

CASE STUDY

Delivering Ottonomy at CES 2023



OVERVIEW

A client with no big commercial news, The Silver Telegram was tasked to create enough momentum to generate enough leads and interest boost Ottonomy.io's brand as a startup. We were tasked to plan the CES show strategy and schedule media interviews.

The CES Objectives were fairly broad and the lack of a big customer win was looming to create a new angle on the news of an emerging product. Our key objectives were straightforward:

- Establish brand visibility among the CES crowd
- Secure media coverage and establish relationships
- Drive business development at the show

SOLUTION

The Silver Telegram developed a technical and targeted strategy that included a focus on:

- Creative messaging strategy
- Leveraging CES's many add-on tools, like its power session
- Media invitations to press conference
- Press kit updates
- Securing CES schedule prior to being on-site in Vegas
- Securing on-site media interviews
- Intent follow-up for media coverage

AT A GLANCE

Challenges

- No News!
- Large show with crowded market
- Generating leads and media interest.

Wins

- 24 on-site meetings
- 59 pieces of media coverage
- 399 business leads collected at booth.

Among other brand visibility...



"The team at TST were excellent at keeping us on a steady cadence, pushing forward with great blog skeleton creation and writing, and with connections to industry press. Their ability to help us generate a story at the biggest stage for electronics set us up for the entire year of media attention, customer prospects and building partnerships.

Ritukar Vijay

CEO and Founder, OttonomyIO

OTTONOMY.IO

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CAMPAIGN DESIGN

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CAMPAIGN RESULTS

- 1 Creative Press Release developed and distributed via PR Newswire
- 104 press release pickups (Target: >100)
- 49 press conference attendees (Target: >15 attendees)
- 24 Media Interviews (Target: >15 meetings)
- 59 articles generated (Target: > pieces of coverage)
- 399 business leads captured



Editor's Picks: best robots of CES 2023

By Mike Ottomoni | January 10, 2023

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