

Skill Launch: December 2019

Case Study: April 2020



Starfinder

Paizo Inc.

Powered by Digitas



Case Study – Starfinder on Alexa

Problem

As adoption of Alexa-enabled devices grows throughout the world, the desire to have access to voice experiences beyond first-party utilities like weather, smart home and setting timers has increased

Customers are craving more complex and unique experiences that can entertain in a new and exciting way.

Opportunity

Paizo Inc. recognized an opportunity to combine the interactivity of tabletop roleplaying games with their engaging science fantasy universe of Starfinder.



Case Study – Starfinder on Alexa

Solution

Paizo Inc. introduces Starfinder, a single-player, voice-enabled action role playing game based on the popular tabletop game.

Players begin by saying “Alexa, play Starfinder” to start the game session.

From there, players navigate the game with their playable character by making quick, voice-based, decisions. Your choices determine the interactive path the game will take taking you through challenges, battles and puzzles along the way.

Featuring an immersive soundscape and voice talent, Starfinder sets a new bar for interactive story-telling.



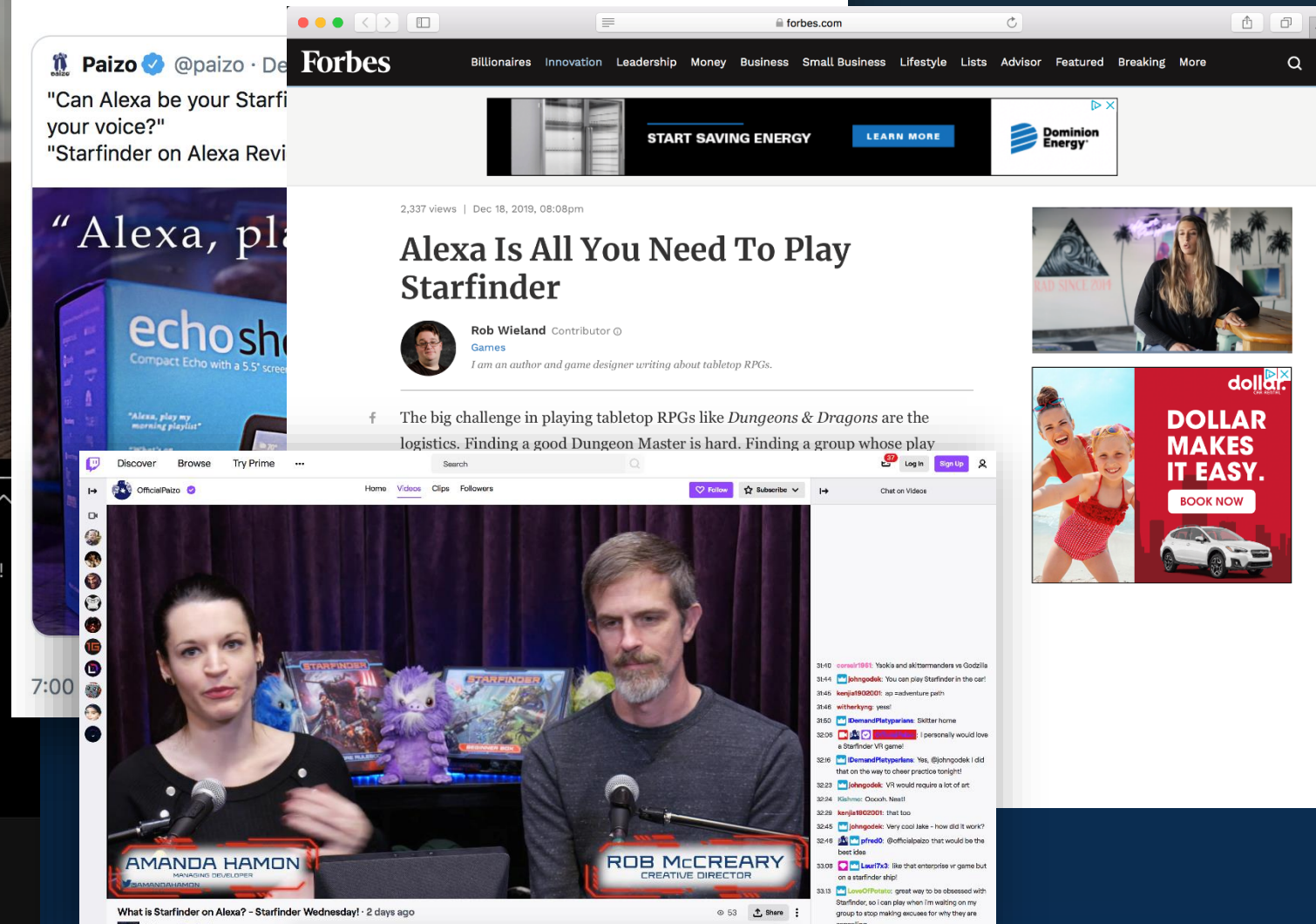
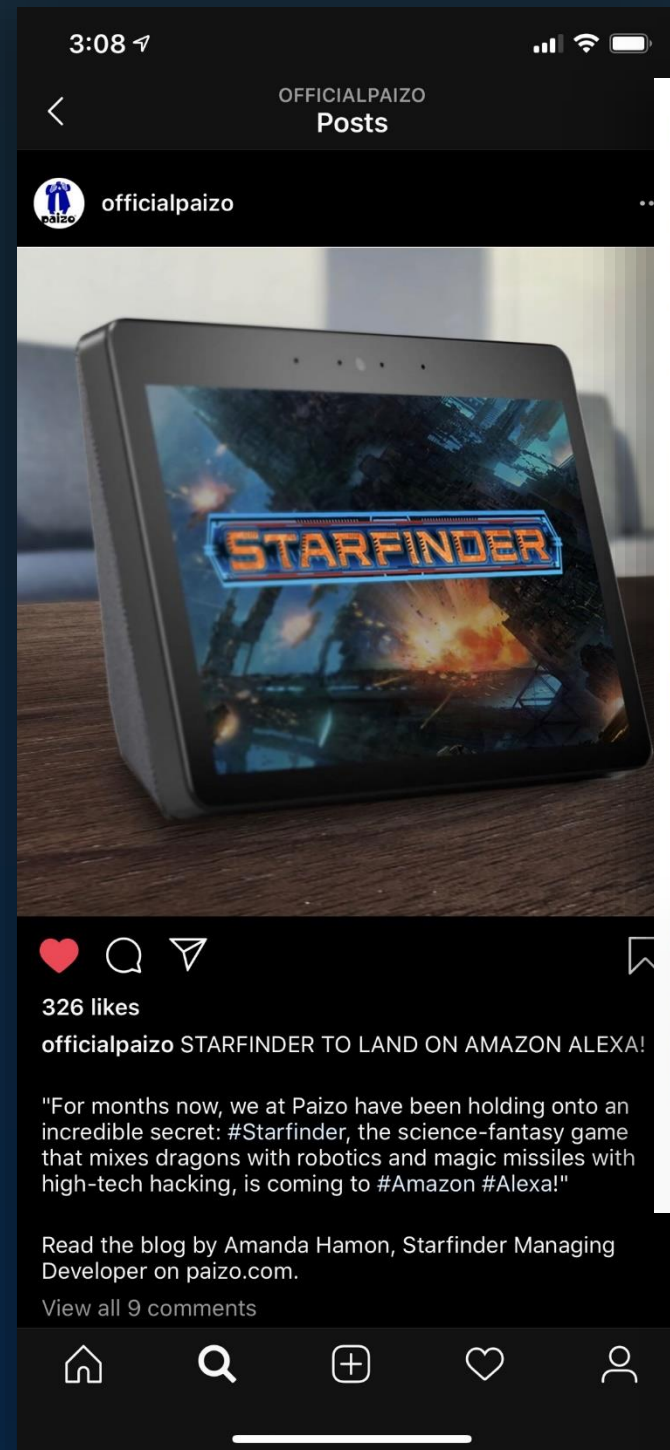
Go-To-Market

