

Over 20 Media Placements, Including New York Times, Forbes, and CBS News

Location: Dallas, TX

Market: B2B / B2C

Industry: Household/Lifestyle Technology

Challenge:

The Interdependence team was approached by a water conservation technology company that sought a higher profile and improved brand positioning in advance of the annual Consumer Electronics Show (CES) in Las Vegas. The client is the creator of a smart water management system designed to conserve household water use, which would be demonstrated at the trade show. Interdependence was tasked with coordinating media placements, interviews, and press conferences leading up to the event.

Solution:

The project management team directed PR efforts at the most high-profile tech publications as well as home and lifestyle magazines and media properties. The strategy involved pitching the product's diverse benefits to the individual lifestyle segments. The eco-friendly properties were pitched to environmentally focused publications; the cost-savings aspects were pitched to finance publications; the technological innovations were pitched to tech publications; the product's efficiency was pitched to home DIY-centric publications.

Results:

This approach extended the brand's reach to multiple markets while successfully placing it in some of the most widely read publications in the U.S., including Forbes and The New York Times' Wirecutter page. The brand was also profiled on CBS News and on the Tech Podcasts Network. One of the most significant media gains was the "Product of the Year" recognition by Tech Today-TV during CES.