

Skill Launch: August 2019

Case Study: April 2020



# Citibank

*Citi Entertainment Voice*

Powered by Publicis



# Case Study – Citi Entertainment Voice

## Problem

Citi Entertainment is a compelling and emotionally charged entertainment program that Citi offers to its US credit cardmembers and Citibank Debit Card customers.

The program provides Citi customers with access to 10,000+ events and exclusive experiences, the most popular being live music events.

The problem is, many Citi customers and prospects are not fully aware of the program's existence and offerings.

## Opportunity

- Increase awareness of Citi's large entertainment offering.
- Build deeper relationships with our customers and grow loyalty by bringing Citi's offerings closer to them, in their homes.
- Position Citi as not just a "traditional" bank, but as an innovative and future leading brand.



# Case Study – Citi Entertainment Voice Skill

## Solution

Citi and Publicis developed an innovative, financial-industry-first solution for the Citi Entertainment program by leveraging the power of existing voice experiences. The Citi Entertainment Voice Skill allows users to search for thousands of live music events all over the country – all with the sound of their voice, on their Amazon Alexa devices. Citi customers can unlock special access to Presale, Citi Preferred Tickets and exclusive experiences with a Citi® credit card or Citibank Debit Card on the [citientertainment.com](https://www.citientertainment.com) website.

The Citi Entertainment Voice Skill provides an opportunity to not only strengthen customer relationships and build loyalty, but to improve customers' and prospects' perception to see Citi not just a bank, but also as an innovative and future leading brand that feels approachable.



# Go-To-Market

## Go-To-Market Approach

The Citi Entertainment Voice Skill was created following Citi's tone of voice, giving it a unique concierge personality to connect with consumers. The UX was built in-house at Publicis, allowing users to search for a particular Location, Genre, Artist, Date or any combination for an experience that aligns with what they're looking for. Additional user paths were created for customers that might try to use the skill to access their account.

The launch was supported by a robust marketing initiative, announcing the new voice skill and further driving awareness of the Citi Entertainment program offering. A :15s TV spot was broadcast on the TODAY Show and on SNY, with complementary OLV and banner assets running. Citi reached Amazon Alexa users through a tailored audio ad, email communications, and was featured as one of Alexa's recommended skills.



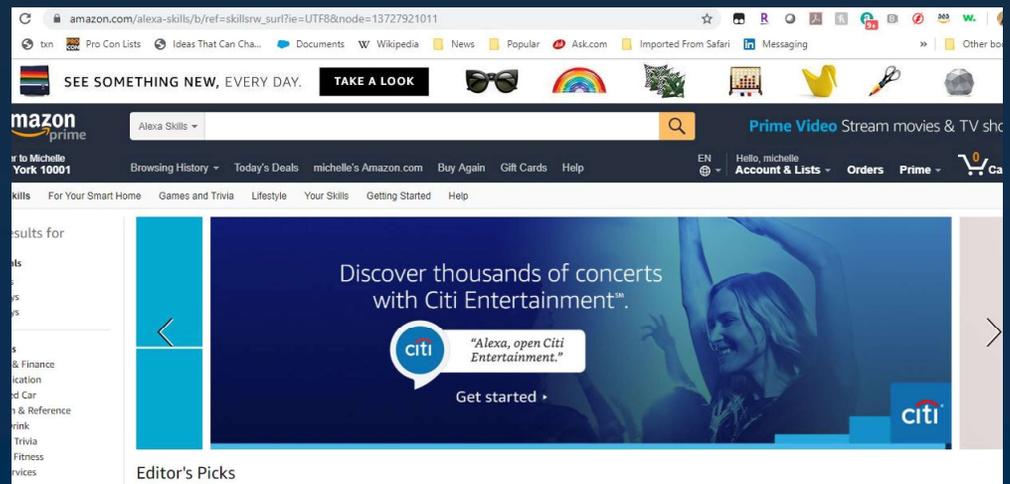
# Marketing

Audio Ads



Featured & Recommended Skill on Amazon Prime

Trouble hearing the audio? Paste this link into your browser.  
<https://youtu.be/0rSzQgT13U4>



The screenshot shows a web browser displaying an Amazon Alexa Skills page. The URL in the address bar is [amazon.com/alexa-skills/b/ref=skillsrv\\_surl?ie=UTF8&node=13727921011](https://amazon.com/alexa-skills/b/ref=skillsrv_surl?ie=UTF8&node=13727921011). The page features a navigation bar with the Amazon Prime logo, a search bar for Alexa Skills, and links to Prime Video and account information. Below the navigation bar, there is a large advertisement for the Citi Entertainment skill. The ad text reads: "Discover thousands of concerts with Citi Entertainment™." and includes a quote: "Alexa, open Citi Entertainment." with a "Get started" button. The Citi logo is visible in the bottom right corner of the ad. Below the ad, the text "Editor's Picks" is visible.

# Results

8/19/19 – 12/31/19



CONVERSATIONS  
INCREASED<sup>1</sup>

Source: *Publicis One Team*



NUMBER OF UNIQUE  
USERS<sup>2</sup> INCREASED

Source: *Publicis One Team*



NUMBER OF RETURN  
USERS INCREASED

Source: *Publicis One Team*

<sup>1</sup>All statistics are based on a launch date of August 19, 2019

<sup>2</sup>Defined as: the number of unique user accounts based on voice match that are active during the reported date range. Multiple devices registered under the same user account are counted as a single user.

# Learnings

The creation of the Citi Entertainment Voice Skill has ushered the Citi brand into the conversational marketing space. While the tool currently focuses on helping customers search for thousands of live music events all over the country, seeing the increased engagement on Amazon Alexa generates excitement to explore similar opportunities in the future.

Citi sees opportunities to further extend and evolve the skill to cover all the pillars the Citi Entertainment program offers, beyond music.



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