

Skill Launch: November 2018

Case Study: April 2020



Butterball

Butterball Skill

Powered by Mobiquity and Edelman



Case Study – Butterball

Problem

Butterball famously launched the brand's Turkey Talk-Line in 1981 to answer their customers' most pressing turkey questions in real-time. Helping consumers with nearly 100,000 questions throughout the holiday season, Butterball wanted to make their experts available 24x7 via Amazon Alexa to support home cooks when they need it most, and without having to make a call or send a text message.

Opportunity

The opportunity was to bring the knowledge and comforting reassurance of the Talk-Line experts into homes to answer questions and help holiday cooks make the perfect Butterball turkey. With Alexa-enabled devices often located in the kitchen, home cooks can use this voice-first experience to get help when their hands are busy. They can ask questions to help prepare, roast, carve or stuff their turkey. They can even watch how-to videos on Echo Show devices.





Case Study – Butterball

Solution

Mobiquity built a skill that quickly answers common questions and challenges faced by home cooks. The core experience contains calculators to advise on the size to buy, thaw time and cook times, taking the guesswork out of the process for home cooks. It also has step-by-step instructions for common questions like how to prepare, roast, carve or stuff a turkey and includes how-to videos on creating a successful meal for screen-enabled devices like the Amazon Echo Show.

To maintain a strong personal connection to the brand and the experts, the skill infuses actual voices of Turkey Talk-Line experts - Marge, Beth and Christopher.

To keep cooks engaged and encourage a personal connection, the experience contains the Talk-Line experts bios, memorable stories and recipes.

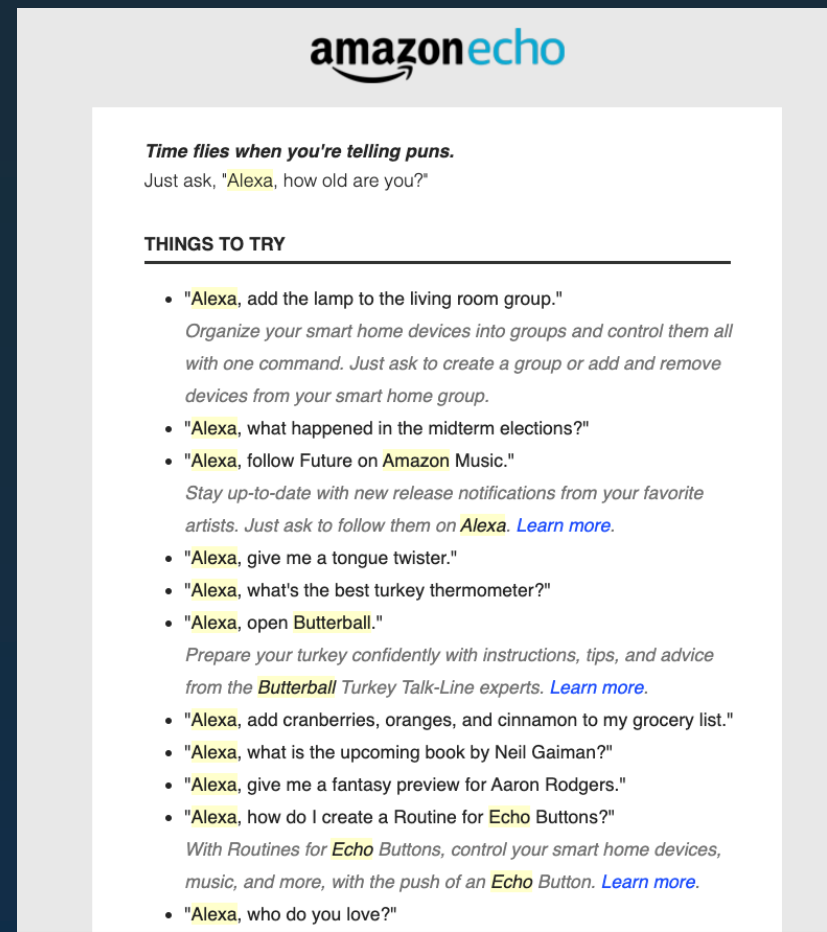
Go-To-Market

Go-To-Market Approach

Butterball, Edelman (public relations firm), and Mobiquity collaborated on a major campaign during the 2018 and 2019 Thanksgiving Holiday periods. Butterball featured a video on their website and across all social media channels.

