

Skill Launch: April 2020

Case Study: April 2020



Handwash Jukebox

"Alexa, open Handwash Jukebox"

Powered by Layne Harris & Daniel Bremmer

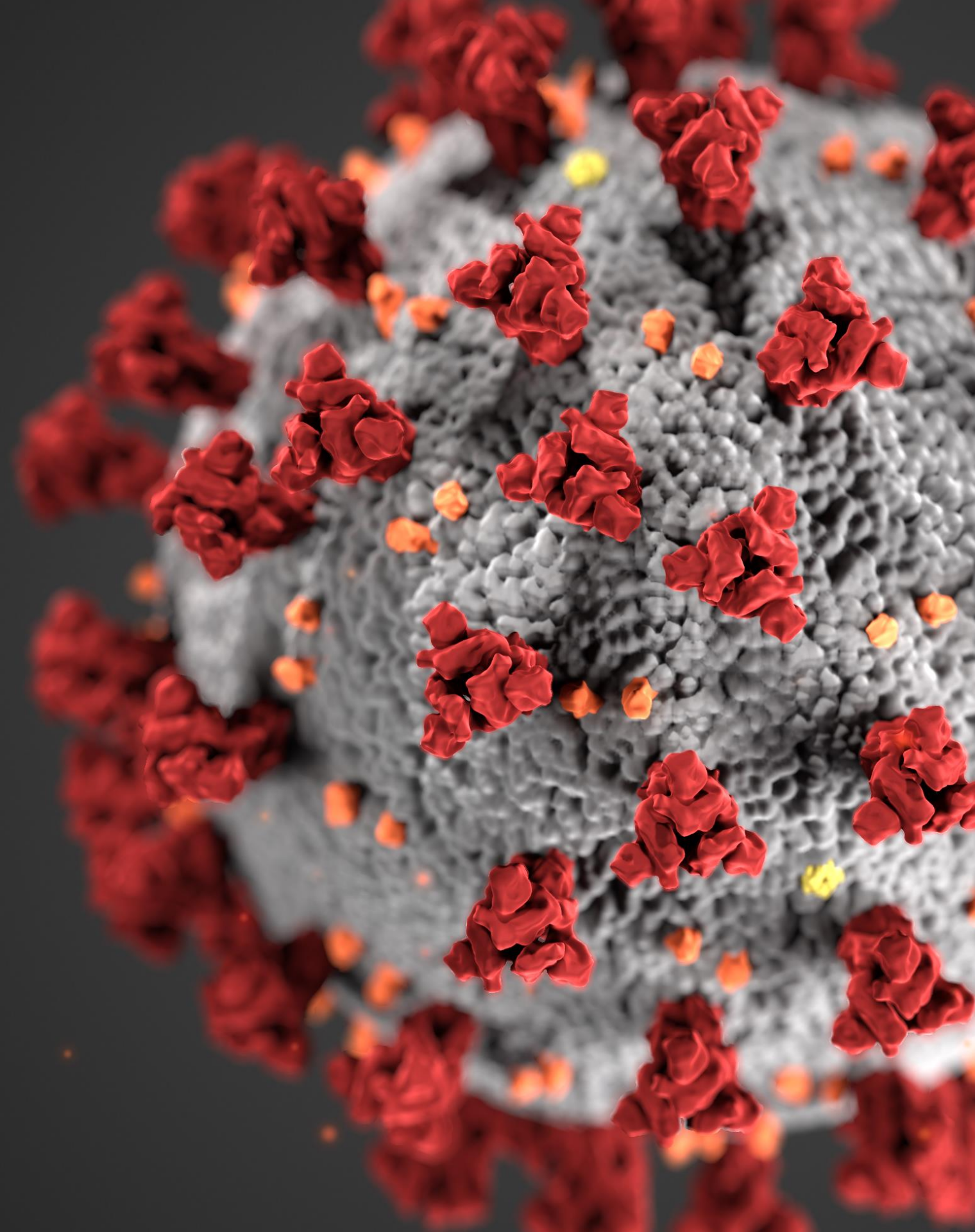
Case Study – Handwash Jukebox

Problem

As the world faced an unprecedented global pandemic, the immediate answer was clear: People needed to distance socially and wash their hands. And not how people normally wash their hands, but according to the CDC people need to scrub their hands in soap for a full 20 seconds, giving the detergent molecules enough time to destroy any viruses. The problem is that when washing your hands, that 20 seconds can feel like an eternity. And if people don't fully wash their hands, they haven't mitigated the risk of spreading germs.

