

**Skill Launch:** July 2017

**Case Study:** April 2020  
(updated)



# Nickelodeon

*The SpongeBob Challenge*

In partnership with Xandra

**nickelodeon**



# Case Study – The SpongeBob Challenge

## Problem

Nickelodeon's mission is to make the world a more playful place. In keeping with this aim, they were seeking to leverage the beloved SpongeBob property and characters to create an immersive, family-friendly experience that could encourage both learning and play.

## Opportunity

Nickelodeon saw voice technology and Alexa as the next big medium their audience was flocking to and a great way to engage their audience, bringing them into the SpongeBob world. Partnering with Xandra, they set out to create a game that sharpens kids' listening comprehension skills through the incredible world of SpongeBob SquarePants.



# Case Study – The SpongeBob Challenge

## Solution

The SpongeBob Challenge is primarily a memory game where kids join the Krusty Krab crew and take orders from the hungry citizens of Bikini Bottom. Along the way, they meet the customers and staff of the Krusty Krab, including SpongeBob, Squidward, and Mr. Krabs. As kids progress through the game, the customers start to make silly and more complicated orders, demanding that kids focus more intensely. As they level up, they earn coveted “Employee of the Day” and “Employee of the Month” rewards.

In designing the game, Nickelodeon and Xandra worked to ensure that there was a real sense of game mastery for older kids by providing a ton of challenges and rewards for progression while also making sure younger kids weren’t frustrated when they gave a wrong answer or the Skill didn’t understand them. Throughout, the Skill emphasizes memory recall, verbal skills and listening comprehension.



# Go-To-Market

## Go-To-Market Approach

Nickelodeon's promotion strategy focused on three goals: reaching parents who are Alexa users, sharing messaging about how to engage with the Skill, and showcasing the fun interactivity of The SpongeBob Challenge.

Nickelodeon was able to attract generous press coverage of The SpongeBob Challenge to pair with their owned channel promotions across Social Media, Nick Apps, Newsletters and Storefront media. Additionally, Nickelodeon leveraged Alexa skill store promotional units and custom videos.

Ex 1



Ex 2



# Results

8.2 mins

Average time spent with skill. Additionally, more than half of users play for over 15 mins/session

Source: Viacom, Amazon Analytics

4.1/5

Star review on Alexa skill store— over 5,100 reviews

Source: Amazon

2.6X

Weekly usage of skill per user

Source: Viacom, Amazon Analytics

150+

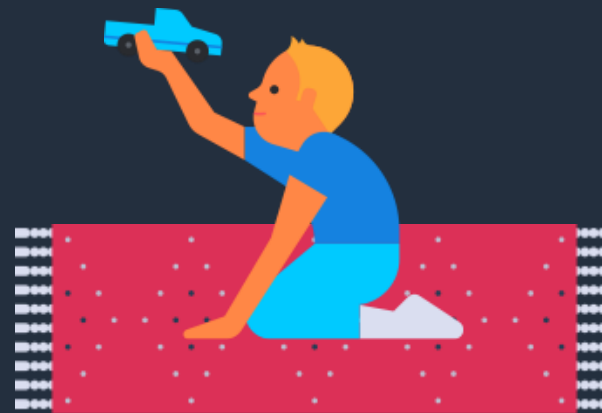
Challenges available within the skill featuring dozens of characters and personalized rewards

Source: Viacom, Xandra

# Nickelodeon's Learnings



In a voice-first context, rich soundscapes drives engagement.



When working with kids skills, build delight and fun into moments of friction.



Consider how voice can be used as an alternative to screen-based entertainment.