



Cozmo Lost In Reddit Fact Sheet

What It Is:

Cozmo Lost In Reddit is a live streamed event that turns all of Reddit into a real-life escape room. It's an homage to Reddit and its culture and an entirely new way for people to interact with Anki's [Cozmo](#), the palm-sized robot with a big brain and an even bigger personality. Redditors will collaborate to help guide *Cozmo* through multiple rooms on Reddit, all customized and alive with the likeness and spirit of some of Reddit's most popular subreddits like *r/memeconomy* and *r/rarepuppers*. *Cozmo* will travel through these rooms and complete a series of challenges with the help of the entire Reddit community, all with the goal of helping *Cozmo* escape - we're talking /showthoughts, a rare puppers party, puzzles and trebuchet launches. The experience is built to be true to Reddit down to the finest detail, compelling, intense, and flexible in its format and potential outcomes. It's going to be huge and impossible for the Reddit community to miss.

This is the first time Reddit has ever done an interactive livestream.

When:

Tuesday 11/14 at 10am PT for 6 hours. Livestreamed on all of Reddit (ad units of all sizes on all pages, Desktop, Mobile), YouTube, Facebook Live and other platforms. The best link to direct readers, and where all info will be housed, will be: https://www.reddit.com/user/anki_inc

Cozmo Lost In Reddit Trailer:

https://youtu.be/kB88M2_T1Rg *Posted on Monday night

Executives for Attribution:

- Craig Rechenmacher, CMO, Anki
- Paulo Ribeiro, Managing Director, W+K Lodge
- Niles Ashra, Director of Creative Technology, W+K Lodge

Executive Quotes:

- "At Anki, it's in our DNA to constantly question and push the boundaries of what's possible. This is a guiding principle that defines all facets of our company, including product development as well as marketing. Working with Wieden+Kennedy Lodge, we identified Reddit as a great platform to introduce *Cozmo* to a new audience, not only due to undeniable influence and reach of the site, but also the unique community that make up Reddit and their propensity to embrace new, innovative technologies. Ultimately, creating a fun experience for Redditors, and at the same time, building awareness for *Cozmo* and his larger-than-life personality, is our end goal here. If we can look back and say that we created a campaign that is as unique and entertaining as *Cozmo*, we'll be happy with any outcome." *Craig Rechenmacher, CMO, Anki*
- "There is no way to explain how intelligent that little robot is. You have to experience it. With that challenge it was only the combination of a robot with all the capabilities of *Cozmo*, and the collaboration and cleverness of the Reddit community, and a team with the technical and creative chops of W+K Lodge that something like this can come to life." *Paulo Ribeiro, Managing Director, W+K Lodge*
- "*Cozmo* feels most magical when you meet him. Our focus is finding unique and daring ways to do that using technology. Unique and daring requires a leap: a physical manifestation of Reddit as the backdrop for a collaborative live streamed game where *Cozmo* is lost and the entire community helps *Cozmo* escape in real-time. We've pushed to the edge of robotics, engineering, and experience design. What happens is up to Reddit and *Cozmo*." *Nilesh Ashra, Director of Creative Technology, W+K Lodge*
- "This campaign marks a first for Reddit and our brand strategy team," said Zubair Jandali, VP of Sales at Reddit. "Not only is it the largest-scale campaign built entirely around the Reddit community, it's also the single, most creative brand activation we've had a chance to work on. It's been incredible to watch this concept come to life over the past several months, and I can't wait to see how our users respond." *Zubair Jandali, VP of Sales at Reddit.*
- "From the initial shower thought that spawned this concept, to helping build out the strategy and campaign components that brought it to life, this activation signals a huge moment for Reddit's brand strategy team," says Joe Federer, Senior Brand Strategist at Reddit. "It's the first physical manifestation of the Reddit community, and we knew that in order to get this right, we had to strike a balance between something both unique and familiar to Redditors. Most importantly, it's a powerful demonstration of what's possible for brands that embrace Reddit communities." *Joe Federer, Senior Brand Strategist at Reddit*
- "Our communities are at the heart of everything we do at Reddit, and they crave deep, interesting, unique content from both users and brands," says Joe Federer, Reddit's Senior Brand Strategist. "There is so much nuance to the culture in these communities, and with this campaign being the first to bring these subreddits to life in the physical world, we knew we needed to find genuine connection points with the communities. Any time advertisers can add value in interesting ways, Reddit tends to embrace them." *Joe Federer, Senior Brand Strategist at Reddit*



Subreddits that *Cozmo* will travel through:

- [r/hailcorporate](#)
- [r/memeeconomy](#)
- [r/gaming](#)
- [r/rarepuppers](#)
- [r/showerthoughts](#)
- [r/shittyrobots](#)
- [r/whatcouldgowrong](#)

