netatmo

PUBLIC RELATIONS BRIEF:
STRATEGIC INTENT

1. CONTEXT

Netatmo wants to implement an efficient PR Strategy in the US, key-market for the company.

Since December 2013, we have been working with a US PR agency. This agency is in daily contact with us. They support us in our product launches, participation of events, corporate announcements and day-to-day activities.

1. 2. HIGHLIGHT OF RESULTS IN THE US FOR 2014 AND 2015

2014	2015
1374 articles	1525 articles (+49.76%)

2015 Split by type of media

734 in general news
407 in consumer tech
285 in lifestyle media
53 in specialized (vertical press)

2015 quality analysis

19% of the articles were dedicated to Netatmo
40% of the articles were published in top tier media
3.4% were print articles
14.8% were segments on TV or radio
12.7% were considered "best of"

2015 split by topic

54.3% about Welcome
16% about Weather Station
4.5% about corporate

1. 3. MAIN OBJECTIVES FOR 2016

For 2016, we want to hire a new PR agency, to implement and strengthen our PR presence in the US:

- Develop a pro-active PR strategy dedicated to the US market
- Support the development of dedicated US PR tools
- Increase the coverage about the existing products
- Increase the corporate presence of the brand in the media
- Support the launch of new products
- Increase the brand awareness
- Support the sales efforts

2. BACKGROUND

2. 1. THE COMPANY

Founded in 2011, Netatmo is an innovative company developing consumer electronics for a better and connected lifestyle. Netatmo carefully designs their products' mechanics, electronics and embedded software. Netatmo industrializes them with the finest quality standards and designs the mobile and web applications that unleash their capabilities.

Netatmo's smart products fall into three categories: security, environment and heating.

The first device launched by the company, the Weather Station for Smartphone, allows owners to monitor the environment in more than 170 countries. It's the world's crowd-sourced weather observation network. In November 2013, Netatmo launched their Thermostat for Smartphone, dedicated to the European market. Designed by Philippe Starck, it helps users to save 37% energy to heat their home. Netatmo launched Welcome in 2015. Welcome is an indoor security camera with revolutionary face recognition technology to distinguish who is home and to alert immediately about intruders.

At CES 2016, Netatmo unveils Presence the first outdoor security camera with breakthrough deep learning technology, able to detect and report about people, cars and animals.

Netatmo is widely recognized for its products each year at the prestigious CES Innovations Design & Engineering. In 2016, the brand has been honoured for Presence with 4 CES Awards.

In June 2013, the company raised €4.5 million in order to continue its innovation efforts and increase its development and activities in the US, Europe and Asia.

In November 2015, Netatmo raised 30 million euros and closed the most significant fundraise of the French venture capital market in the IoT space in 2015.The investment builds on Netatmo's rapid growth trajectory since it was founded in 2011. It will support the company's strong growth in developing innovations within the Smart Home industry.

2. 2. THE PRESIDENT

Fred Potter is the CEO and founder of Netatmo, a company developing consumer electronics for a better and connected lifestyle. He brings his engineering knowledge, vision and passion for reinventing daily objects.

An experienced entrepreneur, Fred Potter is also the co-founder of Cirpack, telecommunication supplier, sold to Technicolor in 2008, as well as Withings.

Fred graduated from Telecom ParisTech Engineering School and has a PhD in micro-electronics.

2. 2. 1. PR AGENCIES ACROSS THE WORLD

France

UK

Germany

Belgium

Netherlands

Italy

Spain

US (to be renewed)

Japan

Honk Kong

Nordics

3. PRODUCT PORTFOLIO

3. 1. WEATHER STATION FOR SMARTPHONE (+ 3 ACCESSORIES)

Launched in September 2012. Accessories: the Additional Module, launched in June 2013; the Rain Gauge, launched in April 2014 and the Wind Gauge, available early 2016

Compact, elegantly designed aluminum cylinders made from recycled material, the two modules of the Netatmo Weather Station monitor indoor and outdoor environmental elements, including temperature, humidity, air pressure, indoor air pollution, noise level and rain. The Netatmo Weather Station quantifies personal environment and wirelessly transmits data through Wi-Fi to the Netatmo App.

