

**Skill Launch:** February 2019

**Case Study:** April 2020



# DREAMWORKS & PRIME VIDEO

*Kung Fu Panda: The Paws of Destiny*

In Partnership with RAIN



# Case Study – Dreamworks & Prime Video

## Problem

As voice technology has become quickly adopted, it's become a new and easy way to engage with customers. As it has grown more sophisticated, new creative possibilities have emerged to deeply immerse and engage families. DreamWorks, Prime Video and RAIN set out to raise the bar for what a child-focused voice experience could be, bringing all the action of the original series "Kung Fu Panda: The Paws of Destiny" to Alexa.

## Opportunity

RAIN tapped into the power of voice-first, multi-modal design, creating a vivid audio-visual experience that encourages movement while bringing the timeless messages behind Kung Fu Panda to life.

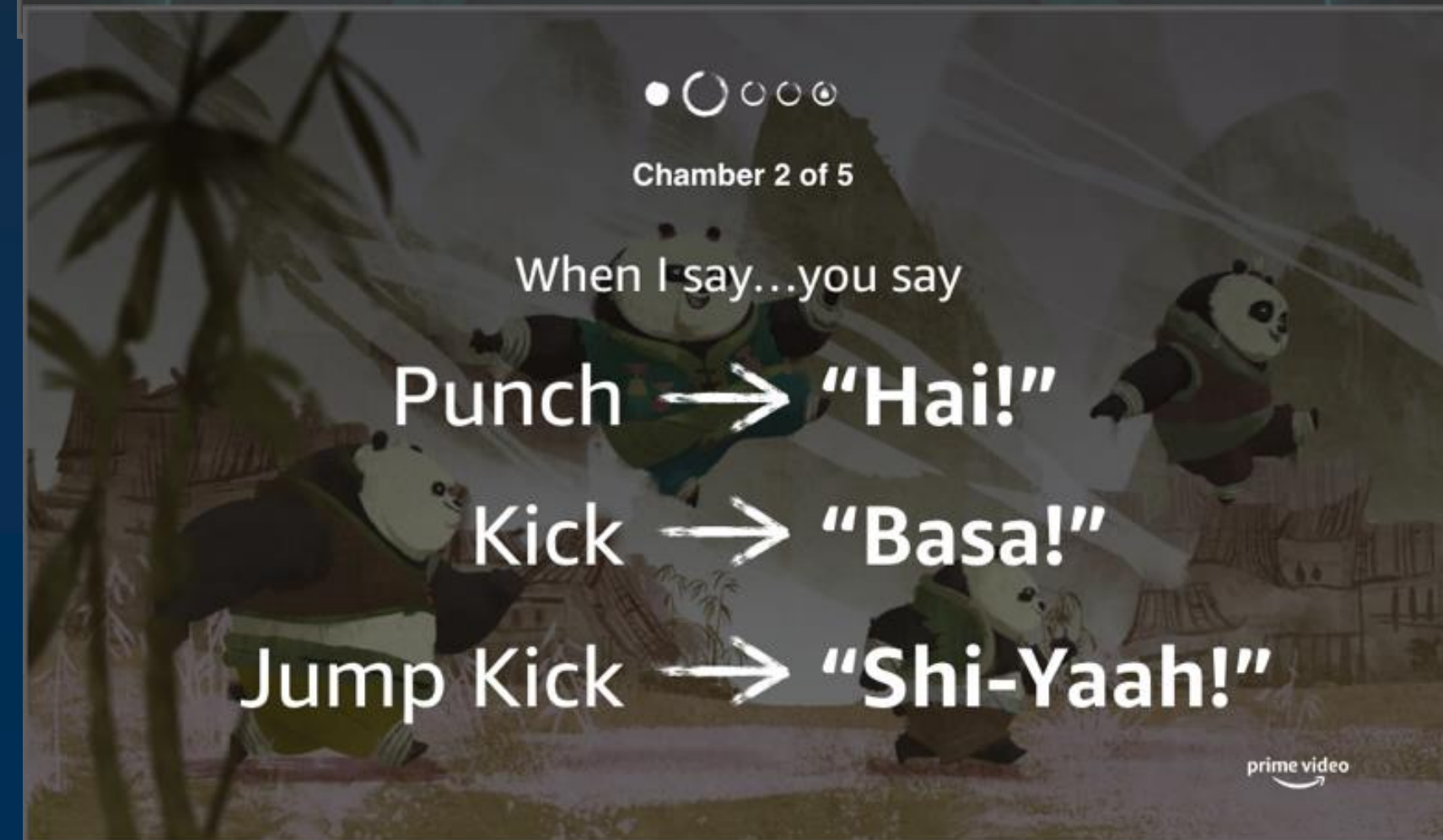
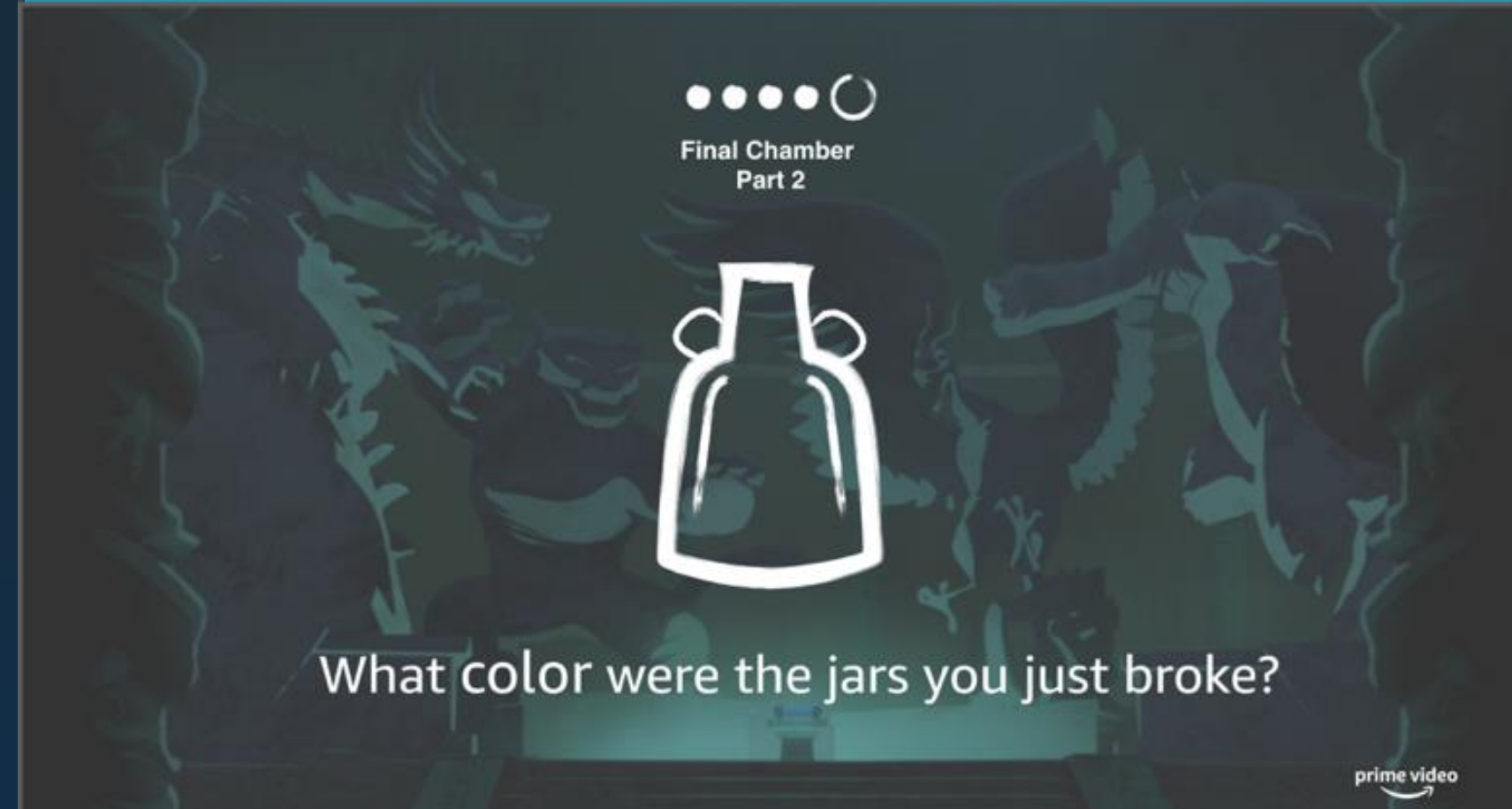


# Case Study – Dreamworks & Prime Video

## Solution

Taking children “under his paw,” Dragon Master Po instructs players along their Kung Fu quest of knowledge, encouraging them to both move their bodies and expand their minds. A series of chambers build progressively to share the lessons of kung fu — helping kids master the concepts of Patience, Spirit, Compassion and Flexibility.

