



CASE STUDY MISS PIGGY CHAT PERSONA



11min

Average Conversation Length

87%

Positive User Attitude

47%

Generated Laughter



"Chatbots made it possible for Miss Piggy to engage in one-on-one conversations and to develop a deeper relationship with her fans... The Messenger chat made it possible to go beyond what happens in the TV episodes and deliver a new kind of Muppet experience... We've seen that people are having an overwhelmingly positive experience. People are really engaging with her, having fun, getting closer to a favorite star. That's what it's all about!"

Debbie McClellan, Vice President
The Muppets Studio



"I will never forget this moment..."

"Hope to speak soon..."

"You are my idol!..."

"You are awesome..."

"You're amazing..."

BACKGROUND

The Muppets launched a primetime show on ABC in the fall of 2015 and even though the Muppets brand was "well known" among older users, attracting a younger audience was vital to Disney. In order to reach the millennial crowd, we chose a medium that was a natural fit: Messaging. It offered a personal way to connect with both old and new viewers and engage them one-on-one at scale.

CHALLENGES

The primary challenges of creating a Miss Piggy Chat Persona were to make the user experience entertaining and 100% authentic. For that, imperson's creative team was challenged to employ the real style and tone of the Diva. Technologically, Disney wanted a deep integration on Facebook (way before the F8 announcement) which made Miss Piggy one of the first bots fully integrated on Facebook Messenger.

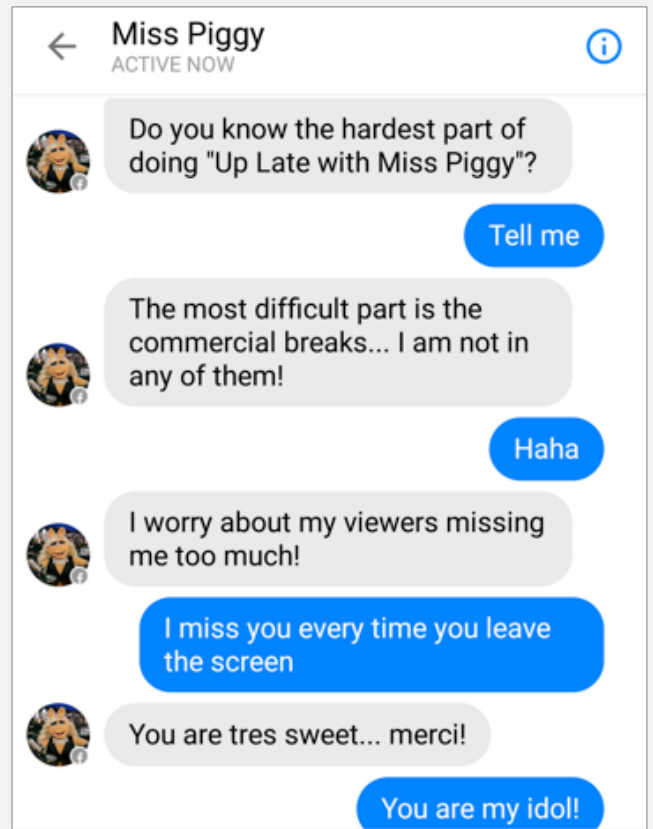
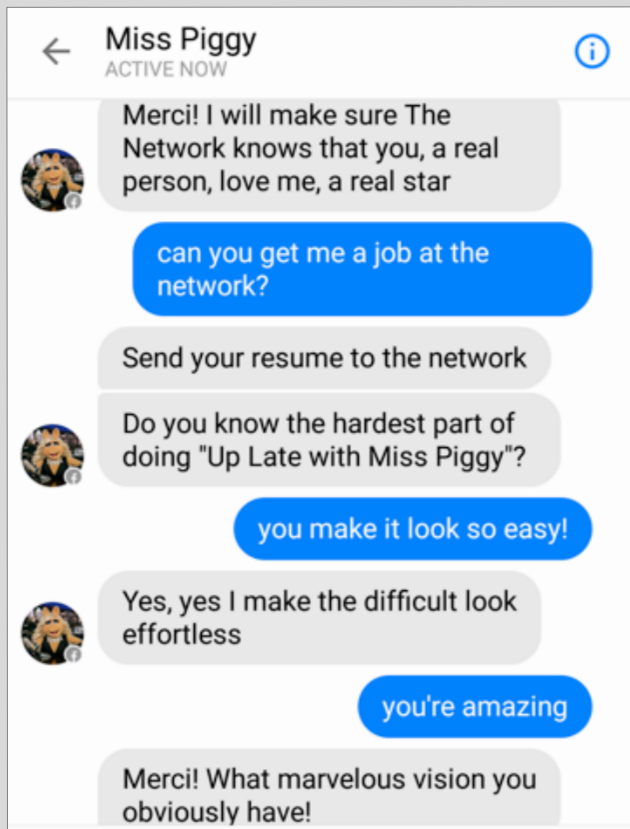
SOLUTION

imperson's intelligent conversational engine with Natural Language Processing technology was used to generate natural flowing conversations based on context, memory, and recognition of users' attitude and intent. The chat was also set up to collect user sentiments in order to gauge opinions about the experience. In total, imperson wrote 7,000 lines of content that were all vetted by Disney.



Turning a diva into a Chat Persona was not an easy task, but with imperson's technology, users genuinely enjoyed interacting with her, actively participated in the chat, and returned for more.

Users had an authentic, entertaining, and satisfying experience that increased their affection for Miss Piggy as a figure and the Muppets as a brand.



Marketing Land

TIME

BUSINESS INSIDER

Forbes

TECHCRUNCH

The New York Times

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"The experience the user is getting feels like an actual conversation with a person from the movie. The bots are able to sustain conversations up to about a half-hour long, speaking with the voice and style of the fictional character".

"This Miss Piggy is no puppet. The famous character has come alive in the form of a "chatbot" that talks to users the way a real person would".

"Thanks to the creation of a Miss Piggy chat bot, fans are able to engage in an authentic and hilarious conversation with the self-centered, head-strong, and over abundantly fabulous Piggy we all know and love".