



AFTERSHOKZ<sup>®</sup>

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Crowdfunding Trekz Titanium

# Situation Overview

As a company with established credibility in the industry, Aftershokz wanted to create a new popularity and drive brand awareness for its products. As such, they leveraged crowdfunding as a way to market their latest product before the formal release and to increase brand recognition among the press. With established global presence, The Silver Telegram was able to establish Aftershokz as a credible hardware manufacturer among consumers and press.

# Challenges & Opportunities

**Challenge:** Lack of brand awareness in the larger bluetooth audio market

**Challenge:** Competition among Bluetooth headsets

**Challenge:** Competition within tech hardware crowdfunding campaigns

**Opportunity:** Key differentiator in the bone conduction audio category

**Opportunity:** Established brand history and credibility

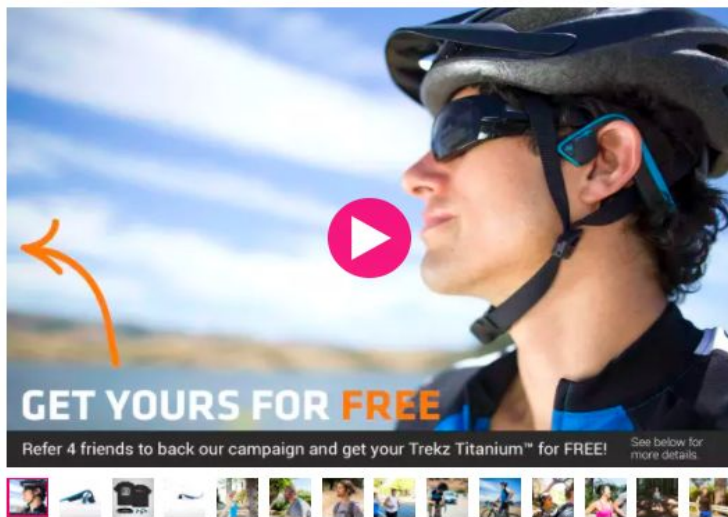
**Opportunity:** Large established email list of previous customers, partners and vendors

# The Campaign

The Silver Telegram was the full-service agency on the campaign executing:

- Campaign creation/development
- Media relations/Review program
- Social content/Campaign communications
- Manage and execute referral program
- Digital marketing/Email marketing
- Managing video production and photography
- Platform connections and communications with Indiegogo

# The Campaign



CLOSED

## AfterShokz: Trekz Bone Conduction Headphones

Wireless open ear sport headphones for safety, comfort and premium sound. No compromises.

PROJECT OWNER



AfterShokz

## Introducing Trekz Titanium™

\$694,  
1007% f



The power of the AfterShokz brand lies in a single key concept: **be open**. Yes, we're talking about headphones here. It's about your **safety**. It's about serious **comfort**. And, most importantly, staying connected—from your music to your moments—without compromise.

[CLICK HERE](#) to learn how to get your Trekz Titanium™ for **FREE!**

# Results: Media Coverage

The collage features several media coverage items:

- New Atlas:** An article titled "AfterShokz pro... conduction audi... Titanium headpl..." by Stanley Goodner, dated August 19th, 2015. It includes a "MUSIC" category tag and a photo of a person wearing the headphones.
- Engadget:** An article titled "Bone co... ditch th..." by Jon Turi, dated 09.25.15. It includes a "LIFE" category tag and a photo of the headphones.
- Digital Trends:** An article titled "Get your sk... bone condu..." by Ryan Waniata, dated 09.25.15. It includes a "DIGITAL TRENDS" category tag and a photo of the headphones.
- 9to5Toys:** An article titled "The new AfterShokz headphones bring bone conduction audio to Apple Watch" by Trevor Daugherty, dated Aug. 19th 2015 3:46 pm ET. It includes a "NEW TOY OF THE DAY" badge and a large photo of a person wearing the headphones.

Other visible elements include a "Now Reading" bar with a link to "In the Future, How Will We Talk to Our Technology?", a navigation menu with categories like "BUSINESS", "CULTURE", "GEAR", "IDEAS", and "SCIENCE", and a "9to5Toys" header with various deal categories and a date of "AUGUST 19, 2015".

# Results: Campaign

**\$694,832** USD total funds raised  
1007% funded on October 15, 2015

## Summary of PR Events

**Press Releases:** 3 Issued

**Tradeshows/Expos:** 1 Attended

### Coverage Overview

- Feature Coverage – 65
- CE Week Coverage - 8
- Bluez2s Reviews - 12

**TOTAL COVERAGE: 81**