

Skill Launch: September 2018

Case Study: November 2018



Ubisoft

Assassin's Creed Odyssey Skill

In partnership with R/GA



R/GA

Case Study – Assassin's Creed Odyssey

Problem

For the launch of the newest edition of the Assassin's Creed franchise, Assassin's Creed Odyssey, Ubisoft was seeking an innovative way to promote the game to fans. As the brand team planned for the launch of the game, they sought to answer a core question: How do we connect our modern selves with our inner warriors?

Opportunity

In thinking through how to empower players to embody the role of a Spartan warrior, Ubisoft and R/GA decided they would need to first bring the warriors into fans' homes. How could this be accomplished? By creating a unique companion experience on Alexa.



Case Study – Assassin's Creed Odyssey

Solution

Alexa proved to be the perfect service for Ubisoft's promotional needs. In addition to providing users with an in-home promotional engagement experience, a skill provided a low-barrier for fans to interact with.

From a functionality standpoint, R/GA created a game 'companion' experience that could help users retrieve information about in-game locations, landmarks and other points of interest. Additionally, as a fun bonus feature, the skill is capable of providing the weather forecast and telling jokes in-character as a Spartan.



The Spartan is the Assassin's Creed Odyssey Skill for Alexa. With over 1,500 prompts, Alexios not only knows everything about the game but also can tell jokes and even give you the weather forecast.

AT HOME: Open the skill by saying "Alexa, open The Spartan," then ask any questions you'd normally ask your device.

"Alexa, ask The Spartan to set an alarm."

"Alexa, ask The Spartan to tell me a joke."

WHILE YOU PLAY: Starting October 2, you can ask Alexios about different locales or points of interest you encounter—including the histories and bloody origins of in-game landmarks.

GET STARTED

"Alexa, enable The Spartan."



Hardware is an artist's representation only. Not available for purchase.

Go-To-Market

Go-To-Market Approach

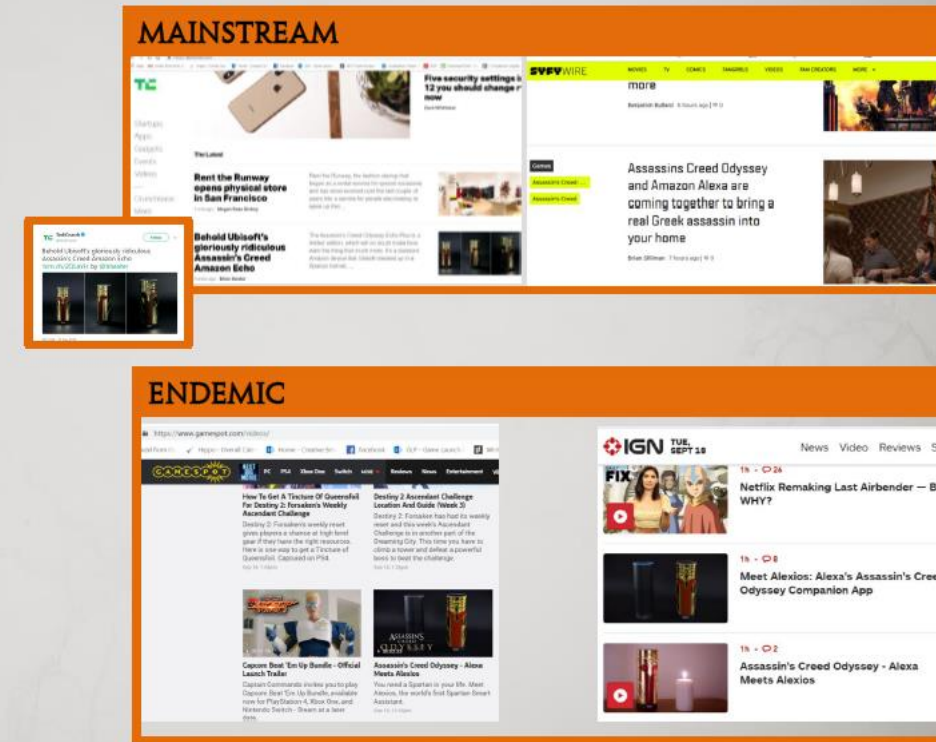
Ubisoft approached promotion of the game and skill with a two phase activation.

