



## Blink and you won't miss it

Blink is a fast-growing American company at the forefront of smart home technology. Its stylish, battery-powered video monitoring systems are disrupting the home security industry by providing consumers with instant home insight via an affordable, easy-to-setup solution. Blink had achieved rapid growth and penetration of the North American home security market and now wanted to target the European market.



### Establishing a foothold in Europe

Blink's Head of Digital Marketing and Sales, David Laubner, was tasked with launching Blink in Europe. Without an established brand presence, a marketing function or connections to media in Europe, David needed support from a UK-based PR & Marketing agency:

*"We identified Amazon.co.uk as our initial sales channel and defined a requirement for an agency that could provide both PR and digital marketing services to create awareness and establish our brand in the UK and then throughout Europe."*

David's brief detailed the need for integrated and measurable PR and Marketing services. He wanted to use one agency who could:

- coordinate a press launch event that notable lifestyle/tech media journalists would attend.
- implement digital Facebook and Amazon Marketplace campaigns to drive sales to Amazon.co.uk.
- arrange and place product reviews and competitions within target print and online publications.

After shortlisting several agencies David chose brookscmm, a UK-based integrated PR and digital marketing agency, because of its creativity and experience in helping boost the profile of technology brands.

### Implementing an effective plan

brookscmm implemented an integrated approach to the launch brief, mapping out a project plan containing the PR, Marketing and logistical tasks required to support the UK launch and to build momentum. Media content was created and distributed which illustrated the key messages about Blink, positioning the brand as notable entrants to the UK's home security market.

### Enhancing Reputation with key media and influencers

A major launch event took place at London's prestigious Ivy restaurant. The Blink management team gave a product demonstration and presented an overview of positioning and products.

Product reviews were arranged with prominent online consumer tech reviewers who rate products via YouTube and online tech media. Samples were placed with consumer tech media for review and to giveaway in prize draws, a tactic which helped to quickly generate awareness and drive consumer demand for Blink's systems. A press tour enabled Blink to meet key UK media on a one-to-one basis.

The digital marketing project ran a series of Facebook adverts targeted at demographic audiences having an interest in home security technologies. Amazon Marketplace keyword advertising was utilised with Blink adverts displayed as results for searches relating to home security systems. A content marketing approach, including producing an eBook, built a database of potential customer email addresses for direct mail campaigns.



## UK Sales take-off

Sales for Blink since launch have surpassed over £100,000 per month, ahead of the sales forecast. Building upon this momentum several further PR and digital marketing initiatives are being undertaken by brookscmm.



brookscmm TEAM

## Measurable PR & Marketing

brookscmm employed a range of project controls designed to measure the impact of the advertising, media reviews and competitions. Being able to track which target publications received the most views, which adverts or keywords generated the most sales provided useful management information and help shape ongoing activities.

## Results focused

Live reports were shared with David. He could see the positive news and reviews of Blink in national press such as: Financial Times, The Daily Express, The Metro and in consumer tech publications including: T3, PC Pro, Tech Digest and over thirty lifestyle publications including: Good Housekeeping, Your Home, and Luxuria Lifestyle.

The results of the digital marketing were staggering, in one month e-advertising generated 1.7m views page views of Blink products and over 30,000 click-throughs to the Amazon.co.uk Blink listings.



“ I’m delighted with the service from brookscmm, we set out to establish the Blink brand in the UK and the team has been instrumental in helping us achieve that objective. ”

David Laubner,  
Head of Digital Marketing and Sales

