

Skill Launch: November 2018

Case Study: April 2020



Bayer

Science Studio by Bayer

Powered by Ruder Finn



Case Study – Bayer

Problem

As one of the largest life science companies in the world, Bayer has a unique understanding of how science plays a role in everyday life. As a company, they feel it is important to encourage future generations to develop this understanding as well, which is why they are dedicated to having 5 million hands-on experiences by 2025.

Opportunity

A landscape analysis revealed brands are utilizing voice for limited at-home experiments and science facts. RuderFinn saw an opportunity to make a truly engaging skill that capitalized on users desire to gain more interaction from their experiences.



Case Study – Bayer

Solution

Bayer created Science Studio, an Alexa Skill that aims to make science fun and engaging for kids. The skill leads lessons and can answer questions about important science topics and provides kid-friendly experiments that can be done at home.

Similar to daily lessons, the Homework Helper part of Science Studio helps kids better understand topics they may be learning in the classroom. Additionally, the lessons feature quick check-ins on the information and the opportunity for kids to ask questions about each lesson.

Science Studio also has step-by-step instructions for kid-friendly experiments, including slime and elephant's toothpaste. The experiments require adult supervision but are simple enough that they can be conducted at home. Each experiment is accompanied by a scientific explanation, and ultimately aim to help entertain and teach kids about important scientific concepts.