The Netatmo App, available for free on the App store, Google Play or Windows Phone, allows users access to all their data (in form of tables and charts) at any time with their smartphone, tablet or computer. The simple, clear and extremely intuitive Netatmo App is designed for a daily use.

Measuring indoor quality allows users to improve their well-being by taking simple steps. The Weather Station will provide an alert when the level of CO2 has exceeded a healthy level indicating that the indoor air pollution level is high and that the home should be ventilated. Temperature, humidity and noise in the household are transmitted in real time.

Netatmo has also the largest individual Weather Stations network which currently monitors the environment in more than 170 countries, displayed on the Netatmo Weathermap.

3. 1. 1. THE ADDITIONAL MODULE

Similar to Netatmo's Personal Weather Station, the Additional Module tracks and records the indoor environmental elements of the room it is placed in: CO2, temperature and humidity. The data recorded is then relayed via WiFi to the supporting application on a smartphone, tablet or PC where it can easily be viewed. If one of the elements reaches an excessive level, the user is directly alerted through real-time notifications to their mobile device, prompting the user to take appropriate actions to improve his or her indoor wellness.

The Additional Modules fit perfectly into any bedroom, child's playroom, kitchen or living room to monitor indoor air quality, temperature and humidity. Users can place up to three additional modules throughout their house for better control over their personal environment.

3. 1. 2. THE RAIN GAUGE

Most convenient to know when to water your plants, the Netatmo Rain Gauge records the amount of rainfall per hour or cumulated over longer periods of time. It attaches to a standard screw and can be placed in the garden or on the balcony.

The data recorded is relayed via Wi-Fi to the supporting Netatmo Weather Station application on a smartphone, tablet or PC where it can be easily viewed.

3. 1. 3. THE WIND GAUGE

The Netatmo Wind Gauge measures the wind's speed and direction. It uses the latest ultrasound technology to produce extremely accurate measurements. The Netatmo Wind Gauge is maintenance free.

Users can configure how they want to be alerted when the wind reaches a certain speed. They can now choose the best time to enjoy their outdoor activities: sailing, biking, golfing and more.

3. 1. 4. KEY PRESS TARGET

- Consumer tech press (i.e.: Cnet, Wired, Mashable, etc.), complete reviews & tests, hardware & consumer electronics writers/editors.
- Parenting, gardening, health/wellness, home, decoration and lifestyle press, news and tests, shopping writers/editors, decoration editors, consumer tech writers.
- TV / Radio / Newspaper (national and regional, i.e.: CNBC, ABC, CNN, The New York Times, Wall Street Journal, Chicago Tribune, etc.) - news & complete reviews - consumer tech writers – corporate and business writers.
- Mommy blogs, health blogs, home blogs, tech blogs, weather blogs etc.

3. 1. 5. DISTRIBUTORS/RETAILERS

In the US, we are distributed on Amazon.com and Homedepot.com.

3. 2. WELCOME

Presented at CES 2015, available in-store since June 2015.

Welcome is a smart home security camera with revolutionary face recognition technology to put names to the faces it sees. Welcome recognizes the faces and sends the names of people it sees to the user's smartphone. The camera notifies the user exactly who is at home, their loved ones or a stranger. Welcome is a state-of-the-art home camera with full HD broadcast in vivid colours, an extensive 130° view angle and an outstanding night vision.

Welcome won four awards from the renowned "2015 CES Innovations Awards" in the following categories: "Smart Home," "Home Appliances," "Digital Imaging" and "Tech for a Better World".

Welcome's face recognition technology is a breakthrough in the smart home camera market. Welcome refers to people by their name and notifies the user when a stranger's face appears. It allows the user to know exactly who walks through the door. When children return home from school, parents are informed with smart notifications ("Lily seen").

The camera reassures people that care for an elderly parent, have kids, summer homes and the like.

