

Skill Launch: February 2020

Case Study: April 2020



Nutella (Ferrero USA)

Nutella Creations

Agency: Skilled Creative



Case Study – Nutella (Ferrero USA)

Problem

When families want to eat a complete breakfast, it can be a challenge to keep everyone interested. From finding the right recipe, to including children in the cooking process, and keeping them occupied while at the table – a simple morning breakfast can become a handful.

Opportunity

Provide families with a source for breakfast recipe inspiration and easy-to-follow cooking directions - while also giving them interactive tools to keep everyone involved and engaged the whole morning.



Case Study – Nutella (Ferrero USA)

Solution

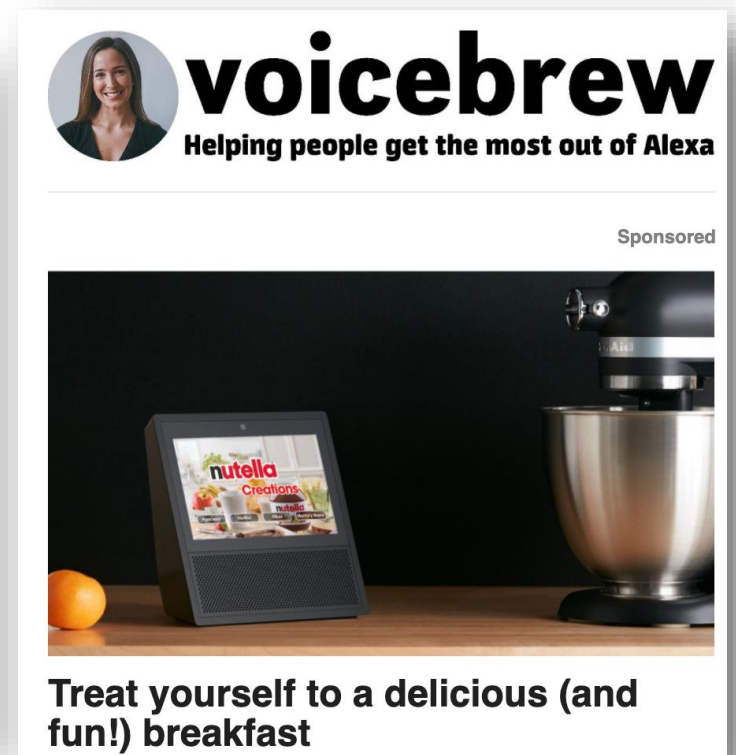
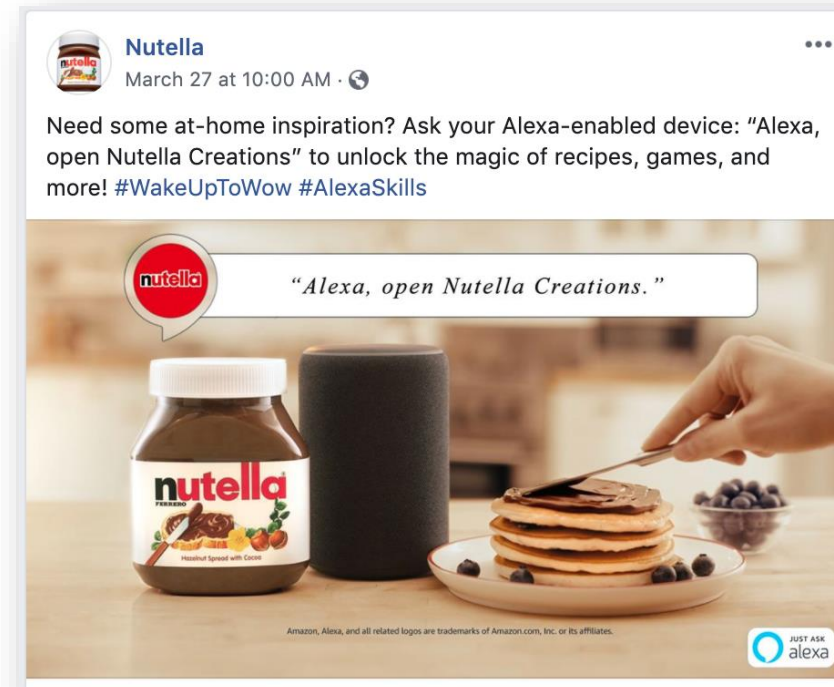
In celebration of National Pancake Day, Ferrero USA and Skilled Creative launched Nutella Creations. This Alexa Skill delivers users Nutella recipes, and is engaging, useful and fun for the whole family. More than a simple recipe application, this voice experience also includes the ability to unlock a storybook-style memory game once the recipe is complete. Additionally, customers can choose to have the full recipe texted to their mobile phone, or recipe ingredients added to their Alexa Shopping List.



