



LARK

Communications Launch Strategy



Coming fresh off a big win at the prestigious MIT \$100K business plan contest, LARK was presented with the opportunity to introduce its silent, vibrating alarm clock to the public on stage at TechCrunch Disrupt, one of the highest profile technology launch events in the world. But with only days to prepare and the product still in production, LARK needed a communications partner that could not only develop and execute a successful consumer-oriented communications launch strategy, but also do it very quickly. The company turned to the proven PR professionals at Version 2.0 Communications.

Version 2.0 hit the ground running. Within hours of the kick-off meeting, they had developed a detailed communications plan to both launch LARK at TechCrunch Disrupt and introduce it to the general public through mainstream and consumer media. Version 2.0 also created detailed media and analyst databases, developed a calendar of all relevant upcoming planned editorial features to pitch, and identified a list of subsequent event and award opportunities to pursue.

At the same time, Version 2.0 worked closely with the executives at LARK to establish key messaging and positioning statements for both the company and the product. These messages underscored common sleep issues plaguing consumers—from disruptive partners and conflicting sleep schedules, to the health concerns of jolting awake—and the features and benefits of LARK that address them—such as its vibrating wrist band that gently nudges users awake

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Boston Business Journal

CNN Money

Geeky@Gadgets

TC TechCrunch

FINANCIAL TIMES

APPSCOUT
STALKING THE KILLER APP

BBC

THE WALL STREET JOURNAL

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without waking anyone else in the bed. Version 2.0 also artfully crafted messages that built consumer excitement for the product and drove them to pre-order it, even though it would be months before they could actually have it.

With the program foundation created, Version 2.0 immediately began to execute. This included booking media and analyst pre-briefings for the CEO so coverage would appear on the same day as the launch, developing an SEO-optimized press release, and managing sample requests and product reviews. Specifically the team:

- Drove significant demand for LARK, which resulted in pre-orders for the product to completely sell out within 24 hours of the launch announcement.
- Secured high-profile stories and product reviews in mainstream press, lifestyle outlets and gadget blogs, including Reuters, USA Today, The Financial Times, CNNMoney, and MORE, among others.
- Established LARK executives as go-to sources for sleep related stories.
- Built ongoing buzz for the product, which ultimately led LARK to be carried at Apple Store retail locations just one year after launch.