



Duck Commander

MMA CASE STUDY

Campaign Summary

The Robertson family's company, Duck Commander, decided to create a mobile app for duck hunters to leverage the success of the family's hit TV show *Duck Dynasty*. The app was designed to bring every utility a duck hunter might need to hunters' mobile devices: vital resources, tips and tricks of the trade, utilities to simplify the experience, and entertainment for downtime. The app ranked in the Top 10 in the paid iTunes store half a season after its launch.

Strategy and Execution

Duck Commander is the name of company owned by the Roberson family, stars of A&E's hit TV show *Duck Dynasty*. After the success of its duck calls, hunting videos, and TV show, Duck Commander decided to create the ultimate duck hunter app. The app was designed to offer tools for duck hunting, some entertainment, and to address the main field obstacles of hunting: varying state laws, hunting location (blind) management, and the ability to easily record memories of a trip and share them with friends.

The app was designed to provide users with an easy navigation split into 10 sections of resources: Home, My Blinds, Hunts, Weather, Law Dawgs, Tips & Tricks, Bios, Videos, Events, and Tools. Features available in the My Blinds category included weather forecasts, interactive radar maps, and river levels. The Law Dawgs category offered information on state laws, bag limits, and shooting times. Sharing was encouraged through photo and video journal capability. Further features included audio of various duck calling techniques, duck identification tools with photos and descriptions, and even a flashlight. Most of these features were made available offline to account for limited connectivity issues.

The iPhone app was released in the App Store in November 2011 with a one-time download fee. Additional premium content was made available only through in-app purchases.

Results

Half a season after the launch of the app, the Duck Commander app ranked a Top 10 paid app and Top 10 grossing app in iTunes' sports category for almost two months. Thousands of in-app purchases resulted in over 45,000 video downloads and over 17,000 hunts recorded. Five-star reviews in the App Store continue to roll in for Duck Commander.

Source

"Duck Commander App." 2012 MMA Smarties Mobile App Submission. Brand: Duck Commander. Lead Agency: StepLeader & CBC New Media Group.