. Players hear song clips from Disney's classic library and the latest theatrical releases then answer trivia questions that test their knowledge of the titles, characters, and lyrics from Disney's most popular songs.

The game is played over four rounds, with each successful round earning you a star point and a fun fact about the world of Disney to deepen engagement with its characters, movies, parks, and Walt Disney himself. Leaderboards encourage repeat engagement with friends and family as you determine who is the biggest Disney fan of all.

At the conclusion of the four rounds of gameplay, players hear their score and then receive the option to either open the Disney Hits Playlist on their music streaming service of choice or to play another game

Disney



**Do you know your Disney Hits?**

*“Alexa, open  
Disney Hits Challenge”*

**TEST YOUR KNOWLEDGE OF TITLES, CHARACTERS, AND  
LYRICS FROM DISNEY'S MOST POPULAR SONGS!**

[TRY IT OUT!](#)

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Developed in partnership with





# Go-To-Market

## Go-To-Market Approach

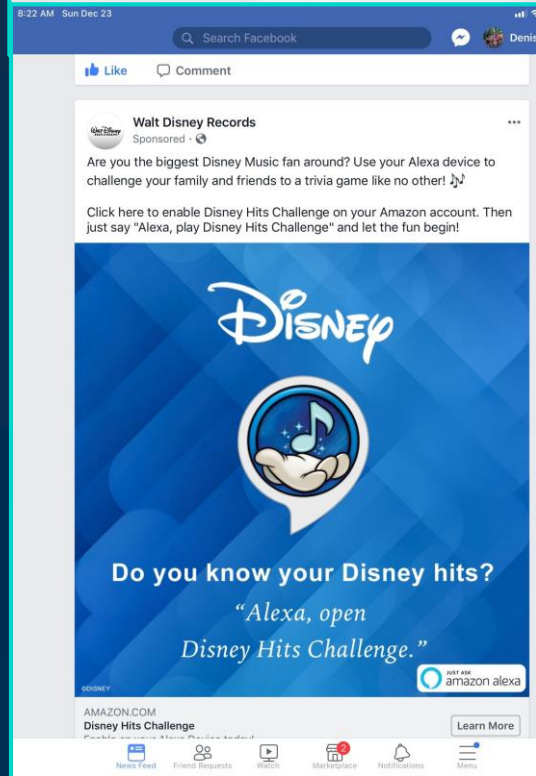
The Disney Hits Challenge was supported by a digital campaign across Disney's owned channels, including DTC emails, social media, and live event activations. A trailer explaining the gameplay went live on YouTube and across socials.

After noting the skill's great engagement, Amazon featured it in their weekly What's New With Alexa emails and on the Alexa Skill store.

The skill also featured limited-time celebrity host takeovers during the theatrical windows for Disney's Aladdin and The Lion King, during which unique influencer campaigns were activated, including a red carpet trivia game on the movie premiere night of Disney's Aladdin.

# ALEXA, OPEN

# Disney HITS CHALLENGE



amazonecho

**Happy Ugly Christmas Sweater Day!**  
Just ask, "Alexa, how ugly is your Christmas sweater?"

### THINGS TO TRY

- "Alexa, play Beats 1 Radio on Apple Music."  
*Now you can stream Apple Music on compatible Echo devices. Just enable the [Apple Music Skill](#) and link your account. Active Apple Music subscription required.*
- "Alexa, when is Boxing Day?"
- "Alexa, where is Santa?"
- "Alexa, read *The Night Before Christmas* by Rascal Flatts."  
*Audible invites you to celebrate the season with this free, special performance of the [holiday classic](#) read by Rascal Flatts for the patients at Monroe Carell Jr. Children's Hospital at Vanderbilt.*
- "Alexa, open Disney Hits Challenge."
- "Alexa, who's in second in the NBA Western Conference?"
- "Alexa, what's your favorite game?"
- "Alexa, arm my security system."

# Case Study Video

**ALEXA, OPEN**

**DISNEY HITS  
CHALLENGE**



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

<https://youtu.be/Df1GKkEKT28>

# Results

+500K

Unique Plays

Source: *Disney Music Group*

15%

Users Ask to hear the  
Disney Hits Playlist

Source: *Disney Music Group*

4.3★

Rating after 1,350+  
reviews on the  
Amazon Alexa Store  
since launch

Source: *Disney Music Group*

+20K

Power Users with  
more than 10+ Stars  
collected in-game

Source: *Disney Music Group*



# Disney's Learnings



Games that bring the family together are fun for everyone! Users love that the trivia is based on a mix of classic favorites and today's hits so people of all ages can play together



Rich audio content creates surprise and delight, from song clips to hearing kudos from your favorite characters like Mickey Mouse and Goofy



Updating in-game content, such as celebrity host takeovers and adding new questions or features, drives repeat engagement and creates new marketing moments