Disney Music Group

Disney Hits Challenge

Powered by Creativity, Inc
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.
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.
Case Study Video

Trouble viewing the video? Paste this link into your browser.
https://youtu.be/DflGKkEKT28
Results

- +500K Unique Plays
- 15% Users Ask to hear the Disney Hits Playlist
- 4.3★ Rating after 1,350+ reviews on the Amazon Alexa Store since launch
- +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.