

## CASE STUDY



CAMPAIGN TITLE: OMsignal's OMbra: Creating a pop culture phenomenon

CATEGORIES: Consumer, Glossy Coverage, Fashion, Hardware, Influencers, Investor, Media Relations, Product Launch

DURATION OF CAMPAIGN: June 2015 – January 2016

### Background

Founded in 2011, OMsignal is a biosensing apparel company that helps people live happier and healthier lives. When Inner Circle Labs first began working with OMsignal in 2013, we led efforts to [launch](#) a successful pre-order campaign and reviews program, catapulting the company to a \$10 million Series A and a major partnership with Ralph Lauren to power their PoloTech Shirt. OMsignal was at the forefront of wearables at a time when people were still learning about the technology. Fast forward to 2015, and wearables are mainstream but the female audience remains underserved. Devices tend to be more unisex or skew toward a male audience, and few female products focus on both fashion *and* function. Building on the credibility that Inner Circle Labs had earned with OMsignal's men's line, we were tasked with attracting a brand new audience – women.



### Objective

For the OMbra to be as successful as the OMsignal men's line, it was important that Inner Circle Labs unveil the OMbra to an eager fitness audience, generating mass appeal quickly. With the OMbra set to be unveiled at CES, the Inner Circle Labs team knew we needed to get in front of the right mix of media

– tech, business and consumer – to drum up interest leading into the conference in order to make a big splash at CES itself.



### Strategies

**1. Soften OMsignal's masculine image:** Promote the brand's feminine qualities by elevating female spokespeople to claim the voice for women's smart apparel.

**2. Tease out the OMbra story:** Craft strategic storylines through exclusive placements leading to a blowout unveiling at CES.

"Inner Circle Labs has proven to be an instrumental partner in OMsignal's success with our original men's line and now the OMbra. They worked with us to strategically launch our men's product out of stealth, drive pre-orders and continue to grow our brand as we scale and branch into the women's retail market. We couldn't imagine a better PR partner."

- Emmanuelle Ouimet, OMsignal's Director of Marketing

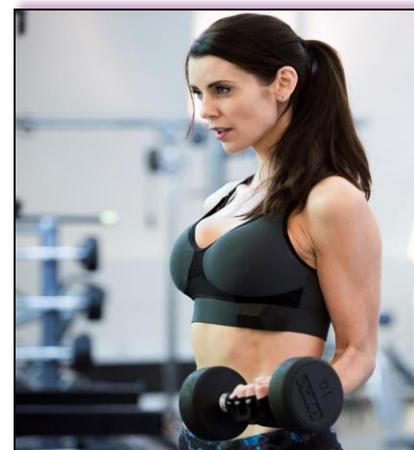
### Tactics

Inner Circle Labs developed a campaign focused on telling the right story to the right mix of media, driving a successful unveiling at the biggest consumer electronics shows in the world:

- **Highlight female execs:** We offered an exclusive story to [Women's Wear Daily](#) (WWD) in June 2015 to announce the appointment of Shaz Kahng (formerly of Lucy Activewear and Nike) as OMsignal's CMO; we used this hook to seed the development of a new women's product line; the story was followed by a contributed piece in [WWD](#) that explained why 'smart' is the future of apparel, which hit in Dec., just prior to the official launch of the OMbra.
- **Tout expertise:** In an effort to increase awareness of OMsignal's depth of expertise for biometric apparel construction, we raised the profile of OMsignal's Head of Electronic Textiles, Joanna Berzowska, via coverage with [WWD](#), [WIRED UK](#) (print), [Fast Company](#), [Brit + Co](#), [Inc.](#) and [S Style Magazine](#).



- **Build a bridge to sports lifestyle:** To break the mold of male-dominated connected fitness products, we secured a speaking position for Shaz Kahng at SXsports, moderated by Sports Illustrated reporter Tom Taylor, around the impact of wearable technology in sports (*Kahng was ultimately unable to attend the event but the work solidified OM's relationship with SI*).
- **Test the waters:** In December, we provided sneak peaks of the OMBra prototype to key female consumer glossy magazine editors at [InStyle](#), Shape and [SELF](#) to test our messaging and ensure it was impactful for our key target audience.
- **Make a splash:** To break through the noise at the largest international technology conference in Las Vegas – Consumer Electronics Show (CES) – we laid out a strategic media approach including:
  - Officially unveiling the OMBra through an exclusive [USA Today](#) video interview that hit the first day of CES.
  - Scheduling private demos of the OMBra with 15 consumer, business, tech and broadcast reporters including, [Women's Health](#), [Mashable](#), [CNBC](#) and Wall Street Journal.
  - Publicly showcasing the OMBra via two show floor interviews with Jenny McCarthy's radio show "Dirty, Sexy, Funny" and [The Verge](#) to announce OMSignal's presence at CES.
  - Elevating the elite status of the OMBra by participating in themed VIP events including Refinery29's Dreamer's Suite and the Connected Family event, which garnered the attention of media including the BBC, NBC, Inc. and Fast Company.
- **Get product in the right hands:** Following the love from CES, we spearheaded a strategic review unit program to get the OMBra into the hands of both technical reporters and national consumer media such as Wall Street Journal, The Verge, Women's Wear Daily and Women's Health to share a wealth of personal experiences across the media landscape with consumers to push for pre-orders once available.



## Results

- We began shifting the perception of OMSignal to a more feminine brand and hinted at the coming OMBra by securing **8 pieces of coverage** including WWD ([here](#) and [here](#)), WIRED UK (print), [Fast Company](#) and [Brit + Co](#).
- Leading up to CES, we secured **3 briefings** with key fitness and fashion magazines [SELF](#), Shape and [InStyle](#) to test run messaging and garner initial interest with key women's consumer publications.
- To catapult the news cycle on the first day of CES, we locked in an in-depth video preview with Jefferson Graham of [USA Today](#).
- We secured **800+ pieces of OMBra coverage** resulting in a combined audience reach of **125 million viewers**.
- **100+ media** requested review units from publications like The New York Times, Mashable, SELF and InStyle.
- OMSignal was the talk of CES, with feedback from an NBC producer that **every affiliate station wanted a segment** with the OMBra including WNBC (New York City), KARE (Minneapolis-St. Paul) and WOWT (Omaha). The buzz was so massive [Conan](#) got in on the action calling the OMBra the "tit bit" during his nationally televised monologue.
- We secured **15 briefings with reporters** from [CNBC](#), [Refinery29](#), [Mashable](#), Wall Street Journal and two public show floor briefings with Jenny McCarthy's radio show "Dirty, Sexy, Funny" and [The Verge](#).
- We secured national broadcast segments with [TODAY Show](#), [Live! With Kelly and Michael](#) and [Rachael Ray Show](#).
- OMSignal's OMBra was named one of [Women's Health's 2016 Fitness Award](#) winners.

live  
kelly &  
michael  
WWD

FAST COMPANY

Mashable

RACHAEL

Women's Health

TODAY