Phase 1 began two weeks prior to the game and saw the team launch the Spartan skill on Alexa along with a promoted YouTube video showcasing all that Alexios brings home. For phase 2, they revealed the in-game functionality of the skill experience at launch leveraging social media and promotional videos to amplify excitement.

The video portion of the campaign was supplemented by a robust PR effort as well as a dedicated on-site Amazon campaign and media buy to drive interested consumers to the Assassin's Creed custom landing page (built with the Amazon Media Group). The team drove search and media to this page, ensuring the skill was highly visible and that customers knew the best Spartan experience is on Amazon.

PR - VIDEO AND PRESS RELEASE

95MM
IMPRESSIONS



TACTIC

THREE PART CAMPAIGN LEADING UP TO A REAL TIME ACTIVATION ON 10/2

9/28
TWITTER TEASER CAMPAIGN

The screenshot shows a tweet from @AssassinsCreed dated Sep 18. The text of the tweet reads: "The Spartan to the Assassin's Creed Odyssey Skill for Alexa. With over 1,300 concepts, Alexios not only knows everything about the game, but also can tell jokes and even give you the weather forecast." Below the text is a video thumbnail with the text "Peasants, Await my triumphant return on Monday. #AskAlexios". At the bottom, it says "Watch Alex Meet Alexios Now" with a link to www.youtube.com. The tweet has 37 replies, 368 retweets, and 1.2K likes.

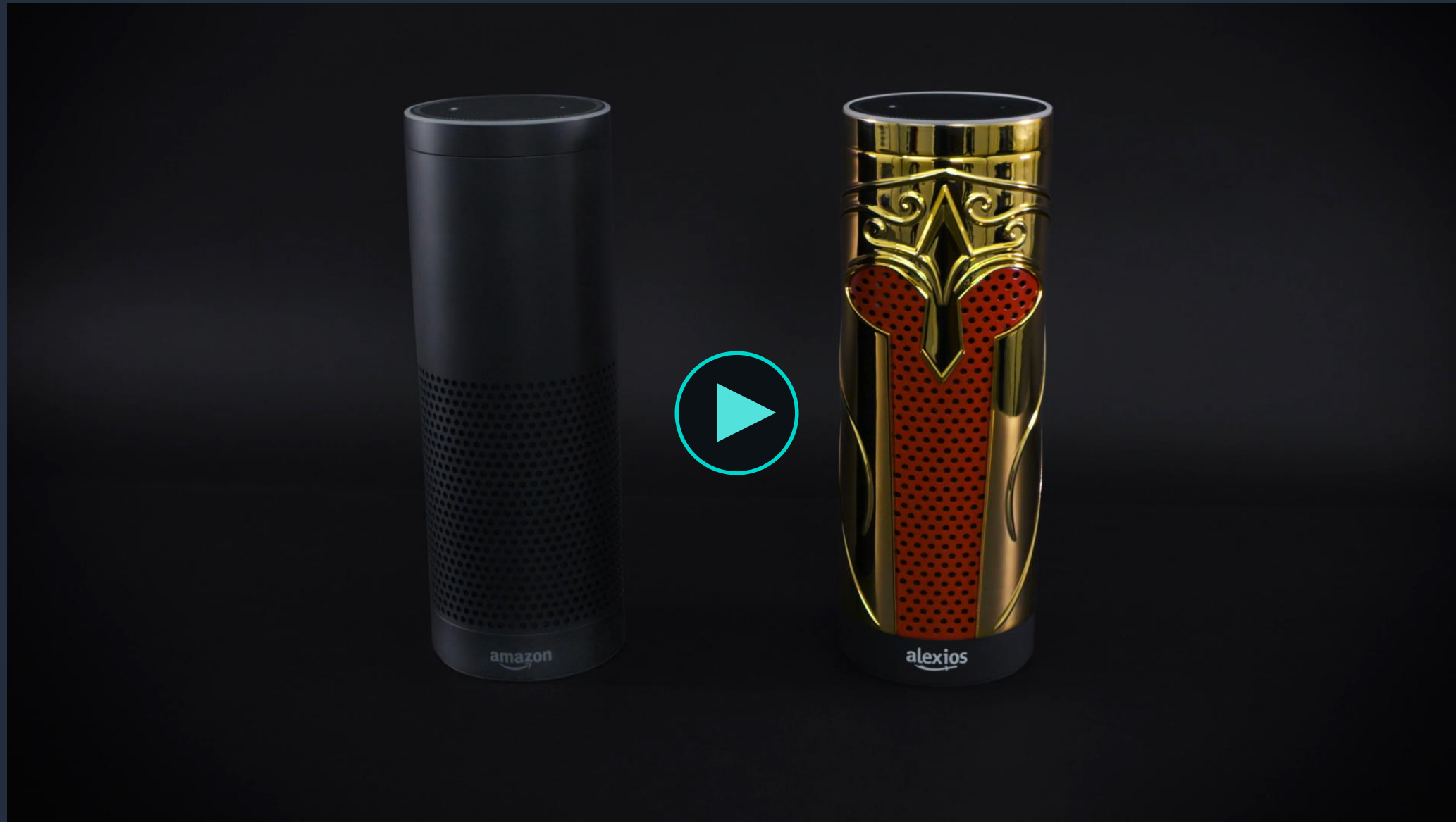
10/1
ALEXIOS RESPONDS TO HATERS ON YOUTUBE

