

BeON Launches Direct to Consumer

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campaign highlights

- Campaign highlighted BeON as a new category of DIY smart home security and put consumers on alert
- Product reviews and features in CNET, TIME Magazine, PC World, USA Today, Forbes, This Old House, NBC News, Parents Magazine, Consumer Reports, Washington Post, The Register and many more
- Ran a successful Mom Blog campaign to reach a specified target audience and push the “peace of mind” message

client



services

PR + Media Relations
Digital + Social
Content Programs
Consulting Strategy

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the client



BeON Home takes a new approach to home protection. Addressing key concerns around safety and security, the BeON system transcends the smart bulb category to take the familiar light bulb form factor and create a solution that makes security and safety available and accessible for everyone. The system learns your lighting behaviors and replicates that rhythm when you're away to create the illusion of home occupancy.

the problem

Caster was initially brought on to help BeON launch into the home security channel and gain awareness and credibility with security dealers before product availability. BeON had such success with security dealers that they decided to launch the product direct to consumers – sold through the BeONHome.com website. The challenge was to get brand awareness for a new product, in a new category with consumers by relying only on social media and PR and without any ad-

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This is cool: The BeON bulbs quietly learn the pattern of your turning them on and off throughout the day and night. The BeON security bulbs are useful, ingenious gizmos that will make you happy.

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Yahoo Tech

vertising. BeON also was struggling to communicate its core value proposition to consumers and press because although it was a set of smart light bulbs, the product differentiator, features and benefit was nothing like that of other smart bulbs. It was all about security and BeON needed to be comparative to security products instead of smart bulbs.

the solution

Caster implemented an aggressive product review program to enable BeON to get credibility with consumers. The focus was on early adopter tech media (Re/Code, CNET, Digital Trends, Yahoo Tech and Gizmodo) all the way through to mainstream media that every day consumers watch and read (NBC News, CBS This Morning, Parents Magazine and This Old House Magazine). Caster implemented seasonal pitching campaigns around home security, home improvement, travel, winter storms and real estate and drove tailored outreach to national tech, consumer and lifestyle consumer publications.



Best new tech to build a smarter home



MARCH 14, 2016, 8:33 AM | New smart home technology makes it possible to turn on lights, mow the lawn and clean up with a swipe of your phone. The number of American households using the technology is expected to jump from about 4.5 million to more than 24 million in 2020. CNET.com editor-in-chief Lindsey Turrentine joins "CBS This Morning" to discuss the secrets of a smart home.

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“BeON’s bulbs have their own set of Bluetooth brains that perform all kinds of complex tasks designed to keep you and your home safe. I mean really, have you ever had a lightbulb as a security guard?”

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USA Today

result

Through a combination of reviews with all the major tech, smart home, mom blog and consumer media as well as editorial like gift guides, product placement, trends, data and quotes, Caster was able to put BeON at the forefront of DIY smart home security and gain the attention of the target audience of homeowners, moms, and baby boomers. Caster ran the year-long campaign on a lean and efficient startup budget, yet still produced nearly 50 dedicated product reviews and even more unique placements.

By securing high profile product reviews at the time of launch such as CNET Smart Home, Wirecutter and Reviewed.com, the launch gave BeON the visibility it needed to propel it into even more mainstream press such as the lead product in a smart home segment on CBS This Morning.

50

Product reviews generated from launch alone

100+

Unique media placements in year one