Go-To-Market Approach

Launch a cryptic teaser campaign to whip the audience into a frenzy to solve the mystery box puzzle via Paizo's social media channels on Instagram, Twitter, Facebook and Reddit.

Spread the word across multiple channels as well as through a PR campaign, picked up by publishers such as Forbes.

Amplify positive sentiment from hard-core fans to draw in a larger audience through earned media opportunities in the Technology and Gaming communities.



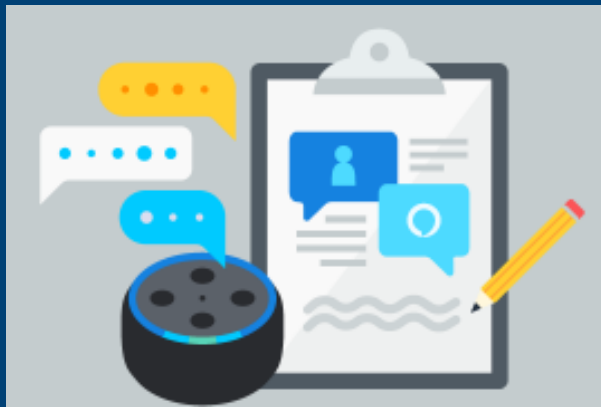
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SKILL RATING ON ALEXA STORE

Starfinder's Learnings

When designing long-form skills, Digitas found the following to be central to the success of the skill:



- **Simplicity:** as much as possible, the player experience must be frustration free. Players who encounter gameplay errors churn at a rate 15% higher than those who do not. Starfinder achieved this through frequent playtesting and thorough QA testing.



- **Connection:** players must care what happens to their character. Connected players are more engaged and more likely to come back regularly. Starfinder builds emotional connection through professional voice actors.



- **Immersion:** the players must *feel* like they are there, and that feeling is created in Starfinder through high-quality sound design.

Starfinder's Learnings – Use Cases

- Players treat Starfinder as ambient entertainment. They report it is most delightful to play in situations not requiring their full attention, like meal preparation.
- When making the decision to play, customers are evaluating Starfinder against radio, podcasts, audiobooks and music. Players report the interactivity and high-production quality of Starfinder as why they choose it over competing entertainment offerings.

★★★★★ 5 Stars Found

Reviewed in the United States on January 16, 2020

Great game to kill some time with. played it on my morning commute and got hooked, cant wait for more episodes to come out!