

**Skill Launch: February 2018**

**Case Study: October 2018**



# Oral-B & Crest Kids

*Chompers*

Powered by Gimlet

# Case Study – Chompers

## Problem

Kids are easily distracted, and getting kids to brush their teeth can be more like pulling teeth. Only 47% of parents succeed in the morning, and 69% at night. Ignoring brushing has real consequences. Tooth decay has become the most common chronic disease among children. Oral-B and Crest Kids were looking to find a new way to get kids brushing again.

## Opportunity

Thinking through potential voice-first approaches to this challenge demanded playing devil's advocate. Would kids really engage with content without a screen? How many voice-enabled devices were there in bathrooms? Could a podcast-style format work for this audience?

Success would rest on finding the right concept and content, tapping into the growing reach of the medium and the rapid shifts in behavior its driving.



# Case Study – Chompers

## Solution

Chompers is a twice daily audio show that combines healthy brushing tips and curiosity-inspiring content that keeps kids engaged while they build better brushing habits. Each episode runs for at least two minutes, the exact time dentists recommend for healthy brushing. Stories, riddles and facts keep kids entertained so they brush more regularly, and tie together morning and evening occasions. For example: “Which of these animals has the most teeth? [Multiple choice] ... We’ll tell you tonight when you return for more Chompers!”

New content every morning and night drove a behavioral shift for Chompers listeners, boosting brushing rates by making brushing more enjoyable.

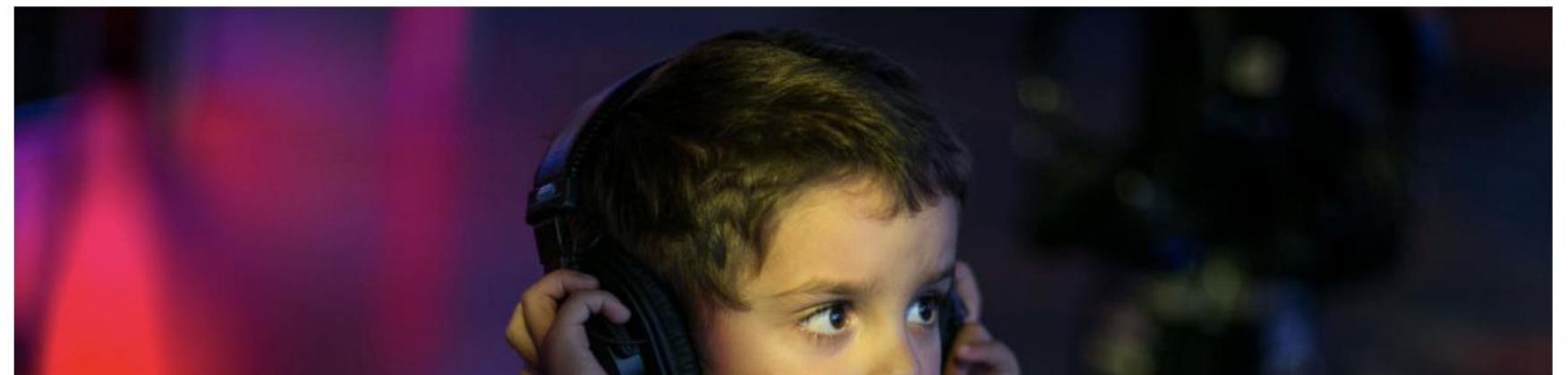
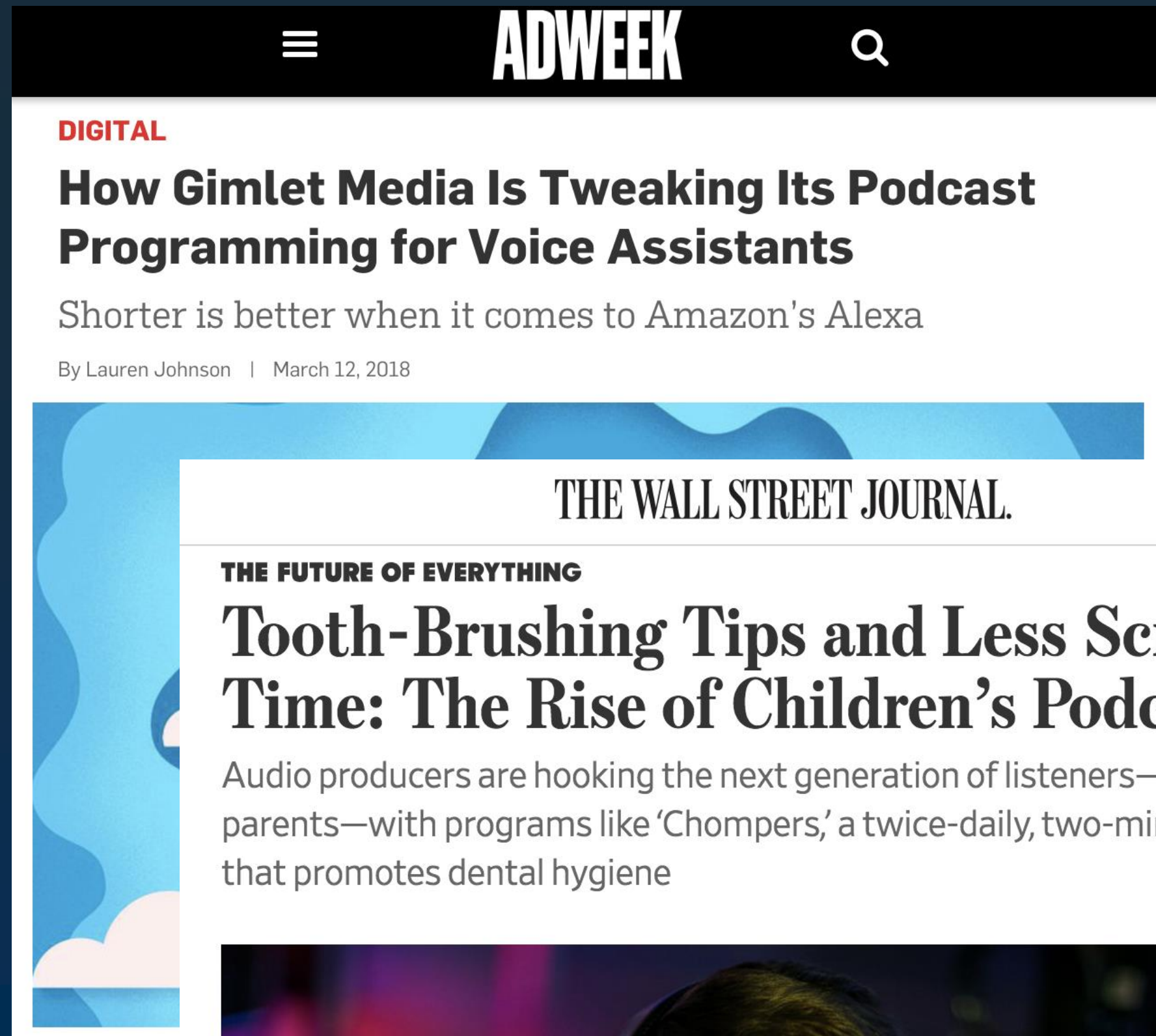