The screenshot shows a YouTube video player featuring a character in a Spartan helmet (Alexios) holding a smartphone. A comment from user 'Machy Day' is visible, stating "Wait this is real! I thought this was a joke".

10/02
ALEXIOS RESPONDS "LIVE" TO POPULAR QUESTIONS

The screenshot shows a YouTube video player with Alexios. A comment from user '@Aaron' is visible, asking "Has anyone noticed the mom at the end playing without using any of the triggers kmas". Below it, a reply from Alexios reads: "@Aaron Thank you for the information. She has been thrown off a cliff as a punishment."

Case Study Video



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

<https://youtu.be/BAHtB1Thn2M>

Results

4.8/5

Star review average on the Alexa skill store based on 24 reviews.

Source: Amazon

95MM

PR and video Impressions for promotional campaign

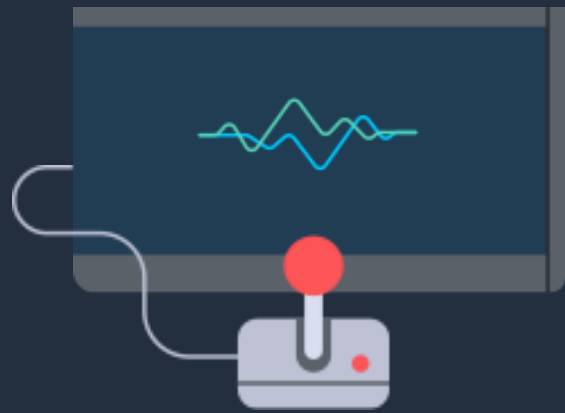
Source: Ubisoft + Partner Data

#2

Amazon's retailer position for game sales at launch.

Source: Ubisoft

Ubisoft's Learnings



Designing a skill to serve as a **companion experience to the game** is a powerful way to add value to users' experience.



Leverage your promotional budget to create an **integrated and continuous plan** through launch.



Ensure your experience has a **unique and engaging character** to showcase personality.