Huggies

Huggies Skill

Powered by VERSA

Case Study – Huggies

Problem

Over the years, Huggies has been a trusted partner to Australian parents; providing premium products and support across its numerous platforms including its website, content via the Huggies CRM program and on social platforms. In this continuously evolving world, Huggies sought to provide support relevant to the next generation of consumers, adapting to new consumption trends. Huggies Australia worked with VERSA to develop a voice experience to provide content that was valuable to our consumers across different stages of their child's development, a curated experience that adapted as their child grew.

Opportunity

Research showed that while there was extensive content available for expecting and newborn parents, even in the nascent Voice Experience space, there was limited content out there for parents with Toddlers and older children. The Huggies team asked the Versa team to explore the best ways for the brand to continue to engage with its consumers as their children developed; they collaborated with VERSA to create an intuitive voice experience that would be meaningful to expecting parents as well as those with children aged up to 3yrs and beyond.

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Solution

The Huggies Skill enables parents to have engaging and meaningful moments with their children that are tailored to their stage of development, creating a personalised experience. AI maps the content created for the experience to the most appropriate material for each child's age, as informed by the Victorian Department of Education. If the child's age hasn't been provided, AI creates a content map for a generic age, balancing engagement with development.

The conversational design is fun and interactive, and is directed to speak to parents whilst captivating their children using rich media content delivered by multi-modal smart speaker devices. VERSA created a series of games and activity content pillars supported by content from Kinderling, Australia's leading child entertainment platform.
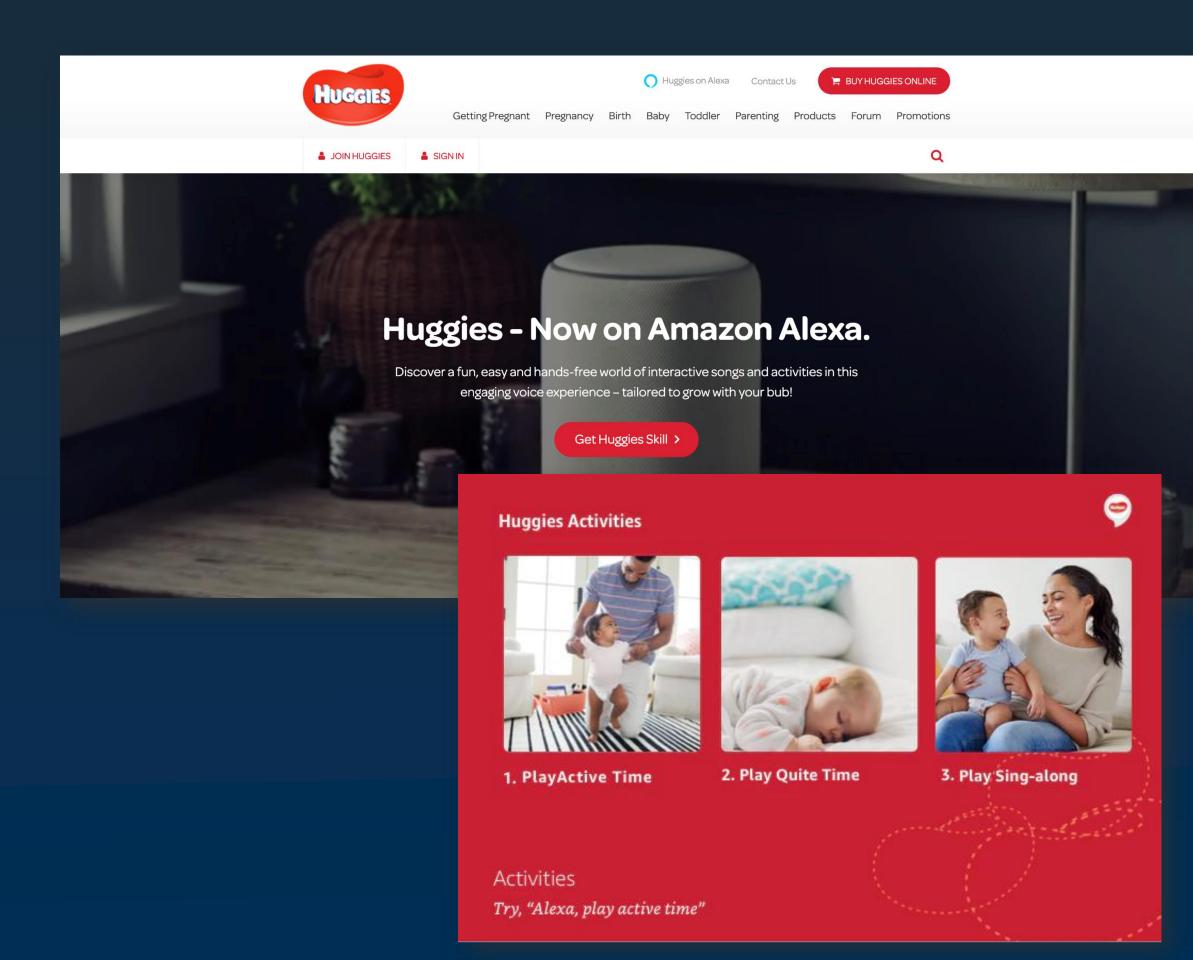
The Sing-a-long feature encourages parents and kids to join in and sing well known songs and nursery rhymes. Active Time gets the whole family moving, while Quiet Time provides meditative & white noise audio to support quality sleep. Children can also help Farmer Brown herd back his escaped animals in Farm Escape Game, which uses fun animal sounds to engage children and parents alike. Each element of the experience is designed to support and foster discovery, creativity, team work and problem solving using sounds and songs kids love.

*Sequences shortened

Go-To-Market

Go-To-Market Approach

In parallel with the voice experience, a go to market / launch plan was developed to launch the skill into market - utilizing Huggies owned assets to help fuel awareness of the skill on launch day and beyond. About half of Australian parents with a child aged 0 – 3years old are part of the Huggies Australia 'Baby Club'. Huggies marketing support activities included dedicated website content, launch and promotion emails as well as social media support, including promotion content with key parenting influencers. The Huggies consumer insights team helped design a possible development roadmap by conducting research into voice and skill usage, consumer needs and wants with the skill.

Case Study Video

Trouble viewing the video? Paste this link into your browser
https://youtu.be/B2AuYoHyDgk

Results

18.4%

Retention rate over 4 weeks

7.2

Average skill sessions per customer

Huggies' Learnings

Perhaps most importantly, VERSA implemented custom analytics and tracking to deliver real-time data and insights to the Huggies team on the performance of the voice experience. Content interactions, play time, session time and frequency of use are measured to provide an overview of user engagement. This data can then be used to inform improvements to the experience or content strategies for future digital or voice projects, and supports the potential to extend the experience across many services.