

Skill Launch: December 2019

Case Study: March 2020



KIDZ BOP

KIDZ BOP Star and KIDZ BOP Daily

Powered by Pretzel Labs

Case Study – KIDZ BOP

Problem

As KIDZ BOP is a widely popular search request for music on Alexa, KIDZ BOP knew their fans were already using Alexa heavily. They wanted to find a way to let the audience engage more actively with the KIDZ BOP Kids.

Opportunity

Alexa skills can be a way to turn passive listeners into active participants. Smart speakers offer great opportunities to create family-centered games/experiences. Pretzel Labs wanted to recreate the feeling of a family going to a KIDZ BOP concert, except this time the user can feel like they are a part of the band.



Case Study – KIDZ BOP

Solution

The KIDZ BOP Star game skill lets fans participate in an experience where the KIDZ BOP Kids guide them through becoming a KIDZ BOP kid! The players pick their own band name, learn new dance moves, pick musical instruments to build their own song, and put on a show.

The KIDZ BOP Daily flash briefing is entertainment news for kids, by kids! One of the first flash briefing skills for kids, this feed keeps everyone up to date with news, fun facts, and stories from the road, all recorded by the KIDZ BOP Kids themselves.



Go-To-Market

Go-To-Market Approach

- Using the KIDZ BOP social media channels to promote the skills.
- Influencers campaign on Instagram creating stories of families playing the skills.
- Cross promoting KIDZ BOP Star in KIDZ BOP Daily and vice versa.



Results

★★★★★ **Become a BOP STAR**

Reviewed in the United States on December 19, 2019

KIDZ BOP Star is a fun way to get kids (and adults) dancing and singing. Engaging from the start. Great work!

★★★★★ **Five Stars!**

Reviewed in the United States on August 20, 2019

Great content for kids! They really love the daily updates.

★★★★★ **So much fun!**

Reviewed in the United States on December 21, 2019

Thank you Kidz Bop! My family LOVES this!



KIDZ BOP Daily

by KIDZ BOP

★★★★★ 17

Free to Enable

"Alexa, what's my Flash Briefing?"



KIDZ BOP Star

by KIDZ BOP

★★★★★ 5

Free to Enable

"Alexa, open Kidz Bop Star"

Kidz BOP Learnings



- As smart speakers are often used for playing music, skills are a great opportunity for music creators to engage with their audience interactively.
- Voice games are a family-friendly activity that gets everyone moving, involved, and off screens. When designing for kids be sure to move the conversation forward quickly, as you don't want to cause frustration.
- Using voice actors that the audience recognizes and loves increases the emotional attachment and overall engagement. This gives people a chance to feel like their favorite role models are at home with them.