Furthermore, this Wi-Fi-connected camera offers users peace of mind while they travel or are away. Through the companion app, users can personalize their notifications.

Welcome is able to detect acoustic alarms. The camera sends a notification and records a video whether it detects a smoke alarm, CO alarm, security alarm or siren.

Welcome was conceived with the greatest respect for privacy, providing reassurance without surveillance.

Privacy settings are fully customizable. Thanks to the face recognition, for each family member, the user decides whether or not Welcome should send notifications or record footage. Parents are able to respect their adolescent child or partner's individual privacy needs.

Welcome stores videos and identification data locally on an internal micro SD card and may automatically transfer the footage to a personal FTP server. Furthermore, access to the camera from the user's smartphone is secured by a bank-level encrypted connection to guarantee the highest level of protection.

Welcome's setup is straightforward: the camera only has to be plugged in and paired to the free App. The user can access the Welcome App from their smartphone, tablet or PC/Mac. The dashboard screen displays every person currently home. Users can view a live stream video sharing what is currently happening at home. The timeline screen lists past events and people detected by the camera and allows to review past videos.

Welcome is a full HD camera capturing stunning images under any light condition. Night vision is guaranteed thanks to Welcome's powerful infrared LED. Its extensive 130 degree field of view provides unprecedented coverage.

Made of beautiful anodized aluminum, Welcome has a unique and pure design that blends seamlessly into any interior.

The Welcome App is compatible with iPhones featuring iOS 8 and above and Android smartphones 4.3 and above.

3. 2. 1. KEY PRESS TARGET

- Consumer tech press (i.e.: Cnet, Wired, Mashable, etc.), complete reviews & tests, hardware & consumer electronics writers/editors.
- Parenting, home, decoration, travelling, men, women and lifestyle press, news and tests, shopping writers/editors, family writers, home writers, consumer tech writers.
- TV / Radio / Newspaper (national and regional, i.e.: CNBC, ABC, CNN, The New York Times, Wall Street Journal, Chicago Tribune, etc.), news & complete reviews, consumer tech writers, corporate and business writers.
- Parenting blogs, home blogs, tech blogs etc.

3. 2. 2. DISTRIBUTOR/RETAILER

In the US, we are distributed on Amazon.com and Homedepot.com.

3. 3. PRESENCE

Presence embeds the revolutionary Smart-SightTM feature. Smart-SightTM uses a breakthrough deep learning algorithm able to detect the presence of people, cars and animals.

The camera allows the user to know instantly what's happening outside his home and informs him with smart notifications: "Person seen", "Car seen" or "Animal seen".

Presence warns the user if something is wrong at the vacation home, helps the user to feel safe after recent criminal activity in the neighbourhood or alerts when the delivery man brings a package and no one's home to receive it.

At night, discreet watching and recording is possible with Presence's powerful infra-red night vision. Presence also has an integrated smart floodlight that can be triggered by specific activity or switched on via the app. It deters any unwanted visitors, lights up the way when it is dark and allows the camera to capture bright colour videos even in the midst of the night.

Presence's notifications and recordings are entirely customisable. The user decides whether or not to be notified or record when Presence detects a person, a car or an animal. For instance, users can decide not to receive any notifications about animals but still be notified if a person comes up the driveway. Presence alerts only when necessary.

Presence runs the Smart Zones function. The user can select specific zones for motion detection alerts: around the garden shed, the gate or the garage door. Presence sends detailed notifications when something happens in these user-defined areas.

Presence comes with all features included: smart notifications, Full HD video recording and storage as well as the timeline of events. Presence stores videos locally on an internal micro SD card and may automatically transfer the footage to a personal FTP server.

Storage is entirely free and doesn't incur any additional subscription or fee.

Data transmission from the camera to the user's smartphone is secured by end-to-end bank-level encryption, to guarantee the highest level of protection.

Furthermore, the Netatmo account security system alerts the user immediately if his Presence camera is accessed from a new device or a new IP address that hasn't been approved.