Opportunity

Layne Harris and Daniel Bremmer saw an opportunity to use people's existing Alexa-enabled devices to help them protect themselves and their families by washing their hands for the CDC-recommended 20 seconds in a completely touchless way that is easy and fun. Our all volunteer team had a working demo within a couple days, and within a little over a week were ready to launch with sixteen different songs, a website and graphics package.



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Solution “Alexa, open Handwash Jukebox”

Handwash Jukebox is an Alexa skill that plays one of thirty different hand washing songs every time the customer opens the skill. The skill begins with an intro, giving the customer enough time to wet their hands and get some soap. The song plays for a minimum of 20 seconds, followed by the announcer telling the user who the artist was, and if they liked the song, where to find more of their music.

They used a combination of children’s artists, recording artists and commercial musicians to build their library. They focused on songs that could make the 20 seconds pass quickly, either through entertaining lyrics or instrumental hooks. They took careful attention to avoid any potentially triggering lyrics about the pandemic, as they wanted this to be light and reassuring experience during a potentially difficult time, while also encouraging customers to come back again.



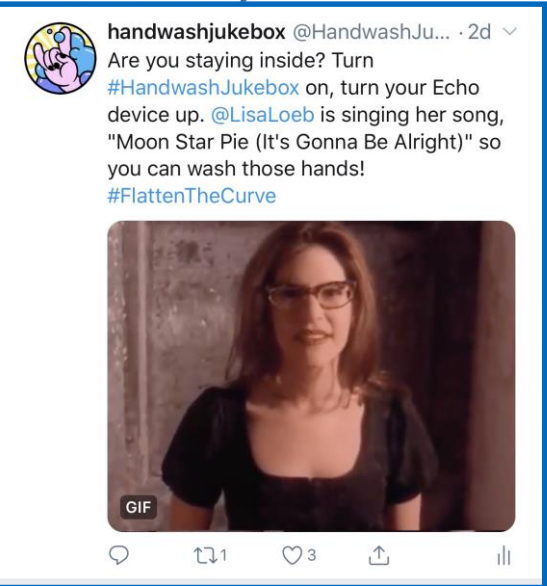
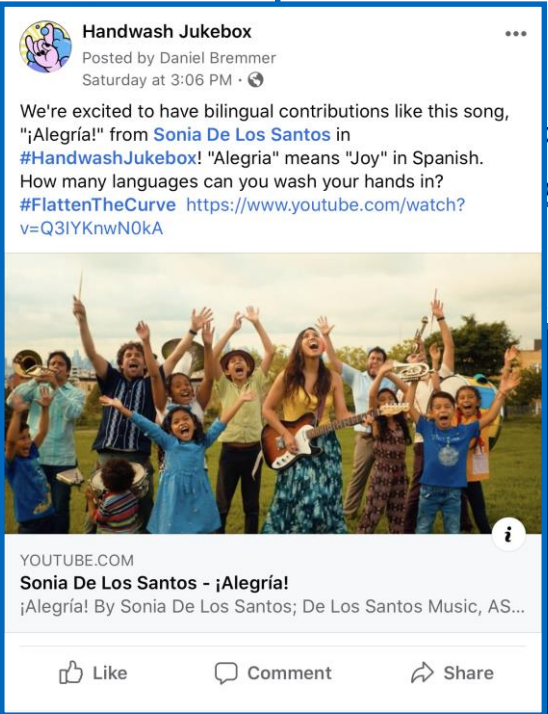
Go-To-Market

Go-To-Market Approach

The team assembled a remote, all-volunteer group of creatives, developers and artists. Two volunteer music supervisors recruited artists and handled contracts. They recorded their VO and did mastering in batches to cut down on individual volunteer workloads.

To promote the skill, they created social profiles to host daily artist content and built a simple standalone site to serve as a hub for the project. They created a promotional video, a press release and reached out to publications that have featured their previous client work, and was immediately picked up by the Cannes Lions website.

They created an asset pack for all of their artists to use in sharing the skill on their social platforms, including an Instagram/Facebook story template that they customized with their own messages.



Case Study Video



Trouble viewing the video? Paste this link into your browser

<https://youtu.be/bplIzYJ2Vn4>

Handwash Jukebox's Learnings



- In a world where touch can be a disease vector, touchless experiences are safe and easy.



- Keep the experience fun and engaging. The team rejected and re-wrote multiple songs to make sure that the lyrics were light and supportive– never prescriptive, scary or weighty.



- In difficult times, creative people want to help. Their entire team is composed of volunteers who wanted to do something to help on top of their jobs and family responsibilities. If you have a good idea, don't be afraid to ask people to join.