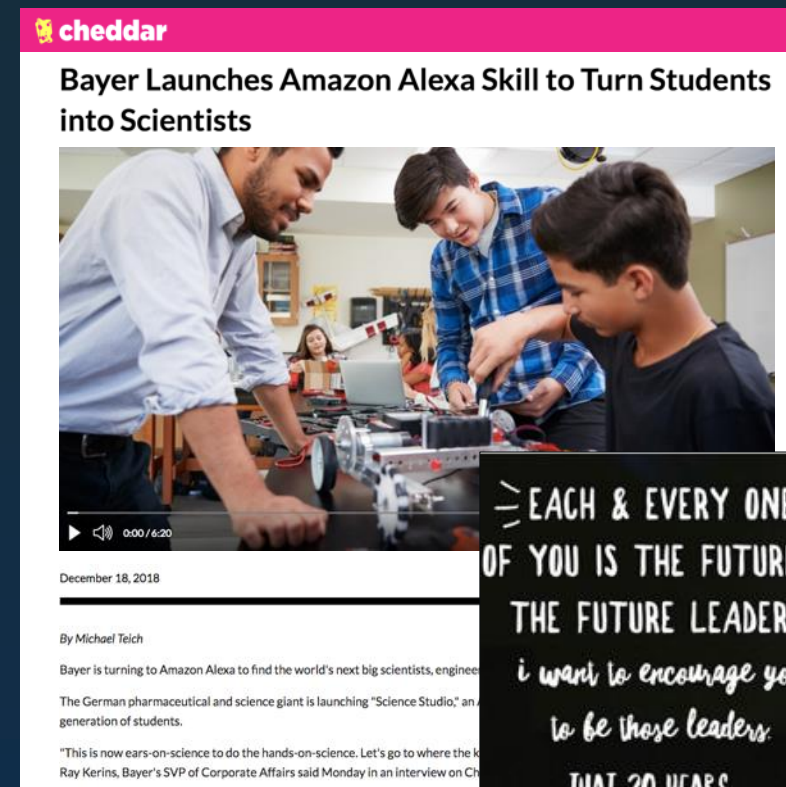
Go-To-Market

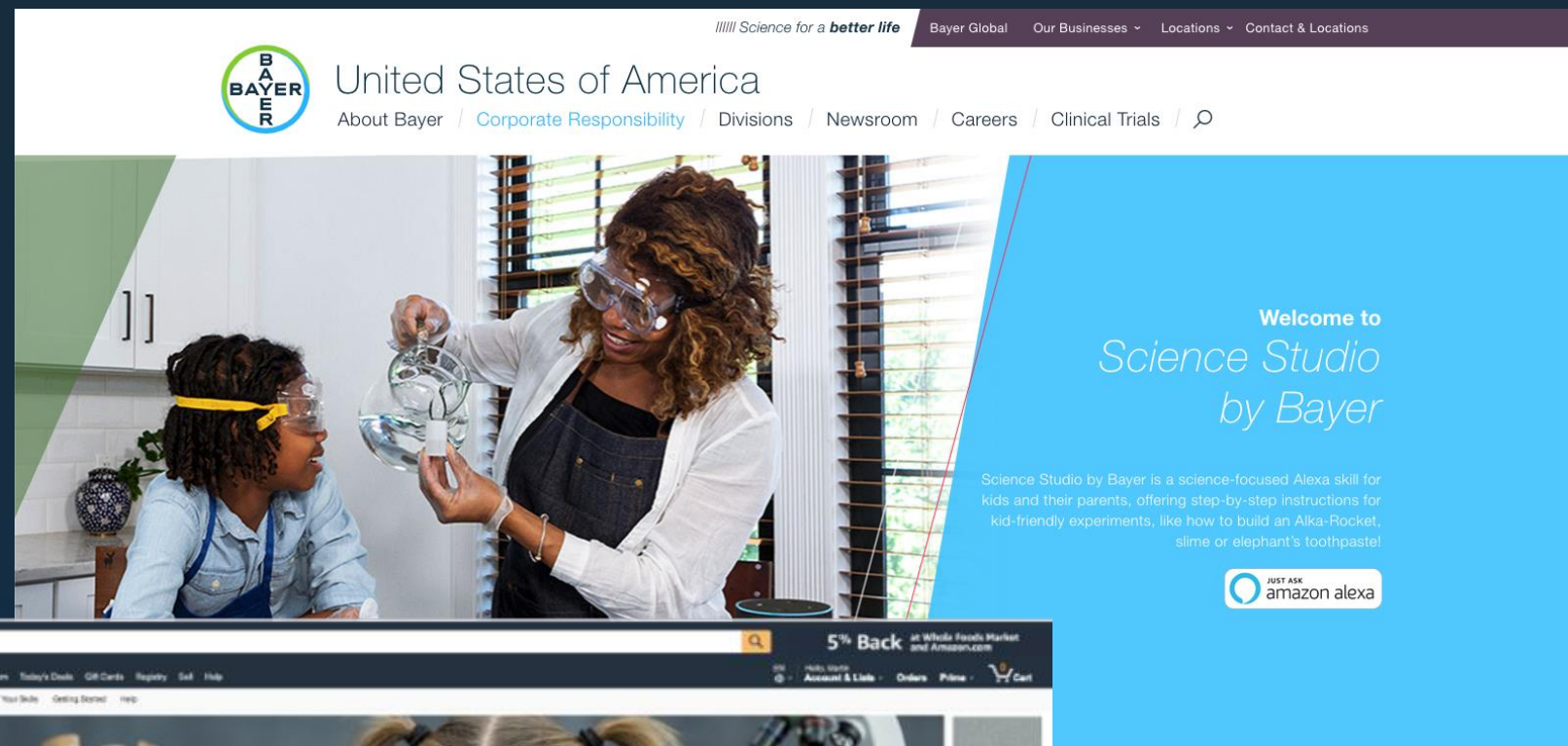
Go-To-Market Approach

Before bringing the skill to market, Bayer collaborated with actual teachers to beta-test the skill.

Science Studio by Bayer was officially launched with an event at the Children's Museum of Indianapolis. The event demonstrated the capabilities of the skill to students and teachers, as well as gave them the opportunity to win an Alexa device.

Social support, local coverage and earned coverage further boosted awareness of the skills launch.