Presence's DIY installation is straightforward: the camera simply replaces an existing outdoor light. It takes no time for the user to enjoy a sophisticated security camera system with a powerful smart floodlight. The camera connects through Wi-Fi to the home's internet.

The app is accessible from a smartphone, a tablet, a PC/Mac or an Apple Watch. Through the dashboard, the user can stream live video of what is going on around the house. The timeline screen lists past events and allows the user to review past videos.

Presence is a Full HD outdoor camera capturing stunning images under any light condition. Its extensive 100° field of view and unprecedented 20 meters detection range provide exceptional coverage.

Presence is completely weatherproof: it's protected to an IP66 standard and resists sun, ice, rain and wind.

Presence has a beautiful sleek and minimalist design. The durable aluminium body of the camera makes it timeless and strong.

Presence won 4 awards at the renowned "2016 CES Innovations Awards" in the following categories: "Smart Home", "Digital Imaging", "Tech for a Better World" and "Embedded Technologies". This is the fourth consecutive year Netatmo has been honoured for its products' success.

3. 3. 1. KEY PRESS TARGETS

- Consumer tech press (i.e.: Cnet, Wired, Mashable, etc.), complete reviews & tests, hardware & consumer electronics writers/editors.
- Home, men, women, parenting, gardening, property and lifestyle press, news and tests, shopping writers/editors, consumer tech writers, home writers.
- TV / Radio / Newspaper (national and regional, i.e.: CNBC, ABC, CNN, The New York Times, Wall Street Journal, Chicago Tribune, etc.), news & complete reviews, consumer tech writers, corporate and business writers.
- Property blogs, home blogs, tech blogs etc.

3. 3. 2. DISTRIBUTORS/RETAILERS

Presence will be launched Q3 2016. Distributors to be announced.

3. 4. THERMOSTAT FOR SMARTPHONE

NOT AVAILABLE IN THE US

Sold in France from September 2013 and in 6 other European countries from September 2014.

Designed by Philippe Starck, the Netatmo Thermostat for Smartphone is specifically created for the European market. It helps users save 37% energy to heat their home. The energy savings are made thanks to a schedule based on the users' habits, the remote control access and through the personal Energy Savings Reports.

Users can monitor and control household heating remotely from their smartphone, tablet or PC. They can easily manage their energy consumption. The return from holiday can also be programed in one single action.

Users receive a Monthly Energy Report (ESR) with a detailed breakdown of their household's energy consumption including personalised recommendations on how to optimise heating for the following month.

Thanks to the Auto-Adapt function, the Netatmo Thermostat predicts the start of the heating periods depending on the household insulation and the outside temperature. The users benefit from the right temperature at the right time for optimal comfort.

Netatmo's Thermostat connects wirelessly to be used as a portable device placed anywhere in the household. It can also be used as wall mounted thermostat. It is compatible with the very large majority of heating systems: gas, fuel, wood installations and heating pumps. The Thermostat is also supported by an online tool to allow users to verify compatibility of their heating installation.

The Netatmo Thermostat was designed by Phillipe Starck who sought to create a visually elegant Thermostat combining functional technology with a minimalist design. The Thermostat is available in five colours included in the packaging.

The Netatmo Thermostat is available in 7 European countries: France, UK, Germany, Belgium, Netherlands, Spain and Italy.

Netatmo signed various distribution and installation partnerships with the major energy providers and boiler manufacturers through Europe. Among them: EDF Energy in the UK, EDF and ENGIE in France, of Valliant.

3. 4. 1. KEY PRESS TARGET

- Consumer tech press (i.e.: Cnet, Wired, Mashable, etc.), complete review & test, hardware & consumer electronics writer/editor.
- Energy and Utility press.
- Decoration, DYI and lifestyle press – news and tests – shopping writer/editor, decoration editor, consumer tech writer.
- TV / radio / Newspaper (national and regional, i.e.: CNBC, ABC, CNN, The New York Times, Wall Street Journal, Chicago Tribune, etc.) - consumer tech writer – company writer.
- Blog tech and decoration.

