

**Skill Launch:** February 2020

**Case Study:** April 2020



# Lucky Charms

*The Story of Lucky Charms*

Powered by General Mills and Xandra



# Case Study – Lucky Charms

## Problem

St. Patrick's Day is in our DNA! Lucky Charms has the only leprechaun mascot and charms like pots of gold, rainbows and four-leaf clovers. But to truly claim our leadership, Lucky Charms needs to continue to elevate their presence and drive instant association that St. Patrick's Day means Lucky Charms! But they needed to tell their St. Patrick's Day story and bring it to life in a modern way for families.

## Opportunity

As an increasing number of families use voice assistants in their homes, Lucky Charms is finding new ways to use cutting edge technology to help us unleash their imagination for a truly one-of-a-kind story *building* experience.



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# Case Study – Lucky Charms

In his very first story for Amazon Alexa, Lucky and his magical friends take you on an immersive choose-your-own adventure St. Patrick's Day tale titled "The Story of Lucky Charms."

The adventure starts out by asking you to choose which rainbow you want to go down, and from there, your choices determine who you meet and how you navigate Lucky's magical world.

There are several paths to choose and you'll never have the same story twice.

Be prepared for encounters with fairies, trolls, mermaids, rainbow zebras, and more colorful characters, all of whom are celebrating St. Patrick's Day in their own fun way.

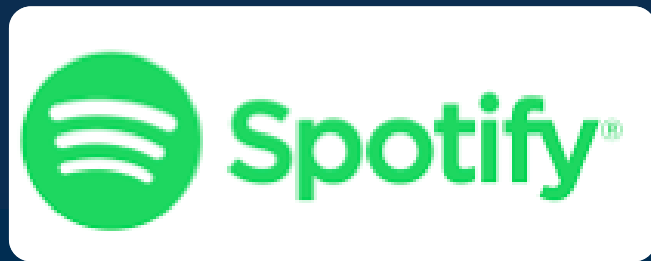


# Go-To-Market

## Go-To-Market Approach

High Volume spend via paid and organic social media posts including:

- Facebook/Instagram
- Spotify Audio Ad
- PR: Featured in a WSJ Article
- General Mills Blog and social media channels



# AdAge

## 'Alexa, open the story of Lucky Charms'

Lucky Charms is out with a storytelling Alexa skill to promote the “magically delicious” brand in the lead-up to St. Patrick’s Day. The premise is a bit like “Choose Your Own Adventure.” Listeners make choices as they chase the cereal’s Lucky the Leprechaun character to the end of a rainbow where he’s searching for a pot of gold. To note: March 17 is also Lucky’s birthday. General Mills says it collaborated with Amazon and interactive production studio Xandra on the project. It also says listeners won’t hear the same tale twice.





## .GIF Video

Trouble viewing the video? Paste this link into your browser  
<https://youtu.be/EUHnGOhH46A>

# Results

First to  
Market

One of the first  
storytelling skills  
offered by a CPG brand

Strategic

Allows experimentation  
in our modern story  
telling strategy

Highly  
Rated!

4.3 out of 5 Stars!  
150+ Reviews within  
the first two months!

Highly  
Engaging!

160+ Sessions per day on  
avg.

"My Kids Loved This"

"Three Cheers for Lucky!"

"My daughter loved this story!"

"Magical"

# Lucky Charms' Learnings

- Alexa Skills provide brands with a new way to engage with customers, through modern, immersive storytelling. Lucky Charms were able to reach families while giving our brand a sonic identity.
- Sometimes the desire to tell a robust story might not fit the short attention spans of voice experiences. Find the sweet spot with skill length that balances natural engagement time and the uniqueness of the content you want to share.
- Plan the consumer journey and go to market strategy carefully. Keep the CTA simple and consistent across touchpoints.

