

CASE STUDY

Opportunity Knocks: Attune Spearheads US Launch for Global Smart Home Innovator

HIGHLIGHTS

50+

pieces of global
media coverage

10+

independent
product reviews

15+

YouTube product
review videos

10k

devices ordered in
less than 24 hours
following the launch

BACKGROUND

In 90 days, Attune Communications spearheaded the successful launch of Allterco Robotics US, introducing the company's proven line of Shelly smart home products to consumers, distributors, and installers across the country. On the heels of this launch, bolstered by top-tier industry coverage, engagement with key influencers, and a regular cadence of news, Attune was then tasked with leading the global launch of Shelly Motion, a new product offering delivered in partnership with a high profile technology partner. With limited US resources, Attune Communications was the lynchpin to executing an overwhelmingly successful global launch, managing the campaign with both the internal team and the technology partner, securing targeted news coverage and in-depth product reviews, and effectively catapulting sales of the new product within 24 hours of launch.

Challenge

- The US Smart home market is crowded with competitors both big and small
- Despite a high-quality product, the price point led to a perception as a cheap foreign knock-off
- No formal US marketing operations

Objectives

- Lead Allterco Robotics global PR effort as agency of record for US
- Generate broad awareness for new product through strategic news announcement and proactive media outreach
- Serve as liaison with partner organization to coordinate efforts and manage outreach
- Secure top-tier industry coverage including product reviews; set the stage for continued interest in Shelly products and thought leadership opportunities beyond launch

“We trusted Sarah and Julie with our brand – a small company, competing in fierce markets, virtually unknown in the Americas, and in the middle of a global pandemic. Six months into their care, we've forged critical relationships with major trade publications, as well as securing coverage in some of the most important names in the IoT and tech media. We've found them to be flexible, able to work as seamlessly with outside organizations, our European marketing department, and our office here, as well as adjusting quickly to abrupt opportunities and rapid priority changes.”

– **Doug Roberson**, CTO, Allterco Robotics US.

SOLUTION

Through regular communication with the global Allterco Robotics team and their tier-one technology partner, Attune Communications helped set the strategy, objectives, and goals for the launch. Attune developed and delivered a strategic news announcement to underscore Shelly Motion's unique value proposition, reflect compelling competitive differentiators, and emphasize the strategic partnership.

RESULTS

Attune spearheaded proactive media outreach and secured interest and resulting coverage from top media and influencers including CE Pro, Electronics360, Stacey on IoT, Residential Tech Today, ReviewGeek and TechHive. Collectively, the global effort resulted in the following key launch results:

- 50+ international media coverage
- 10+ media product reviews
- 15+ YouTube product review videos
- 10,000 devices ordered in less than 24 hours from the launch