

LAUNCHING A NEW CATEGORY OF MOBILE PC

CAMPAIGN HIGHLIGHTS

- **Key features**, TV segments and reviews in CNBC, FOX News, The Verge, Gizmodo, Digital Trends, Tom's Guide, Business Insider, Inc. Magazine, ABC World News, Venture Beat, Slash Gear, PC World, Ars Technica, PC Magazine Paste Magazine, Tech.co, PC Magazine, Information Week, ZD Net, Computer Shopper.
- **Launched a new form factor of PC to consumers**
- **Increased Social followers** - Twitter and Facebook pages were created with the launch of the Kangaroo Mini PC in October 2015 and now, 15 months later, have over 12k followers on Twitter and 3k likes on Facebook in addition to an active user group on Facebook.

“Few mini-PCs have made as much of a splash as InFocus’ Kangaroo PC.” – PC World

THE CLIENT

Kangaroo is part of the consumer division of InFocus Corporation, a visual collaboration pioneer of collaboration solutions. While InFocus creates videoconferencing solutions for corporate and educational settings, the Kangaroo team focuses on creating mobile PCs for the consumer market.

The first product released as part of this consumer-facing line was Kangaroo Mobile Desktop, the smallest Windows 10 mobile desktop PC in the world. Both portable and expandable with a diverse set of built-in functions, the Kangaroo Mobile Desktop shrinks a powerful Microsoft Windows 10 PC into a form factor that goes anywhere and works with any screen for just \$99. The brand has since launched three additional PCs to the line since the initial launch.

THE PROBLEM

InFocus came to Caster in fall 2015 to launch the brand new Kangaroo line of mobile computing solutions and introduce the market to a new category of modular, mobile PCs. InFocus needed a comprehensive PR, social media and digital marketing program to introduce Kangaroo to the media and consumers while differentiating the brand from InFocus and breaking into the consumer space.



As a new product, Kangaroo was an unknown product in a crowded PC market. The partnership between Caster and Kangaroo aimed to create awareness of the new PC through media coverage, product reviews, social media and digital marketing without any advertising or other marketing spend.

THE SOLUTION

The Kangaroo program used media outreach, social media engagement, and a hard-hitting product review campaign to garner media attention, gain credibility

for the brand, create visibility of this new category of PCs and break into the consumer tech space. Ahead of the launch, Caster targeted key consumer and tech media outlets such as Tom's Guide, Venture Beat, BGR, Business Insider, Network World, CNET, PC Magazine, and Information Week for pre-briefs leading into the launch. The team did a desktour with leave-behind review units under embargo for media to test, review and publish on the launch date. The desktour interviews allowed the Kangaroo team to give hands-on one-on-one demonstrations of the product and to familiarize reviewers with all the features ahead of the launch.

Social media accounts on Facebook and Twitter were created to introduce the brand, post regular product updates, share media coverage, answer questions from consumers as well as the media, and provide customer support. Media events also played a part in the first three months of the launch. The Kangaroo team and two members of the Caster team attended Pepcom! Digital Experience at CES 2016 to introduce the Kangaroo PC to a greater consumer, lifestyle and tech media audience. Coverage from the show included stories and video segments on ABC News, The Verge, Huffington Post, PC Magazine, and Digital Trends, among others. The Kangaroo team met with over 65 media at Pepcom setting the stage for more trend stories and reviews throughout the year and making introductions for media to cover future product announcements that the team had planned for later that spring.

“If you are looking for basic computing power at a great price point, the Kangaroo Pro is absolutely the mini PC to buy.”
– Tech.co



RESULTS

Caster has engaged press enabling the Kangaroo mini PC to be covered in The Verge, Gizmodo, Digital Trends, Tom's Guide, Venture Beat, Slash Gear, PC World, Ars Technica, Paste Magazine, Tech.co, Windows Central, PC Magazine, GameTactics, Tech & Learning, Information Week, ZD Net, Computer Shopper, Business Insider, Inc. Magazine, and FOX News. With more than 100 dedicated product reviews and hundreds of media clips for Kangaroo products, Caster established Kangaroo as the portable PC that is revolutionizing the market and continues to innovate. Kangaroo earned acclaim as creating a new paradigm of PC and has a loyal following of PC and tech enthusiasts and consumers. In 2016, with Caster's PR and social media drive, Kangaroo has tripled sales of its mobile PC products.

Since the launch of the Kangaroo mini PC in October 2015, Kangaroo has introduced three new additional products to the line – Kangaroo Plus, a PC in the same small form factor that delivers two times the storage, memory and speed of the original Kangaroo that is customizable for the tech enthusiast; the Kangaroo Mobile Desktop Pro, which adds expanded features and connectivity to the original PC, and the Kangaroo Notebook modular laptop that pairs a lightweight laptop dock with two interchangeable Windows 10 Mini PCs.

“The Kangaroo Mobile Desktop is currently our favorite mini PC overall, because it offers a wide range of unique features for less than \$100.” – Tom's Guide
