Ubisoft

Assassin's Creed Odyssey Skill

In partnership with 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.
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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.

“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.
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.

95MM
PR and video Impressions for promotional campaign

#2
Amazon's retailer position for game sales at launch.

Source: Amazon

Source: Ubisoft + Partner Data

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.