

PR & SOCIAL MEDIA CASE STUDY

CAMPAIGN HIGHLIGHTS

- **Key features** in Forbes, USA Today, PC Magazine, TechCrunch, Gigaom, CNBC, TIME, Wall Street Journal and many more totaling **1000+ media placements** over the year-long campaign
- **Speaking Engagements** at Consumer Electronics Show (CES), Smart Home World 2015, Southland, GrowthCon, IoT Startup Day and more
- **Campaign paved the way for \$10M over subscribed super Series A round of VC funding**
- **Increased Social followers** with organic growth by almost 200% with 4.4M impressions across Facebook and Twitter combined

“With Kevo, UniKey dramatically expanded the potential consumer’s knowledge and excitement for smart locks in the US.”

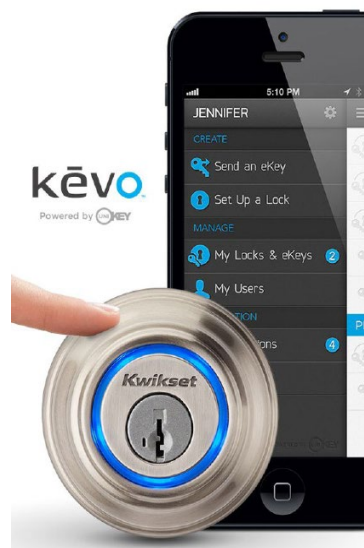
– Gizmodo

THE CLIENT

UniKey is the access control platform powering the first keyless entry system that can be integrated into any lock. As the ingredient technology in smart lock hardware, UniKey’s platform replaces keys, cards, codes and passwords by turning your smartphone into a convenient, universal electronic key. Following the launch of the technology on the hit reality show Shark Tank, UniKey partnered with the largest lock manufacturer in the U.S. to create the Kwikset Kevo Bluetooth residential smart lock.

THE PROBLEM

UniKey came to Caster after four months into shipping the first smart lock, Kevo through their partnership with Kwikset. Kevo received notable coverage and recognition from a product standpoint - winning many industry awards. But as the ingredient brand inside the lock, UniKey was left out of the message. UniKey found it increasingly difficult to get its name into the market and influence the press for a path towards more licensing partnerships. The competitive marketplace for smart locks was getting crowded with new products becoming available, distracting media and customers. As a start-up and technology company with no brand name recognition and very little awareness for its role in Kevo, UniKey sought a way to establish credibility and promote its unique security technology differentiators to potential partners, media, investors and tech influencers and consumers in IoT, security, consumer electronics and smart home.



THE SOLUTION

The UniKey program was a dual-pronged approach. Including consumer communication through an aggressive reviews campaign to garner widespread media attention and a comprehensive social media program, Caster also grew awareness and thought leadership for the company and its founder Phil Dumas. UniKey wanted recognition with the business and investor community but also wanted to communicate its technology benefits and positioning to consumers. Top priorities included bylined articles, quotes in smart home and IoT trend stories, speaking engagements across startup, technology, IoT, smart home, hospitality and security.

Key elements of the yearlong campaign to reach both goals included:

- Targeted and tailored outreach to national tech and lifestyle consumer publications including print, blog, online, TV and radio from The Today Show to Wall Street Journal
- Thought leadership across vertical markets with contributed articles, bylined blogs and commentary for trend stories on everything from advice to entrepreneurs, technology trends within mobile and security and growth of the smart lock
- Strategic speaking engagements to place UniKey in front of business leaders, tech influencers, media and
- NYCmedia tour and pitching events
- A wide range of Kevo reviews from Digital Trendsto ParentsMagazine
- An all-inclusive social media program spanning across Facebook, Twitter, Google+, LinkedIn and Pinterest that included engagement, promotion, organic growth and customer service.

RESULTS

UniKey's program exceeded initial expectations and goals producing nearly 40 dedicated product reviews



8 ways to control your home from your phone



REVIEWS NEWS VIDEO HOW TO SMART HOME CARS DEALS DOWNLOAD

CNET > Appliances > UniKey Bluetooth door lock emerges as Kevo

UniKey Bluetooth door lock emerges as Kevo

Lockmakers Kwikset and Weiser tease a new door lock with Unikey's smartphone-based locking tech.

and hundreds of unique media placements averaging 60 placements per month. UniKey's coverage over the year-long campaign ranged from mainstream media outlets (Broadcast, online and print) to top tier technology blogs including DIY Network ?IWant That, Gizmodo, FoxNews, CNET, CEPro, The Today Show, Barron's, Tom'sGear, ElectronicHouse, Glamour Magazine, Esquire Magazine, The Selfish Mom, Techlicious as well as global coverage in the UK, Canada, Australia and more.

The Kevo by Kwikset is harnessing the power of Bluetooth, and using UniKey's ingenious technology to make the deadbolt smarter. – MacTrast

Caster successfully raised visibility of UniKey as an innovator and leader in the access control and smart lock space. Two major factors contributed to the success of the campaign: Caster securing Kevo reviews that mentioned the "powered by UniKey" differentiators and Caster making UniKey's founder, Phil Dumas a go-to source for quotes referencing him as the "pioneer of the smart lock." When UniKey secured \$10M in venture capital financing for its Series A round, Caster managed press outreach around the announcement, securing coverage with Dow Jones, Fortune, Orlando Business Journal, Strictly VC, Michael Wolf's NextMarket Insights and others.

As a result of Caster's efforts, inbound PR requests increased significantly including requests for quotes and interviews with the founder. With Caster driving social media strategy and content creation for UniKey's accounts, UniKey saw a steady stream of user interaction and impression growth combined with enhanced visibility and awareness for UniKey the pioneer of the smart lock and as a leading ingredient technology brand.