3. 4. 2. DISTRIBUTOR/RETAILER

The Thermostat for Smartphone is not available in the US.

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4. CONSUMER PROFILES

4. 1. THE WEATHER STATION FOR SMARTPHONE (+ ACCESSORIES)

- People interested in health & wellness
- Tech enthusiast
- Concerned parents
- Weather hobbyists
- Outdoor sportspeople
- People with allergies

4. 2. WELCOME

- Concerned parents
- Tech enthusiasts
- Busy professionals
- Travelling professionals
- People with elderly parents or grandparents
- Vacation home owners

4. 3. PRESENCE

- Concerned parents
- Tech enthusiasts
- Busy professionals
- Home owners
- Vacation home owners
- People who have pets
- People living in residential areas

5. PITCH ANGLES

5. 1. THE WEATHER STATION FOR SMARTPHONE (+ ACCESSORIES)

- Family caring
- Baby caring
- Clean environment
- Weather forecast
- Hyper-local data
- Doing sports in the appropriate conditions (surf, golf, tennis)
- Remote control / Second residency
- Tech for students
- How to reduce allergies
- Smart home
- Environment monitoring
- Gardening

5. 3. WELCOME

- Artificial intelligence
- Face recognition
- The development of smart homes / cameras
- The development of the Internet of Things / cameras
- Security at home
- Design as a key concept for smart home devices
- Well-being and peace of mind.
- Remote control / second residency
- Watching the kids
- Tech for active parents
- Knowing what the kids are doing
- Tech for travelers

5. 4. PRESENCE

- Artificial intelligence
- Security at home
- Burglary prevention
- Family peace of mind / Children&Pets in the garden
- Home comfort
- The development of smart homes / cameras
- Environment monitoring
- The development of the Internet of Things / Cameras
- Product launching during CES / Corporate / "Netatmo now belongs to CES", "Netatmo got a poker at CES" (media quotes)
- Holiday homes
- Tech for travelers

6. OBJECTIVES

- Develop and lead a pro-active PR strategy for Netatmo in the US.
- Saturate a variety of vertical markets and media outlets, such as consumer tech, men's and women's, lifestyle, home, decoration, parenting, gardening, health & wellness, environment.
- Create a strong corporate coverage of the brand in general, business and tech outlets.
- Maximize coverage for the existing ranges and the products to be launched.
- Maintain a steady flow of coverage throughout the year, even when there's no product launch.
- Attend designated media events to ensure coverage.
- Identify and suggest relevant PR opportunities/actions specific to the American market (both for products and corporate).

6. 1. KPIS THROUGHOUT 2016

- Increase global coverage by 20%
- Ideally get towards the following split:
    - 10% corporate
    - 50% Presence
    - 20% Welcome
    - 20% Weather Station
- Get 10% of print coverage in total and 20% of radio and TV coverage
- Get 55% of coverage in tier one media
- Get 35% of dedicated articles
- Get 40 corporate interviews
- Get 35 articles in tier one business/weekly media
- Get 60 articles in tier one newspapers (national and regional)

7. CHALLENGES

Netatmo is a French innovative company seeking to distance itself from being seen as "young" and "French". We want to be seen as an international Smart Home key player wanting merit and recognition for their products, launching smart products with breakthrough technology.

For the Weather Station, many people are not aware of the indoor air quality issue and then don't see a need for something to measure indoor air quality. Despite the fact, that indoor air quality can be 2-5x's more polluted than outdoor air.

For Welcome, the objective is to be positioned as a security camera. Welcome distinguishes who is home and alerts you immediately about intruders. The camera sends the names of the people it recognizes directly to your smartphone. An important point as well is the protection of the data and of the user's privacy.

For Presence, the objective is to be positioned as a unique product, bringing peace of mind to home owners. The security aspect is crucial, as well as the comfort one with the integrated floodlight. As for Welcome, the protection of the data of the user's privacy is important, as is the DIY installation.

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