

CES Snuggles Up To Somnox, The World's First Sleep Robot

Somnox is the world's first sleep robot. Founded in 2016, the company spent two years in R&D building a soft robotic that would help people with insomnia without the need for prescription drugs. The Somnox team wanted to create buzz in the international media at CES 2018, the world's largest consumer electronics show. MGP turned the virtually unknown startup into the talk of CES 2018, propelling Somnox onto the global stage with more than 800 pieces of earned media coverage - including 50 pieces of tier one media coverage - over the course of approximately 10 days.

MGP was recommended to us a few weeks prior to CES 2018. Even though we were late to the party with starting our PR outreach, the MGP team hit the ground running, expertly and strategically guiding us to an incredibly successful CES. The volume of press coverage they achieved went far beyond the agreed upon KPIs — exceeding our wildest expectations. MGP's ability to produce significant results that directly support our business goals during this important phase of introducing our sleep robot has created broad awareness of Somnox worldwide.

Julian Jagtenberg
Co-Founder and Head of Growth
Somnox



800+

Total **pieces of earned media coverage** globally

50+

Pieces of tier one media coverage
in the U.S., U.K., Australia, Japan,
China and Germany

48Bn

Earned media coverage readership
and **15M+** estimated coverage views

\$1.5Bn

Publicity value
generated from earned media
coverage

Challenge

Establish Somnox as a key player in sleep tech and robotics, profiling its world-class technology and company executives - including co-founder Julian Jagtenberg - **at the world's largest consumer electronics conference.**

With virtually zero U.S. market presence, the remit was to **tell Somnox's story and break through the noise of CES** - a conference filled with tech giants and hundreds of thousands of consumer tech gadgets.

Communicate Somnox's Kickstarter success through PR as a way to drive U.S. pre-orders of the Somnox sleep robot on Indiegogo InDemand.

Solution

- **Position Somnox as sleeptech sector leaders by communicating clear key messages that demonstrated the company's unique approach to combatting insomnia and sleep deprivation.**
- **Participate at Showstoppers@CES to maximize impact and ensure, Somnox was in front of as many press as possible during their time at CES.**
- **Establish Julian Jagtenberg and Somnox as a go-to source** - available for expert commentary on the latest sleep tech and robotics matters in the U.S. and international press.
- **Maintain momentum post-CES** by managing strategic media opportunities including journalist interviews and broadcast opportunities, and staying on-point to jump on news hijacking opportunities as they appear.

Results and Impact

MGP didn't just meet the pre-agreed KPIs; we hijacked CES 2018 for Somnox and ensured the company's sleep robot was the talk of the show. MGP secured more than 50 pieces of tier one media coverage and landed Somnox in the "Best of CES 2018" lists from some of the most highly regarded consumer tech press in the world, including: CNET, The Wall Street Journal, The Washington Post and Tom's Guide, and others.

- **Developed and executed strategic media relations strategy for CES 2018.** MGP laid the groundwork in the week ahead of CES by placing a feature story in Forbes - and went on to secure **more than 800 pieces of global media coverage for Somnox at CES.** Earned coverage included multiple hits that also syndicated including *The Wall Street Journal*, *The Washington Post*, Engadget, CNET, Tom's Guide, Entrepreneur, Yahoo! News, Digital Trends, GearBrain, as well as the *New York Post*, *Chicago Tribune*, VentureBeat, Ubergizmo, ZDnet, Inc., Real Simple, and Well+Good, among many others.
- **Built strong relationships with the most influential international press spanning tech, business, national, consumer and beauty/health/wellness media,** including The Memo, News.com Australia, *The Sydney Morning Herald*, *The Australian Financial Review*, Bild.de, Handelsblatt, Lifehacker (Russia), Business Insider (Japan) and many more.
- **Established credibility for Somnox to speak at Hackfort and present at The Wall Street Journal's Inaugural Innovation Festival,** as well as other future events.
- **Validated the company's sleep technology and teased out next generation features** including the introduction of AI to Somnox in 2019
- **PR outreach created multiple broadcast TV opportunities at CES and beyond,** including CNET (live streamed from CES 2018), News Australia (Sunrise), Live with Kelly & Ryan, The Tonight Show with Jimmy Fallon and FoxNews.

Results and Impact

- **Put Somnox firmly on the global map as a major sleep tech player**, ensuring the company is known as an entrepreneurial, exciting, innovative player in the consumer tech and sleeptech sectors.
- **Social media metrics included: 10K+ social shares, 2+ million twitter accounts reached, nearly 2.5 million twitter impressions and more than 7K YouTube views.**
- **Laid the foundation for a successful global launch and created strategic go-to-market PR plan for Somnox** when the sleep robots ship en masse in October 2018.

