

## **CIPR PRIDE AWARDS 2013**

<b>Region:</b>	Home Counties South
<b>Category No. and Name:</b>	Best Technology Campaign
<b>Entry Title:</b>	Bringing Smart Home Technology To Life
<b>Name of Entrant Consultancy:</b>	Wildwood Public Relations
<b>Client Name:</b>	CEDIA (Custom Electronic Design & Installation Association)

- **The Campaign Brief**

CEDIA is the Custom Electronic Design and Installation Association, a trade body, representing member companies who plan, design, supply, install, integrate, conceal and control automated electronic systems to create modern, intelligent home.

Wildwood PR's brief was to raise the profile of CEDIA and its members in front of UK interior designers, specifiers of CEDIA member services, and hi-end consumer.

As part of its PR activity for CEDIA, Wildwood runs the CEDIA Awards, an industry scheme designed to reward professionalism and excellence in the very best home technology integration projects.

CEDIA challenged Wildwood to unearth a truly special project from the 2012 Awards scheme which could be used to put CEDIA and CEDIA members front of mind with these audiences.

- **Objectives**

- Promote a CEDIA award winning project to designer and hi-end consumer media
- Bring to life the work of the CI Industry in a compelling and engaging way
- Drive awareness of and raise the profile of CEDIA
- Achieve stand-out editorial coverage
- Support and motivate CEDIA members

- **Strategy and tactics (including innovation and creativity)**

The vast majority of CEDIA award-winning projects belong to private individuals who insist that their privacy is respected in any external publicity for the scheme.

In the past, this has restricted Wildwood's PR campaign activities to owner-anonymous printed case studies in the interior design and consumer media.

Working with the winners from the 2012 CEDIA Awards, Wildwood identified a £16.5 million property – winner of the Best Dressed Rack category – where the house was unoccupied and the property developer was open to the prospect of a more dynamic PR campaign.

The house, a seven storey mews development in London featured an extensive and fully integrated smart home system, encompassing lighting, security, heating, data and communications, entry phone, motorised blinds and audio-visual system technologies.

Wildwood recognised that the installation carried out by CEDIA member, It's Done Technology, offered a wow factor and great news-hooks for interior designer and consumer media.

The technology was beautifully integrated within the property's impeccable interior design scheme. Across its three underground basement floors, the house featured an impressive home cinema which doubles as a secure panic room, should intruders break into the property. In the second basement, a gym, sauna, jacuzzi are located adjacent to a concealed swimming pool which sits beneath a dance-floor space for 60 people. At the press of a touchscreen button the floor sinks automatically to reveal the pool, with the depth fully adjustable up to nine feet.

Wildwood knew that access offered the rare opportunity to bring media and interior designers face to face with the benefits of a CEDIA installed home. A group journalist tour was bracketed with an invitation to attend Wildwood's Christmas Party at nearby Sticky Fingers, alongside individual one-to-one visits for those who could not make that night.

Wildwood identified that working with the British Institute of Interior Design, the pre-eminent trade body for designers, would maximise success and credibility for CEDIA, and persuaded the Institute to work with CEDIA in hosting two tours of the property for designers at the house.

Wildwood also took the opportunity to make a film showcasing the home technology – the first time that a CEDIA award-winning project had ever been brought to life by video.

- **Implementation, including where, when and for how long**

The go-ahead to promote the property on behalf of CEDIA was granted by the developer in October 2012.

Wildwood implemented:

- **Media tour:** Wildwood selected a hand-picked group of journalists to attend a 'private view' tour. Individual and group visits were arranged during November, December and January. A special tech media group visit coincided with Wildwood's Christmas party on the 19<sup>th</sup> December. The media outreach created sustained and varied media coverage, extending from November 2012 through to May 2013.
- **Interior designer tours:** Wildwood worked with the British Institute of Interior Design to organise two private tours of the property for designers, the first taking place on 10<sup>th</sup> January and the second on the 28<sup>th</sup> February.
- **Video:** Wildwood commissioned, then produced and scripted a video showcase short of the property, aimed at consumers and uploaded onto the consumer-facing [www.cedia.org](http://www.cedia.org) website in April 2013.
- **Media relations:** Wildwood also created a case study of the property which was used to generate targeted editorial coverage in key design and consumer media for the duration of the campaign.

- **Example of effective technology use**

The consumer electronics technology which features in the house presents two major challenges.

Firstly, these are not individual gadgets but are integrated with each other to create a fully-functioning, interoperable and interactive smart home system which can be controlled using touchscreens or iPads. Secondly, the emphasis is on concealment of the technology within the interior design of the home.

As a result, using written words and photography to promote this home only tells part of the story.

Technology innovation includes pristine quality audio coming from invisible speakers hidden within walls; a screen automatically dropping down from the ceiling in the home cinema as lights dim and a movie begins to play automatically from a DVD stored on a media server unit at the touch of an iPad button; a biometrically-controlled wine cellar and a floor automatically descending to reveal an indoor swimming pool.

Understanding the technology, its relationship to the house and the potential of CEDIA members to transform and enhance the lives of homeowners with technology demands that the audience gets personal with the home.

- **Research, planning, measurement and evaluation (outcomes and outputs)**

20 influential journalists visited the house during the campaign period. These included:

- Rory Cellan-Jones, Technology Reporter, BBC
- Jonathan Margolis, Technopolis Editor, FT How To Spend It
- Katrina Burroughs, Freelance Interiors Journalist
- Emily Peck, Freelance Technology and Interiors Journalist

Rory Cellan-Jones and others tweeted pics and positive viewpoints live from their tour reaching an estimated 100,000 twitter followers, 85,000 alone from Rory's twitter feed at the time.

Following the tour, Jonathan Margolis approached us for the opportunity to put together a dedicated video on the property for his Technopolis TV page on the FT How to Spend It website. We worked with him to facilitate access and briefing for this 9 minute video which was shot in February 2013. 'The Ultimate Automated Home' was uploaded onto the FT How To Spend It site in March 2013 and has already amassed for than 77,000 views. <http://howtospendit.ft.com/technology/21003-the-ultimate-automated-home>.

After visiting the property, Katrina Burroughs pitched a feature to her editor on the FT How To Spend It magazine on the subject of Disappearing Pools. The resulting 6-page article appeared in the April edition of the magazine, featuring the property and comment from CEDIA members. Emily Peck wrote a 6 page feature on the house for the hi-end consumer title, Alto which appeared in the Spring issue.

Wildwood's own video of the property is hosted now on [www.cedia.org](http://www.cedia.org) and so far has received over 1,000 views.

The two designer events attracted 80 interior designers, with positive comments on increased awareness and engagement from the designers who attended. The initial target for both events was 70 designers, so the client was delighted with the result. It's Done Technology has since received enquiries for tenders from three designers.

In addition, Wildwood generated extensive media coverage for the case study in B2B media including InDesign, Technology for Architects, Inside CI, Home Cinema Choice and Hidden Wires.

- **Budget and cost effectiveness.**

These impressive results were achieved within a total budget of £15,000.