

**Skill Launch:** April 2020

**Case Study:** April 2020



# Pottermore Publishing

*Wizarding World Book Quiz*

Powered by Rehab Agency

Pottermore  
PUBLISHING

| rehab.

# Case Study – Wizarding World Book Quiz

## Problem

Pottermore Publishing is home to content from one of the most famous franchises on earth, but books won't always be the first access point to the brand for new fans, especially if they're not yet familiar with the WIZARDING WORLD. The prevalence of tech occupies the same entertainment space for young minds as books, so there was an opportunity to provide a modern-platform, gentle introduction to the magic of Harry Potter and the WIZARDING WORLD.

## Opportunity

As children become more accustomed to using Alexa, a skill seemed like a great way to reach them. The skill's purpose was twofold: it needed to test and develop comprehension skills, as well as spark interest in magical stories of the WIZARDING WORLD and capture imaginations that have no shortage of entertainment options to engage with.



**WELCOME  
TO THE  
WIZARDING WORLD  
BOOK QUIZ**

# Case Study – Wizarding World Book Quiz

## Solution

Rehab created a distinguished skill with a cleverly crafted narrative, cherry-picking the right audiobook content to ensure they engaged the audience, keeping the need for a fun, competitive and 'sticky' experience front of mind. From this content, they were able to create a quiz-led narrative spanning seven days, introducing the audience to key moments and characters from the Harry Potter stories.

The skill's voiceover guides users through the experience, with bespoke visual assets for the screens aiding the imagination of players. With the Premium version, every point won from day seven onwards goes towards getting a user's house to the top of the daily leaderboard. Badges can also be earned for weekly streaks and playing on 'special days', such as Harry Potter's birthday and Valentine's – so there are a lot of reasons for kids and families to keep coming back.



# Go-To-Market

## Go-To-Market Approach

The Pottermore skill is launching at a time when many children and parents are spending a lot of time at home and are looking for additional entertainment, and it's really important to the franchise to support families and provide content for them.

Tying into the Harry Potter At Home initiative and campaign, we leveraged the Wizarding World's owned channels as the first step to getting the word out to loyal and highly engaged Harry Potter fans – leveraging social media, website and email campaigns to subscribers.

The skill was also part of FreeTime Unlimited on Alexa – allowing even more parents and kids to discover the magic of the Wizarding World Book Quiz via promotion on these channels.

WIZARDING WORLD. NEWSLETTER issue 03

The Official **Harry Potter** Fan Club

Explore our collection of magical activities - updated regularly  
- to enjoy at home.

**DIVE IN**

Mike, from a Quidditch quiz to a secret code hidden somewhere below, here's your weekly round-up of magic and the latest [Harry Potter At Home](#) activities for you to enjoy.

**LATEST NEWS**

**"Alexa, play the Wizarding World Quiz"**

WIZARDING WORLD. LOGIN

FEATURE

## A guide to all the Wizarding World activities you can play on Amazon Alexa

As a new Harry Potter-themed quiz launches on US Alexa devices to entertain young fans at home, here are all the other ways you can interact with the Wizarding World through Alexa, wherever you may be.

Much like a Pensive, Amazon Alexa has now been filled with more Wizarding World wisdom – and is inviting you to play a brand-new Harry Potter-themed quiz. Here's the details on that, along with a handy reminder of all the other Harry Potter activities you can play with Alexa if you're not based in the US.

The original Harry Potter quiz on Alexa has now evolved – and can be played in even more territories

The [Official Harry Potter Quiz](#), which launched back in 2018, is still available to play on Alexa, with some new additions. Simply use the command 'Play Harry Potter Quiz' to any Alexa device and enjoy a daily dose of quiz questions. The game is now available in India, Australia and Canada alongside the US and UK.

And there's new ways of earning points too. Previously, you could only net points for your particular Hogwarts house and see a collective leaderboard – now you'll be able to see your individual ranking for an extra-competitive edge!

Simply say, "Alexa, play Harry Potter quiz" to begin.

The latest quiz is aimed at children who may not have read Harry Potter yet

This latest addition, available for US-based fans, is titled the Wizarding World Book Quiz, and

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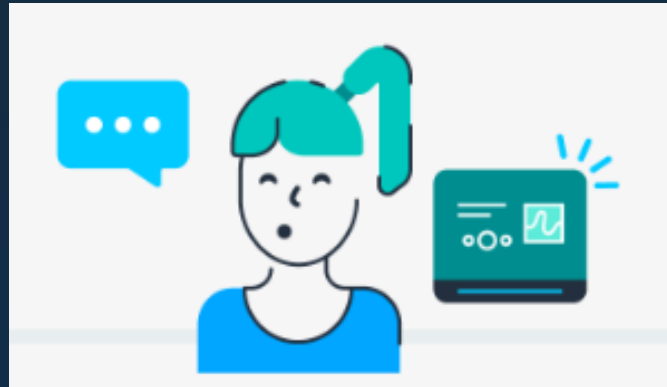
# Case Study Video



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

[https://youtu.be/86CT\\_iOmtes](https://youtu.be/86CT_iOmtes)

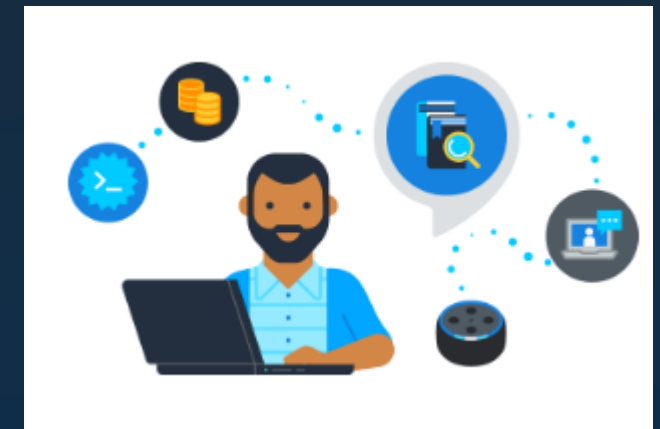
# Pottermore's Learnings



A **voice-over artist** makes all the difference in creating an **enjoyable** and **engaging** skill.



For kids skills, elements of **choice** and **competition** capture their attention and have a **positive impact** on play.



**Visual assets** for devices with screens make the content more immersive but are **not essential**, as long as you give equal importance to **sound design**.