

Skill Launch: January 2019

Case Study: August 2020



Wait Wait Quiz

NPR

Powered by VaynerMedia



VAYNERMEDIA

Case Study – Wait Wait Quiz

Problem

NPR has been at the forefront of audio innovation for years, from inventive radio show formats to podcasts. Wait Wait... Don't Tell Me is one of NPR's most popular programs, averaging 6 million weekly listeners on air and via podcast. NPR looked to the program to explore a new opportunity for audience engagement, an interactive Alexa skill. To build and retain an audience, NPR, the Wait Wait team, and VaynerMedia needed to translate the show into a dynamic, interactive, voice-first experience that fans would love and come back to week after week.

Opportunity

Enter the "Wait Wait Quiz." Leveraging the play-along participation already inherent in the show, we designed an experience and editorial process to translate a new, Alexa-specific edition of the game. In doing so, we created a platform for NPR to further engage fans and ultimately monetize the show in new ways.

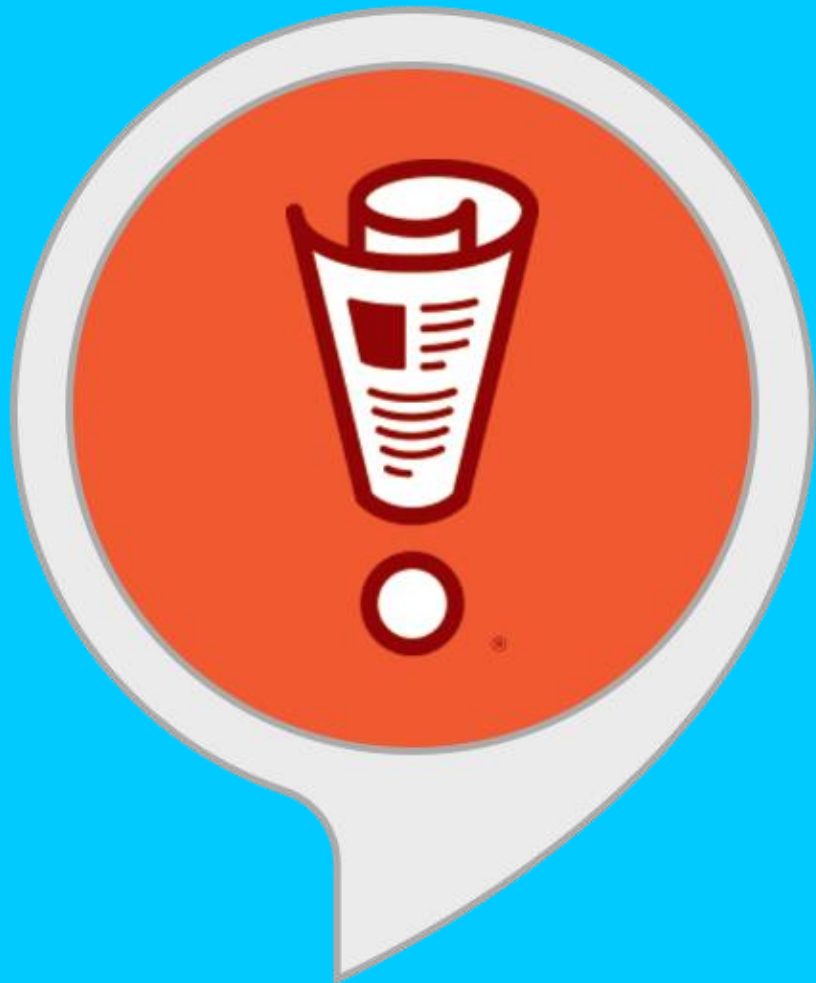


Case Study – Wait Wait Quiz

Solution

VaynerMedia designed both a highly engaging Alexa skill and a smooth editorial process to ensure a best-in-class skill that remains fresh with timely, new quiz questions refreshed every week. Partnering with Wait Wait's writing team and beloved on-air talent, Peter Sagal and Bill Kurtis, they designed the interactive game to test fans' knowledge while peppering in plenty of the show's signature humor.

By updating a new episode every week with timely questions based on the week's news and introducing new features to support return engagement including multi-week streaks and a leaderboard, the skill built and maintained a sizable recurring weekly audience.



Go-To-Market

Go-To-Market Approach

To launch, "Wait Wait Quiz," VaynerMedia worked with NPR on a PR strategy that builds out from NPR's owned and operated channels and the existing fanbase of "Wait Wait... Don't Tell Me." A profile of the new Alexa skill was published on NPR.org and popular NPR hosts Sam Sanders and Ari Shapiro demonstrated the game in videos that were sent out over NPR social channels. And on-air mentions ensured fans who knew the show from the radio or podcasts would be aware there was more waiting for them on Alexa.

Additionally, the skill generated stories in publications like TechCrunch which expanded awareness.



TECH

Wait, Wait... It's on My Smart Speaker!

January 17, 2019 · 9:41 AM ET

BEN FISHEL



**Think you know
the news?**

Everything is fine with Bill Kurtis and Peter Sagal

Jeff Sciortino/NPR

Results

Top 10

Named one of Amazon Alexa's
Top 10 Skills of 2019

Source:
[Amazon](#)

Webby

2020 Webby Award
winner for Technical
Achievement in Apps,
Mobile, and Voice

Source:
[Webby Awards](#)

4.5

Rated 4.5 out of 5
stars

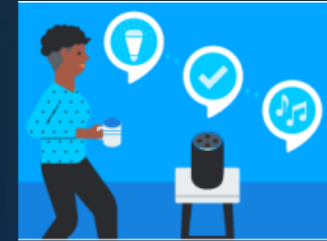
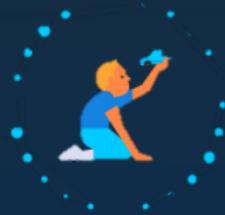
Source:
[Amazon](#)

>4,000

Received over 4K reviews
as of June 2020

Source:
[Amazon](#)

Learnings



- The Q&A element of the skill required manual Lexicon training to account for new vocabulary that came up each week
- Incorporating new features, whether prizing, notifications, leaderboards, or beyond was an important element of encouraging re-engagement because the new content gave customers a reason to return to the skill
- A weekly update cadence, coupled with a consistent tune-in ask during each use of the skill, helped keep engagement up as promotion diminished. Additionally there's a continued opportunity to test & optimize those CTAs to help convert at a higher level.