

Z-WAVE PR & SOCIAL MEDIA

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

“The Z-Wave Alliance is taking advantage of this press for the IoT to differentiate devices using their networking protocol by highlighting the security that comes with Z-Wave. This could also spur adoption of devices using the Z-Wave mesh network standard over competing networks and ecosystems such as Thread or ZigBee.”
– Business Insider

THE CLIENT

The **Z-Wave Alliance** is a 450+ member-driven consortium of companies all supporting the Z-Wave standard for smart home and IoT. With more than 1700 certified devices on the market, Z-Wave is one of the most ubiquitous smart home protocols, used by most major industry manufacturers, service providers and telcos.

THE PROBLEM

The Z-Wave Alliance came to Caster to help elevate the Z-Wave brand and move the Alliance into a thought leadership position. Though Z-Wave is a widely used standard across the smart home industry, the brand image faced stagnation. Just two years ago, as the smart home industry chatter grew feverishly, Z-Wave was thought of as an older, dated technology that would fall behind in the wake of new communication methods and tech giants throwing their weight behind competitive groups.

Z-Wave needed a refresh and a new communications approach to position them as a highly relevant and forward thinking player in the industry. With

Caster's significant work in the smart home and IoT industries, assisting brands large and small along with alliances and trade organizations in crafting strategic communications plans to help them achieve their goals, the Z-Wave Alliance selected Caster as a partner in February 2016.

THE SOLUTION

Caster implemented a strategic two-year plan that leveraged the hiring of a new executive director and spokesperson for the Z-Wave Alliance along with new board members, ecosystem growth, member news, the creation of a new IoT startup competition and innovation in the Z-Wave technology to drive interviews, Q&As, news inclusion, thought leadership, speaking opportunities, and increased member evangelism of the brand.

Caster also worked extensively to grow the Z-Wave Alliance's three social media platforms – Twitter, Facebook and LinkedIn and drove unique engagement and organic postings with relevant news, analysis, industry trends and member opportunities to their B2B audiences.

RESULTS

The Z-Wave Alliance has experience enormous growth in the past several years, with membership and device certification on the rise and has built extensive relationships with high-level trade, tech and business media and analysts. Z-Wave is regularly mentioned in mainstream news stories and Alliance leadership are frequently called upon and quoted for industry stories around smart home and IoT.

In the last two years, Z-Wave has had feature stories across the New York Times, Reviewed.com, CNET, Business Insider, Maker Magazine, CE Pro, Digital Trends, Consumer Reports, This Old House, PC World, InformationWeek and more.



BI INTELLIGENCE

IoT BRIEFING

Z-Wave has major new security measures —
Baidu starts testing self-driving cars in China
— Autonomous aircraft could soon fight fires

[Nicholas Shields](#) | November 18, 2016

“It’s probably safe to say most consumers have never heard of Z-Wave...But the Z-Wave Alliance’s new executive director, Mitchell Klein, wants to change all that. A longtime expert on smart home tech, Klein says he wants to bring simplicity back to the market, all while making Z-Wave a household name.” – Reviewed.com

BY THE NUMBERS

- in 2015, the total Z-Wave mentions in stories = 13k
- in 2016, the total Z-Wave mentions in stories = 23k
- Top 50 stories in 2015 = 761k coverage views (impressions)
- Top 50 stories in 2016 = 1.09m coverage views (impressions)
- Social shares on stories in 2015 = 4.09k
- Social shares on stories in 2016 = 6.54k