

Skill Launch: January 2020

Case Study: April 2020



Reckitt Benckiser

Lysol

Powered by Vixen Labs



Reckitt
Benckiser



VIXEN LABS

Case Study – Lysol

Problem

Lysol's trusted products are a constant in many American homes. But they need to be used in the right way for Lysol to fulfil their mission to help keep families healthy by breaking the chain of infection. Lysol needed to help people understand how and where to use their products with practical and empowering tools, without further burdening their already busy days, and prove genuine innovation to keep Lysol's position as market leader.

Opportunity

Lysol knew there was a fine balance to be struck if they were to deliver something truly useful for Lysol customers. Vixen went through an extensive and detailed discovery and testing process to find the answers to critical questions including: "How can they provide information without further complicating hectic family lives?"; "What would make life easier for parents when teaching kids about healthy habits?"; and "What helps people feel empowered rather than critiqued when it comes to cleaning routines?"




Case Study – Lysol, Cold and Flu

Solution

The first step to bring Lysol into the world of voice was to create a limited reach MVP skill, with the aim of adding live data to the rich, qualitative insights Vixen had gained in testing. So Vixen Labs launched the Lysol Alexa Skill, a new way to help keep families healthy and homes clean and disinfected throughout the cold and flu season.

Through an exclusive data partnership with WebMD, Vixen developed the Lysol Germ-Cast, a real-time indicator of the instances of cold and flu happening around users, specific to their zipcode. Upon opening the skill, listeners hear their personalized instance level, empowering them with data-driven knowledge.

Further tools in the Lysol skill include room-by-room cleaning checklists, which can also be set as reminders. And made with families in mind, the skill also features a 20 second handwashing timer and adventure story to help make hand washing fun, along with a Healthy Habits Challenge, designed to get everyone working together to think about great hygiene.




The advertisement features a dark grey Amazon Echo device on a brown surface. Above the device, a speech bubble contains the text: "Alexa, open Lysol." To the right, another speech bubble says: "The current GermCast level in your area is medium." In the top right corner, the Lysol logo is displayed with the tagline "KILLS 99.9% OF VIRUSES & BACTERIA". In the bottom right corner, the "JUST ASK alexa" logo is visible. At the bottom of the image, a large white box contains the text: "ALEXA, ASK LYSOL® FOR MY GERMCAST LEVEL!"

Go-To-Market



Go-To-Market Approach

As this was Lysol's first voice activation and as such a test, the go to market strategy was focused on maximizing reach among customers who own Alexa-enabled devices. The focus was on paid promotion through display banners on the Amazon.com home page, with additional reach achieved through social media posts and a dedicated CRM email to the Lysol fanbase.




Stay ahead with cold & flu tracking & tips

JUST ASK alexa



"Alexa, open Lysol."

"The current GermCast level in your area is medium."



JUST ASK alexa

"ALEXA, ASK LYSOL® FOR MY GERMCAST LEVEL!"

Activate now for

- ✓ Your Daily GermCast
- ✓ Easy Cleaning Tips
- ✓ Story and Challenge for the Family

GET STARTED



Lysol
3 March · 🌐

Get your daily cold & flu levels near you with Lysol's Alexa Skill. Enable today! <https://amzn.to/39ktW29>

Stay ahead with Lysol's cold & flu skill

JUST ASK alexa

GET STARTED

"Alexa, open Lysol"

The current GermCast level in your area is medium



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160 236 comments 46 shares

Case Study Video



Trouble viewing the video? Paste this link into your browser
<https://youtu.be/9myyN48odi4>

Results

76%

increase in 'strongly agree' response that "Lysol is leading the way / is modern and up to date" from signal test participants

Source: Pre and Post signal test study

50%

increase in 'strongly agree' response that "Lysol is a trusted partner to protect my family" from signal test participants

Source: Pre and Post signal test study

68%

Average increase of **unique users**, week on week since launch.

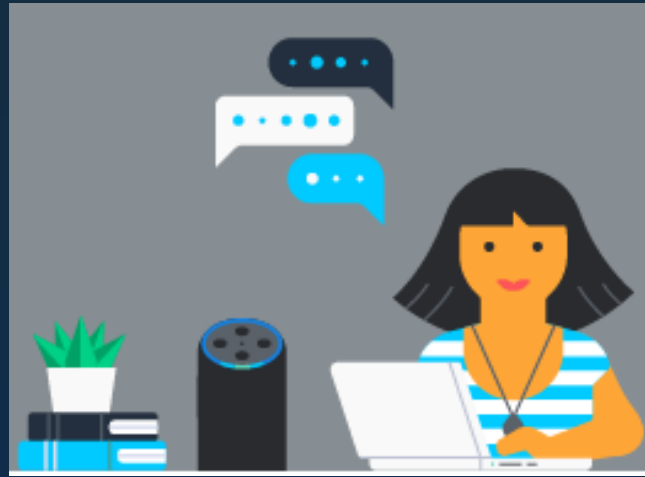
Source: Dashbot analytics

67%

5-star reviews for Lysol on Amazon skills store page out of 52 reviews posted one month after launch

Source: Amazon.com

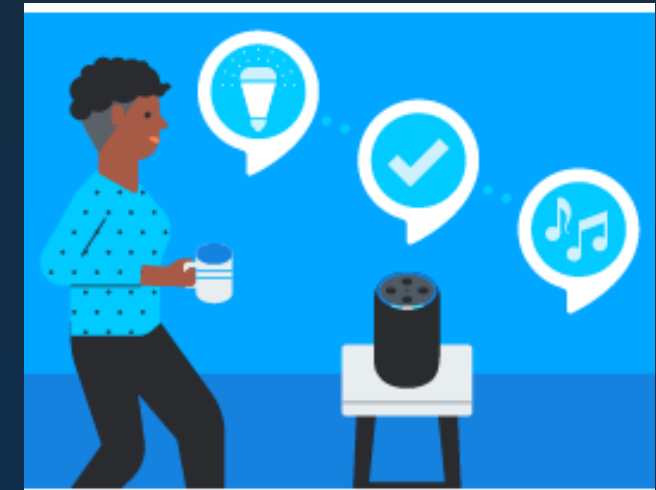
Lysol's Learnings



- Make any onboarding, such as providing permissions, as friction free as possible with extremely clear instructions and scripting.



- Useful doesn't mean boring! Bring delight to educational information with storytelling the whole family will love.



- Use sound design not only for sonic branding, but also as UI elements to help user understanding of lists, actions and confirmations.