

A GLOBAL LAUNCH ON A SHOESTRING BUDGET

CAMPAIGN HIGHLIGHTS

- **Launch** of Control4's Certified Showroom program including **140 Certified Showroom locations opening in 25 markets worldwide**
- **Debuting an international single-day event, C4Yourself Day**
- **16 unique stories published at launch** and an additional **41 unique stories followed**
- C4Yourself Day garnered **44 individual, top-tier media RSVPs from 22 locations across the US, UK, and Australia**, consisting of top consumer, trade, builder, and local press.
- Within a month, **total audience reach surpassed 320 million, an AEV of nearly \$3M** - all with minimal investment.

“Transforming an initial wave of 140 showrooms across the world into Control4 Certified Showrooms, the home automation giant is exemplifying why a dealer is critical to the success of a home control equation for both consumers, and the architect, builder, and designer communities.” – Technology Integrator

THE CLIENT

Control4 is a leading global provider of automation systems for homes and businesses, including Packedge networking solutions and Triad Speakers and electronics, which, combined, offer personalized control of lighting, music, video, comfort, security, communications, and more into a unified smart home system that enhances the daily lives of its consumers in 100 countries around the world.

Today, every home and business needs automation horsepower and a high-performance network to manage the increasing number of connected devices. The Control4 platform interoperates with over 12,000 third-party consumer electronics products, unlocking the potential of connected devices, ensuring an ever-expanding ecosystem of devices will work together, making networks more robust, entertainment systems easier to use, homes more comfortable and energy efficient, and providing families more peace of mind.



THE PROBLEM

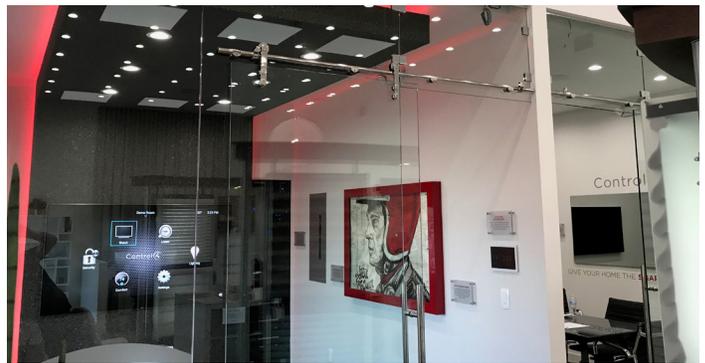
Though a basic smart home does not have to be a major investment, the amount of money end-users can spend on home automation is limitless. In many cases, it is equivalent to that of a new car or renovation, and yet, historically, it has been very difficult to demo or test-out home automation systems before the decisions and purchase have been made. You wouldn't buy a car without test-driving it, or a new counter top without comparing samples, so why should you invest in a smart home system without being able to experience your options firsthand?

The Control4 Certified Showroom program was designed to direct homeowners, architects, and designers in the market for smart home solutions to a localized, physical, premiere Control4 dealer location where they can actually experience Control4 in an ideal showroom environment.

When Control4 decided they were going to launch 140 Certified Showrooms worldwide, followed by C4Yourself Day—an event in which all 140 Showrooms were to debut their locations and run an open house event on the same day—they knew they needed a unified PR and launch strategy in order to orchestrate a successful and impactful launch. They were looking to cut through the noise, shake up the industry, and generate global buzz with the mainstream technology media. As a Caster client for over a decade, Control4 knew exactly who to turn to.

THE SOLUTION

It all started with a master plan. Caster worked backwards from what Control4 was hoping to achieve in order to develop a strategy that would get them there. With minimal marketing dollars, Caster spent hundreds of hours researching the right media in each geographic area, as well as examining local data on consumer habits and lifestyle and technology interests in their local market and drafting personalized and creative pitches outlining why



and how Control4 Certified Showrooms are relevant to their specific audience and offering storyline suggestions. Caster also pre-briefed key media and sent materials including the press release, images, videos, and details on their local showroom location in advance of the launch in order to guarantee that stories hit right out of the gate on launch day.

Following the initial announcement, media in all of the markets were sent an invitation to their local C4Yourself Day events, which were happening around the globe on a single day. Caster coordinated private interviews, tours, and video/photo shoots, as well as pitching for TV network coverage to get producers involved in local dealer projects at beautiful homes around the globe. In total, Caster personally pitched over 1,200 verified media targets.

“Through Control4 Certified Showrooms, the dealers are now in a position to visually demonstrate professionally installed smart home experiences...” – Kitchen & Bath Business

Marketing materials were also prepared and given to all Certified Showroom Dealers, including a press release template for them to announce their showroom to their local market and invite attendees to their C4Yourself Day event. Caster worked with the participating dealers through a range of online PR training courses, explaining how to handle their own PR, event pages, promotions, and social channels. Dealers were provided tools and media training for working with national media outlets at their local events. Caster prepped them for demos, coached them for interviews and photo opportunities, and handed them key talking points, story lines, and tips & tricks for getting through tough questions or dry spots.



RESULTS

Caster's strategic plan and creative pitching efforts have led to a steady cadence of coverage that continues to roll out as more and more Control4 Certified Showroom locations are opened worldwide. On launch day, 16 unique stories were published, with top stories posted. In a matter of a week, that number grew to more than 400 mentions and over 1M social impressions.

For C4Yourself Day, Caster garnered 44 individual, top-tier media RSVPs from 22 locations across the US, UK, and Australia, consisting of consumer, trade, builder, and local press. This, combined with the distribution of an announcement outlining the success of the program, resulted in Control4 receiving an additional 41 unique stories, over 400 supplementary mentions, and 1.4M social impressions throughout the week following C4Yourself Day.

Within a month, total audience reach surpassed 320 million, an advertising equivalent value of nearly 3 million dollars—all with minimal investment. Top-tier stories, interviews, video tours, photo opps, and broadcast coverage included Bravo TV, Good Housekeeping, Good Morning Washington, HGTV, GearBrain, Digital Trends, Boston Globe, Washington Post, Chicago Tribune, CE Pro, The Ambient, and HiddenWires UK, along with many more mainstream, industry, freelance, and technology writers and analysts.

Control4 dealers have shared how happy they were with the turnout at their C4Yourself events, both in the number and quality of press that attended, as well as new and existing customer traffic. "It's really hard for some people to imagine the possibilities [of home control], and, being a certified showroom, we can show them all different kinds



of home automation that [are] as simple as touching one button to make it work. We can show them ways with Control4 how to integrate to make [home automation] simpler to use," said Vaughn Petraglia, VP of operations for Audio Video Experience in New Hampshire. Many dealers even shared how they want to move forward with their own events, PR, and social media programs, noting that the efforts paid off.

"...when putting together connected devices, getting a chance to test and try as many products as possible can be appealing. That's the thinking of Control4..." - GearBrain

Ultimately, Caster's efforts allowed Control4 to achieve their objective of making a big splash around the globe and staking their claim as both a serious player in the home automation space and a supportive business partner to their dealers. As a result, more designers, architects, builders, and end-users are aware of the possibilities of the Control4 smart home and now have the opportunity to experience the system firsthand in their own backyard.

The Certified Showroom program continues to grow with more showrooms added weekly, allowing Caster to continue to find new pitch angles and opportunities leading to a continuous cadence of coverage.