Go-To-Market

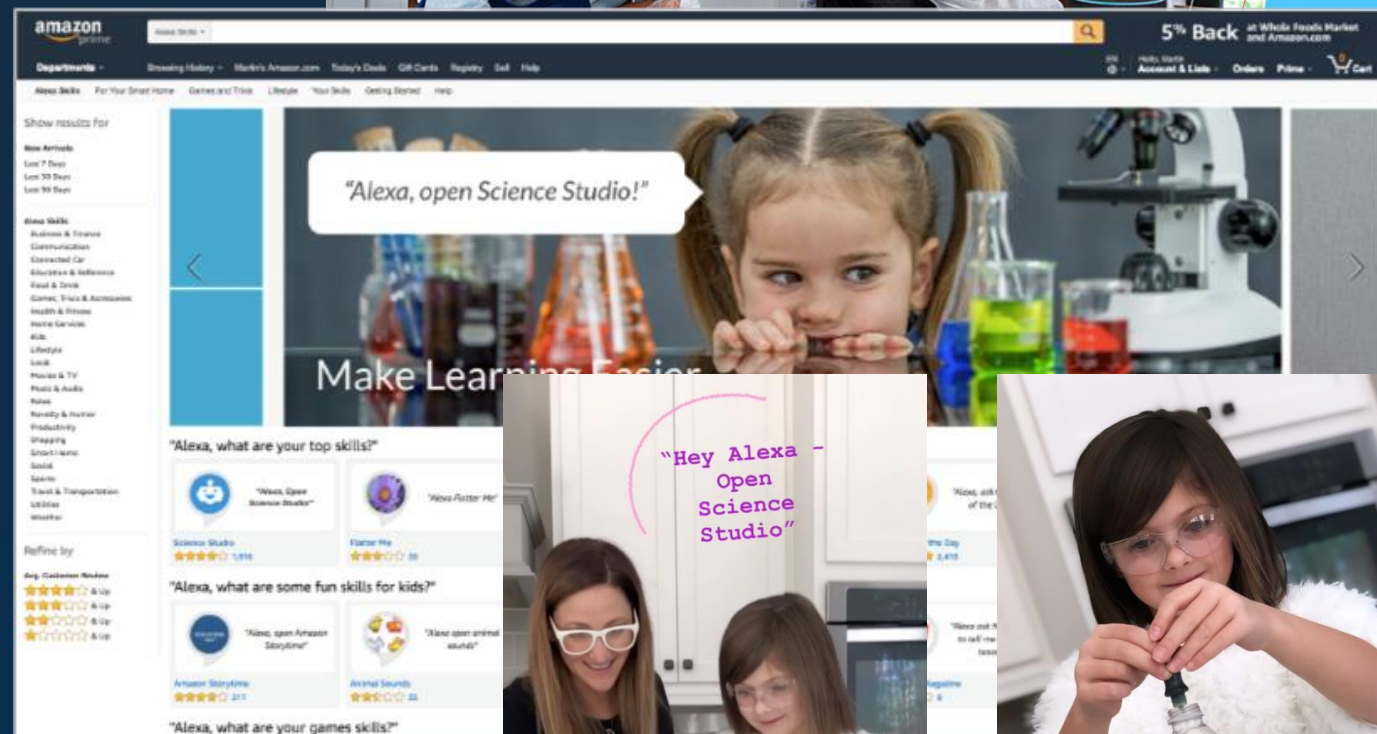
Go-To-Market Approach

At launch, the skill was also supported with a landing page on Bayer's corporate site with easy step-by-step instructions and video tutorials to enable and engage with the skill. Additionally, organic social content was used for driving awareness and discoverability.

In the weeks after launch, paid digital ads featuring 3 different creative concepts went live across social, search and display.

Bayer also worked with four parenting influencers to develop content specific to the skill, driving 472.4K impressions.

In early March 2019, Science Studio by Bayer earned a feature in Amazon's Staff Pics and Weekly Newsletters, which significantly increased discovery and awareness.



Case Study Video



Trouble viewing the video? Paste this link into your browser
<https://youtu.be/TJbasf-3fiA>

Results

661%

Traffic increase to
corporate site

28M

Digital ad impressions

99K

Clicks driven by top-
performing display
content

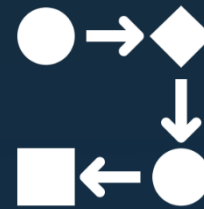
6.1K

Engagements on
influencer content

Bayer's Learnings



From RuderFinn's beta testing with teachers, Bayer learned that having periodical "check-ins" throughout the lessons made the skill more engaging and transformed the skill into a dialogue between user and material. This aligns with the intent of the skill as an educational resource; the check-ins ensure the lesson material resonates with users and that they have an overall engaging experience.



Breaking the flow of the experiments was crucial in allowing users to have sufficient time to perform each step, but leaving the time between steps would be filled with silence and could have potentially broken the flow of the experience. RuderFinn converted this minor obstacle into an opportunity by introducing sonic branding in the form of Bayer's very own Alka Symphony which is a symphony made from effervescent tablet sounds - a nod to Bayer's Alka-Seltzer®.



Having access to the Alexa team's resources was the most impactful in our creation the skill and ensuring it was successful. Bayer was able to drive skill enablement through utilizing influencers given their engaged audiences who are more likely than an average web user to enable a skill.