# Go-To-Market

## Go-To-Market Approach

Gimlet Media leveraged the trust of their existing podcast audience to let parents know about this new solution (Chompers) to a daily problem.

The developer also sent out press kits to parent bloggers and pediatric dentist associations. The kits featured stickers, tooth paste and brushes, and a skinned Echo Dot.



# Case Study Video



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

<https://youtu.be/qpOHYanIjUA>

# Results

97%

Of parents reported their kids were brushing more after using Chompers

Source: Gimlet pre and post study

67%

Of parents said it was "very easy" to get their kids to brush after using Chompers, compared to 6% who said the same before

Source: Gimlet pre and post study

5X

Retention rate compared to average Alexa Skills

Source: Business Insider

Winner

Cannes Bronze Lion for branded audio content

AdWeek's Media Plan of the Year "Best Use of Voice"

2018 Clio Health Bronze

Source: Cannes Lions, AdWeek, Clios

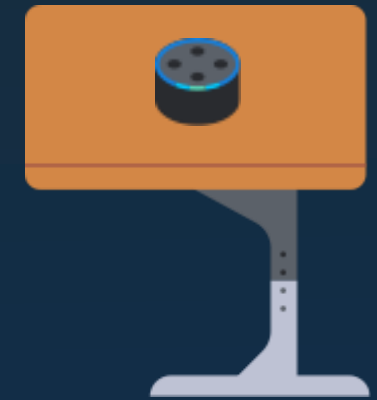
# Oral-B's Learnings



With enough creativity and production value, audio-only experiences can be **highly engaging** to any audience – **even kids.**



To drive repeat engagement, it is critical to design content and experiences that **leave the listener wanting more**, which can be as simple as a trivia-based question and answer format.



**Alexa really is everywhere** in the home, and great experiences can be built to fit specific rooms and routines.