Description of the rooms:

- [r/hailcorporate](#): In [r/HailCorporate](#), *Cozmo* will find himself in a room that embodies the subreddit where all attempts at Reddit advertising are relegated. Here Redditors will learn and experience the basics of the game mechanics they'll use throughout the experience: voting, tapping on cubes to spur an action, and how *Cozmo* is generally controlled. *Cozmo* can enter any of the 6 unlocked rooms from here on his quest to open the door to escape. The room has no time-limit, but similar to the online version - the environment isn't exactly inviting, so it's meant as a launching off point to the rest of the rooms.
- [r/rarepuppers](#): In [r/rarepuppers](#) (*Experience room*), *Cozmo* enters into a pupper birthday party. *Cozmo* stays protected throughout the entire experience from the cover of an enclosed, clear dome, in which he has free reign to tap his cubes. This freedom enables *Cozmo* to gather Karma through various interactions with puppers as a result of tapping different Power Cubes and spawning different actions: treat shooting, toy dropping, physical affection giving etc.
- [r/showerthoughts](#): In [r/showerthoughts](#) (*Experience room*), *Cozmo's* goal is to collect Karma by producing "shower thoughts" that will be displayed in a thought bubble within the room. *Cozmo*, with the help of Reddit, must turn on and adjust the water temperature to the "sweet spot" for creativity, zen, and deep shower thoughts. There will be a temp gauge and buttons (power cubes) that add hot or cold water to the mix.

- [r/shittyrobots](#): In [r/ShittyRobots](#) (*Experience room*), honors and recognizes just how shitty some robots actually are. *Cozmo*, on the other hand, is not a shitty robot—he’s rather sophisticated. In this room *Cozmo* will need to operate a very shitty robot in order to get Karma.
- [r/gaming](#): In [r/gaming](#) (*Challenge room*), *Cozmo* will be play a computer game which he will need to win to obtain the key cube. The set will be a gamer’s basement from the 1980’s. *Cozmo* will use power cubes to control the game, and we see it played out on an old CRT monitor. Each action will lead *Cozmo* down a different path, where he’ll have to use karma to fight orcs, buy weapons, cast spells, and, ultimately, not die in pursuit of saving the Waifu. The game will have up to three ways *Cozmo* can win, and more ways that he can lose.
- [r/memeeconomy](#): In [r/MemeEconomy](#) (*Challenge room*), *Cozmo* will need to lean on Redditors’ knowledge of memes to develop successful portfolios on the Meme Market. On an NYSE style trading floor, *Cozmo* will be presented with a series of memes, in a one-at-a-time progression. With each meme, Redditors will have 15 seconds to advise *Cozmo* whether to buy or pass (is it ‘dank’ or ‘normie’?), in an effort to fill his five-meme investment portfolio. A panel of meme experts, voiced through a single authority, will pass a yes or no judgement on the portfolio.
- [r/whatcouldgowrong](#): When *Cozmo* enters [r/WhatCouldGoWrong](#) (*Challenge room*), to find himself in a suburban backyard at sunset. Surrounded by tools, cars and a workshop, *Cozmo* will need Reddit’s help to perfectly execute a daring stunt worth of this sub.

Design of each subreddit:

- [r/hailcorporate](#): Dystopian Times-Square. It’s the physical embodiment of the anti-capitalists, cynics, hackers, conspiracy theorists, and general anarchists that police Reddit and call out advertising. This room is stark, bleak, and mostly black & white with dramatic, noir-like lighting.
- [r/memeeconomy](#): This is serious business. Serious meme business. We take a regal old building and fill it with a bunch of screens and misc. technology and turn our set into parody of the NYSE trading floor.
- [r/gaming](#): This is your stereotypical, dimly lit dungeon master’s basement. Not the tidiest room of the bunch, but also not a complete mess. Whoever lives here takes great pride in their collection of card / board / computer game ephemera. They know what they’re doing.
- [r/rarepuppies](#): A fully synthetic area, with bright colors and simple graphics. *Cozmo*’s pathway/tube is completely clear, and strong enough to withstand a lil’ cute wear and tear. And puppies. Lots of puppies.
- [r/showerthoughts](#): The set is built to look like a high-end shower—pristine white subway tile and an overhead, “waterfall,” style shower head. Perfect for relaxing.

- r/shittyrobots: We combine a modest community college robotics lab with an organized DIY maker workshop. Along with the requisite shitty robot building equipment, we'll add fragile props that are just asking to be destroyed.
- r/whatcouldgowrong: This is the scrappiest room of the bunch. It's both in and outside of a quasi-hoarder's garage, where they've taken it upon themselves to build things way out of their expertise.

Hosts:

- [Rachel Seltzer](#); Esports host and interviewer
- [Alex Corea](#); Host of The Attack on Disney XP

###