To give kids a sense of deep immersion, the skill exclusively features the series' core voice acting cast, capturing the personality from the animated Prime Original series in a dynamic conversational experience. In addition to immersive audio, the skill integrates Alexa Programming Language (APL) to enhance the experience with rich show-related art, prompts, offers of assistance and progression tracking for every step of the game.



# Go-To-Market

## Go-To-Market Approach

The Kung Fu Panda: Paws of Destiny Skill was actively promoted across owned channels for Dreamworks, Prime Video and RAIN.

RAIN also produced an in-depth blog post providing a behind-the-scenes view of the skill's immersive experience design.

Several prominent voice-industry commentators, including VUX World and Jovo, reviewed and featured the skill across podcasts and YouTube channels.

The skill was nominated a finalist in the "Best Educational Experience" category for the 2019 Voice Summit Awards.



**Kung Fu Panda**  
February 26, 2019 · 🌐

Ready to focus your ch'i and discover the secrets of Kung Fu? Kung Fu Panda: The Paws of Destiny has now been brought to life in a voice-driven interactive gaming skill on Alexa-enabled devices! To check it out, just say, "Alexa, start Kung Fu Panda!" Don't forget to watch Kung Fu Panda: The Paws of Destiny, now available on [Amazon Prime Video](#).

 "Alexa, open Kung Fu Panda."



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**DreamWorks Animation** @Dreamworks · Feb 26, 2019

Kung Fu Panda: The Paws of Destiny has now been brought to life in a voice-driven interactive gaming skill on Alexa-enabled devices! To check it out, just say, "Alexa, start Kung Fu Panda!" Don't forget to watch Kung Fu Panda: The Paws of Destiny on [@PrimeVideo](#).

 "Alexa, open Kung Fu Panda."



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# Results

400

Average weekly new  
user enablements  
(1 year into launch)

Source: *dashbot.io*

1,700

Average users per  
week in 2020  
(1 year into launch)

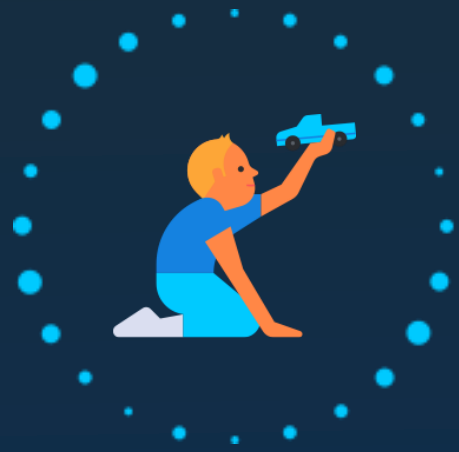
Source: *dashbot.io*

20%

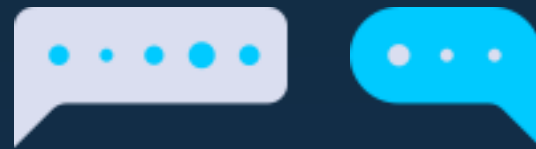
Of users engage with  
the skill every week for  
at least a month  
(1 year into launch)

Source: *dashbot.io*

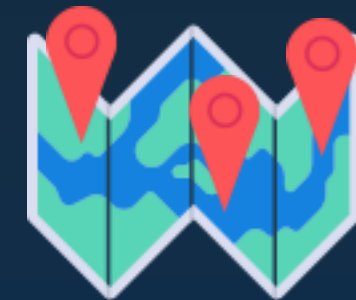
# Kung Fu Panda's Learnings



RAIN chose not to have Alexa speak throughout the experience because they wanted to create an experience that was fully rooted in the characters. This **character-driven, immersive world** enables kids to use their imaginations uninterrupted.



Kids need assistance at different points in a voice experience. The skill provided simple instructions upfront, and then ensured **contextual help was present throughout the game**, to help remove friction and get kids back on course.



Kids are playing the game all the way through...and then playing it again repeatedly week-after-week which indicates that **familiarity can actually drive re-engagement**