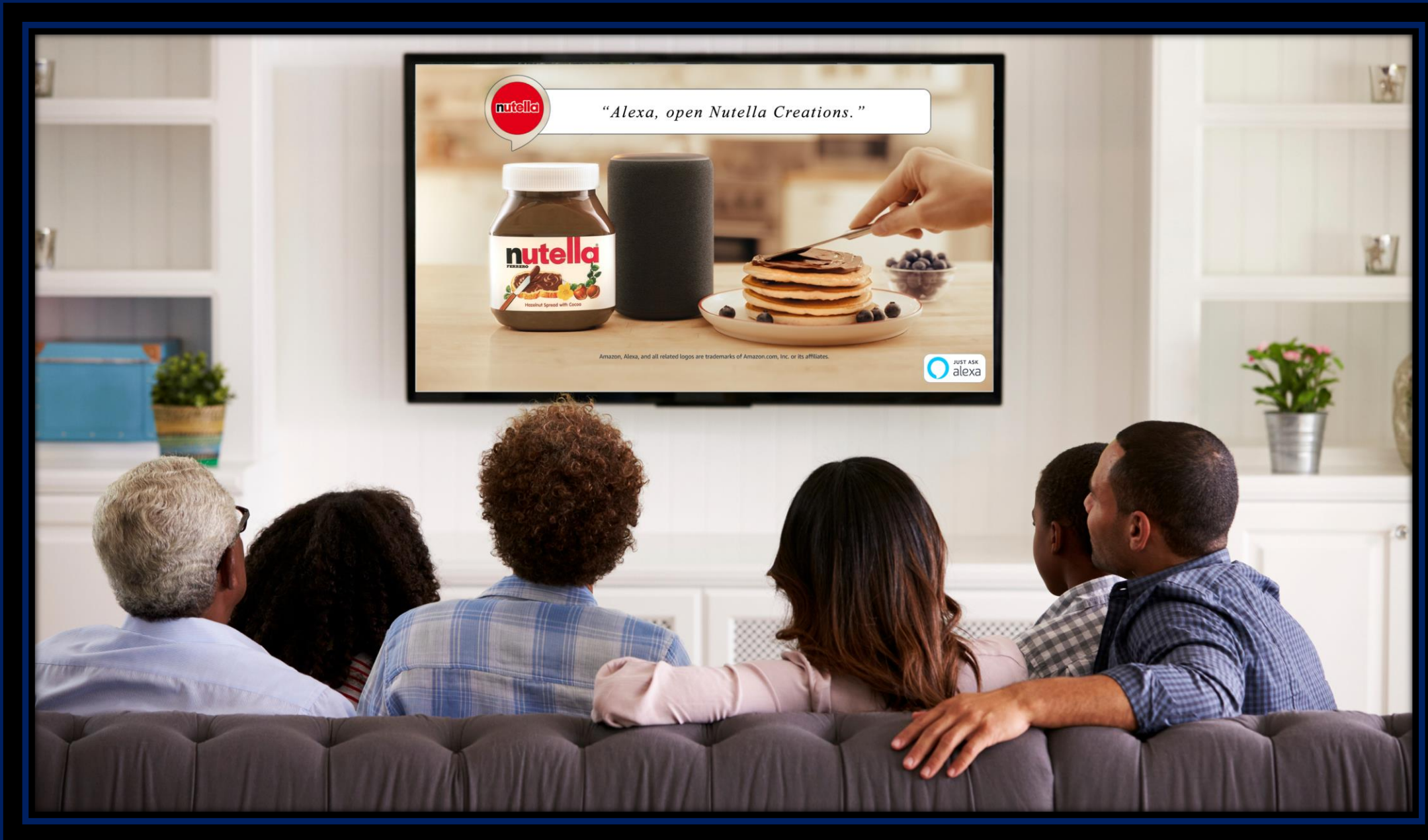
Go-To-Market

Go-To-Market Approach

- 15-sec and 30-sec TV spots w/ wake phrase CTA (Prime FEP, Hulu & YouTube)
- Social for Pancake Day, Activation, Ongoing (FB, Instagram, twitter). Post w/ wake phrase CTA (FB, Instagram, twitter)
- Earned media by including Alexa Skill activation as part of larger "Pancake Season" campaign.
- Targeted Emails (Voice Users)



Case Study Video



Trouble viewing the video? Paste this link into your browser.
https://youtu.be/yPxd9DG_Utc

Results

1K+

Over 1K unique visitors
in week 1 campaign

Source: Amazon Analytics

120

Over 120 customer
ratings in 2 month with
80% 4-star↑ ratings

Source: Amazon Skill Store

★★★★★ **Great Nutella-themed breakfast recipes**

Reviewed in the United States on February 26, 2020

I love Nutella, and I love this skill. It has 9 delicious and easy Nutella-themed breakfast recipes, so it's pretty awesome for those of us who love Nutella :) It will also text you the ingredient list and instructions which is very handy. Also, definitely listen to a recipe until the end so you can play the memory game!

★★★★★ **Great skill - love this!**

Reviewed in the United States on February 28, 2020

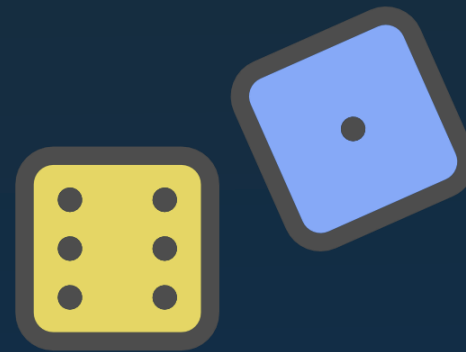
Fun skill, well done - there are actually great recipes here, and I like game at the end that you should try out.

★★★★★ **nutella is life**

Reviewed in the United States on February 23, 2020

this skill is a grest tool for my weekend mornings. love rhe text to phone option!

Nutella's Learnings



- Customers gravitated towards recipes that were: (1) Clearly tied to the “pancake” campaign theme (2) Simple and straightforward. A significant percentage of customers were willing to select the recipe category “something special ” to get a “mystery” recipe recommendation from the Nutella brand.
- A secondary extension to the main use of a Skill, like the Nutella Memory Game, is a great way to keep customers engaged and coming back; however, keeping it as optional or “unlockable” prevents confusion or distraction in the core flow and user experience.
- Leveraging multimodal features like Amazon Presentation Language visuals on screened devices, mobile texting, and Shopping List can be extremely valuable in conversational design, especially when dealing with long or extended content, or presenting a customer with multiple options to select from.