Over the 2018 holiday period, this campaign resulted in 1 billion impressions and was featured on the Today Show, WIRED Magazine, Food & Wine, Delish, Digital Trends and many more.

Amazon featured the skill on the Alexa Skills Store Billboard and staff picks, on Echo screens, in the Weekly "What's New with Alexa" emails and the Thanksgiving Skills email roundup.



amazon echo

Time flies when you're telling puns.
Just ask, "Alexa, how old are you?"

THINGS TO TRY

- "Alexa, add the lamp to the living room group."
Organize your smart home devices into groups and control them all with one command. Just ask to create a group or add and remove devices from your smart home group.
- "Alexa, what happened in the midterm elections?"
- "Alexa, follow Future on Amazon Music."
Stay up-to-date with new release notifications from your favorite artists. Just ask to follow them on Alexa. [Learn more.](#)
- "Alexa, give me a tongue twister."
- "Alexa, what's the best turkey thermometer?"
- "Alexa, open Butterball."
Prepare your turkey confidently with instructions, tips, and advice from the Butterball Turkey Talk-Line experts. [Learn more.](#)
- "Alexa, add cranberries, oranges, and cinnamon to my grocery list."
- "Alexa, what is the upcoming book by Neil Gaiman?"
- "Alexa, give me a fantasy preview for Aaron Rodgers."
- "Alexa, how do I create a Routine for Echo Buttons?"
With Routines for Echo Buttons, control your smart home devices, music, and more, with the push of an Echo Button. [Learn more.](#)
- "Alexa, who do you love?"


- "Alexa, open Butterball."
Prepare your turkey confidently with instructions, tips, and advice from the Butterball Turkey Talk-Line experts. [Learn more.](#)



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The Butterball Turkey Talk-Line Gets New Trimmings

This Thanksgiving season, the Butterball hotline adds Amazon Alexa to its turkey toolkit, among other new features.



Butterball's Turkey Talk-Line Hits Amazon's Alexa This Thanksgiving

The poultry brand's helpful hotline is going high-tech this holiday season.

By Adam Campbell-Schmitt Updated November 01, 2018

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PHOTO: COURTESY OF BUTTERBALL



Amazon Alexa added a skill for Butterball's annual Turkey Talk-Line

By Bruce Brown November 9, 2018



Introducing the Butterball Skill for Alexa (60 Se... Watch later Share

Case Study Video



Trouble viewing the video? Paste this link into your browser.
https://youtu.be/W69Z_WurSZo

Results

15,879

Skill Enablements
Thanksgiving 2019

Source:
Butterball

>1B

1B Media Impressions
Thanksgiving 2018

Source:
Butterball

3X

3X increase sessions yr/yr
Thanksgiving 2019

Source:
Butterball

43,805

Questions answered
Thanksgiving 2019

Source:
Butterball

Butterball's Learnings



- It is very worthwhile to build brand trust and delight by infusing audio recordings

Talk-Line experts answer common questions to create a personal connection and brand consistency for users.

- Adoption and engagement results from a concerted and consistent effort to drive awareness through marketing channels.

Butterball invested in major campaigns during Thanksgiving 2018 and 2019. The campaigns were executed across email, media, social channels, broadcast and online.

- Create a voice experience that is consistent for Butterball customers and support them wherever they want to engage.

"The new Butterball Alexa Skill reinforced the cultural relevancy of the Turkey Talk-Line, resulting in 1 billion impressions, which kept the brand top of mind."

Rebecca Welch,
Senior Brand Manager, Butterball