

Ajujahist Amazoni ehk kuidas Sprayprinter rahvusvahelisele turule murdis

Category: PR

Team: Dalton (Ivo Kallasmaa, Lennart Komp) – Project executor; Sprayprinter (Aet Rebane, Sirje Joala) – Client

The Goal

SprayPrinter is an Estonian start-up, whose product enables you to print pictures from smartphones to any surface using spray paint. Having won Ajujaht (competition of Estonian start-ups), SprayPrinter needed additional financing for entering international market and reference for selling products on Amazon.com.

The main challenge of the PR campaign was to present the unique product in international level with limited financial resources, demonstrate the possibilities the product provides and problems that can be solved with the help of it as well as to create interest in the product.

Main goal of the PR campaign was to generate interest of possible target groups in order to collect \$50,000 in Kickstarter.

Sub-goals of the PR campaign:

1. Coverage in at least one major international English speaking mainstream news channel (online);
2. Sharing SprayPrinter content in at least three channels with more than one million followers on Facebook;
3. Making the product visible in media, facilitating further involvement of investors and generating the interest of possible distributors.

Budget – 3200 € + VAT

Strategy

Strategically the campaign was divided into two parts: 1) activities in connection with international media (80% of the campaign activities); 2) activities in connection with Estonian media (20%).

We contacted larger international media channels to get the attention of maximum audience and to introduce to potential clients the Kickstarter campaign and the product, so that they would participate in funding but also to increase overall awareness of the product.

For this we used exclusive pitching strategy, preparing a special focus with precise message for each channel/program.

As regards the local media, the idea was to spread the message that SprayPrinter, winner of the prestigious Estonian competition for start-ups, is to be funded via the world's biggest crowdfunding platform, as well as to notify about important international media coverages and advancements of the project.

Implementation

1) Preparatory work - message strategy/training of key spokespersons

10/10–20/10

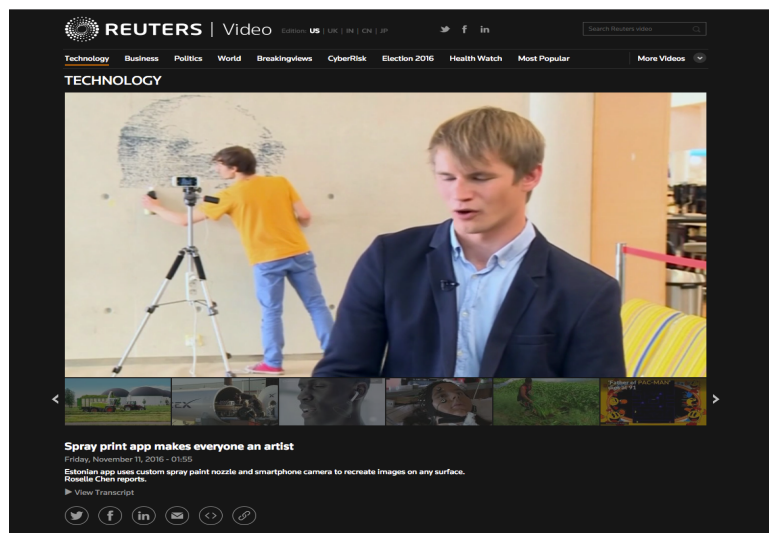
- Mapping of similar Kickstarter campaigns.
- Analysis based on Amazon sales numbers as to which messages/words activate people.

21/10–27/10

- Elaboration of message strategy.
- Preparation of tactical plan to attract more visitors.
- Preparation of e-mail list of possible purchasers.

24/10–4/11

- Mapping of channels and preparing of materials providing information about capabilities of the product.



- Mapping of suitable news/social media channels.
- Earlier agreements and pitchings with channels.

2) Campaign implementation

31/10

- Pre-launch to e-mail list (1800 contacts) helped to raise in Kickstarter almost \$10,000.

5/11–7/12

- Providing information to Estonian media about SprayPrinter international campaign (achieving the set

funding goal, boosting international media coverages).

- Proactive offering of the content to the previously mapped major social media channels.
- Proactive offering of the news to other media channels (National Geographic in France and Canada) after successful coverage in the international news agency Reuters.
- Involving prominent persons in communication to achieve more visibility in social media.
- Continuous monitoring and content analysis to share and boost the coverages.

7/12–16/12

Follow-up analysis of the campaign.

Results

The campaign exceeded the set goals as regards Kickstarter funding but also media interest and coverage.

Kickstarter results:

\$83,288 raised (160% raised);

366 customers/backers + several inquiries from interested parties to resell in their countries;

Start platform to Amazon US;

Top 2% campaign of all times (based on available statistics in December 2016).

PR results:

Video, photo gallery and text news in Reuters (in English);
News video in the German public radio and television broadcaster Norddeutscher Rundfunk (NDR) that was used by TV and a separate story for NDR online channels (in German and French);
National Geographic Canada TV show;
About 200

international coverages based on the Reuters news (for example MSN Networks, Yahoo, Al Jazeera, Berliner Morgenpost) from the USA to Malaysia;

Video had at least 4.5 mln views on Facebook global pages;

Reaching at least to 5 Facebook channels with more than one million followers

(<https://www.facebook.com/NowThisFuture>,
<https://www.facebook.com/BoredPandaArt/>,
<https://www.facebook.com/siamagmedia>,
<https://www.facebook.com/verge>,
<https://www.facebook.com/LADbible>).



Project's cost effectiveness

The project proved to be extremely successful. Using only PR, we fulfilled the goal set on Kickstarter by over 160%, i.e. for 1 euro spent on PR Sprayprinter got back directly 26 euros on Kickstarter. Adding over 200 "clippings" world-wide and 4,5 mln video views on Facebook, we regard Sprayprinter's campaign as a huge success. In addition, Kickstrater campaign and international coverage helped Sprayprinter to successfully enter Amazon.com sales platform.

Creativity and originality

In the course of Sprayprinter project, we managed to combine our agency's and client's creative approach and implement this into comprehensive and well-planned campaign. We recognized the product was internationally unknown and needed something crazy to attract attention from international media, thus decided to print murals on walls of Tallinn Airport and Tartu University dormitory, which proved to be sufficient to demonstrate performance of the new product, and attract international news agencies' attention.

The secret to our success lies in the thorough message strategy that led to high-interest rate towards Sprayprinter product. One of the key factors was our very careful preparation for pitches, combining both existing and new content into campaign messages to news and social media audiences.

