

## FIBARO GOES MAINSTREAM

### CAMPAIGN HIGHLIGHTS

- **Introducing Fibaro's first-ever Apple HomeKit-enabled sensors** was a key product launch for the brand in 2016 and resulted in extensive coverage from smart home, mainstream tech and Mac enthusiast publications.
- **Caster scored 247 media placements** and 40+ unique stories from CNET, TechHive, 9to5 Mac, Mac Rumors, Digital Trends, Macworld, GearBrain and many more.
- **The successful launch allowed Caster to create and strengthen new relationships** with top tech media, while substantially raising awareness of Fibaro as a major player in the smart home and Apple HomeKit ecosystem.

*“Although the partnership seems minor, it represents an important expansion into new territory for HomeKit.” – CNET*

#### THE CLIENT

Based in Poland and available in 100 countries, FIBARO is a leading manufacturer of residential IoT solutions, engineering innovative smart home devices. FIBARO opened its U.S. offices in 2014, taking their award-winning modern minimalist design and feature-rich platform to the growing U.S. smart home market. The FIBARO System, known as Home Center, is comprised of a hub and accessory devices using Z-Wave smart home technology. Most recently, Fibaro launched a new product line compatible with Apple HomeKit. All FIBARO products can be controlled and monitored from anywhere in the world via smart phone, tablet or computer.

#### THE PROBLEM

Fibaro is by no means new to the smart home space. For many years, they have been manufacturing and selling sensors, controllers and hubs based on the popular Z-Wave standard. However, in 2016 Fibaro ventured into new territory, developing a line of sensors compatible with Apple's smart home ecosystem known as HomeKit, including a Motion Sensor, Door/Window Sensor and Flood Sensor.



HomeKit-compatible sensors from Fibaro bring new capabilities to Apple's smart-home platform

Motion, flood, and door/window sensors help protect your home and can interact with other smart devices.



By Michael Brown | Follow  
Executive Editor, TechHive | DEC 15, 2016 11:31 AM PT



Credit: Fibaro

In December, Fibaro received Apple certification and the product line was ready to ship. Fibaro challenged Caster to successfully launch the new products and create brand awareness in a market they had yet to conquer. The HomeKit device introduction was one of the biggest product launches for Fibaro in the US market, but timing was not ideal – right in the middle of the busy holiday season, when news is easily lost in the noise.

## THE SOLUTION

Caster strategized on how to successfully launch the new product line and make the biggest splash possible. Caster prepared a PR launch plan, product messaging, FAQs, press release and individual product sheets with easy to capture product highlights and specs.

In order to maximize interest from the media, Caster knew it was important to focus on what made Fibaro's HomeKit-enabled devices superior. Fibaro's products offered better functionality than the competition, as well as modern aesthetic with better build quality. To top it off, the Fibaro HomeKit-enabled Flood Sensor was the first water sensing and leak detection device in the Apple HomeKit ecosystem – the perfect hook!

***“Fibaro is launching three new HomeKit-compatible smart accessories including the first flood sensor that works with Apple’s new Home app alerts.”***  
– 9 to 5 Mac

To ensure Fibaro received extensive news coverage right out of the gate on launch day, Caster pre-pitched the news to top tier press under embargo and heavily pitched key targets from the Consumer Tech, Apple-specific Tech, Lifestyle, Smart Home, Security, and Trade media once the news was out. In the days and weeks following the launch, Caster closely tracked which outlets covered the launch and for targets that did not post the news, Caster researched and pitched alternate contacts. Caster also leveraged the momentum of the Fibaro HomeKit sensor launch to book press appointments at CES 2017 in Las Vegas.

## RESULTS

Caster's methodical strategy and pitching efforts led to a surge of news coverage, with over 240 media placements and 40 unique stories from top publications like CNET, Tech Hive, 9to5 Mac, Mac Rumors, Digital Trends, Computer World, GearBrain and many more. It also resulted in a significant amount of press interviews at CES and product coverage from the show floor including a FOX News broadcast segment.



Caster has worked to continue the momentum and a steady news cadence since CES, scoring editorial opportunities like feature stories, inclusion in product round-ups, podcasts, press interviews, and product reviews. The launch was a definite success, and Fibaro's HomeKit-enabled product line has become a major player in the Apple HomeKit ecosystem.

***“Sensors like these are important for the basic infrastructure of a smart home, and Fibaro’s are better than many that we’ve seen.”*** – TechHive



***“Fibaro’s motion sensor looks bad-ass, though, sort of like a blue Eye of Sauron. It utilizes Bluetooth LE and can be placed on any surface in the home to alert a user if there’s motion in a room when there shouldn’t be.”***  
– Techno Buffalo