

## CASE STUDY



CAMPAIGN TITLE:	Jibo: The World's First Family Robot
CATEGORIES:	Company Launch, Export Positioning, Flagship Story, Hardware, Influencers, Influencer Events, Investor, Media Relations, Product Launch, Robotics
DURATION OF CAMPAIGN:	May 2014 – October 2014

### Background

Jibo is the world's first family robot, bringing intelligence and helpfulness with heart to the connected home. Founded in 2012 by Dr. Cynthia Breazeal, a pioneer of social robotics and human robot interaction from the MIT Media Lab, Jibo Inc. takes technology from user-friendly to genuinely friendly. It was clear that Jibo was an impressive product with an amazing pedigree but we would need to get people to join us in a futuristic journey and ultimately believe in the benefits of social robotics to the connected home. It also required consumers (and media) to make a leap of faith based on the gap of 15 months between pre-order launch and product availability.

### Objectives



This launch required creative thinking, quick action and the management of multiple moving parts including a crowdfunding campaign and content strategy. Inner Circle Labs' approach began with a three-fold objective:

- 1) get the attention of media, influencers, consumers & investors who follow tech, business & consumer "gadgets"
- 2) position CEO & founder Cynthia Breazeal not only as a beacon of knowledge around social robotics but as the right person to bring it out of the ivory tower & into the home of the average consumer
- 3) and, most critically, drive massive sales success in our pre-order campaign

### Strategies

**1. From Prototype to Product:** Appeal to natural curiosity around the future of in-home robotics with a look at the evolution of Jibo.

**2. Bring Jibo Home:** Host meetings in Jibo's House (a home just outside Boston), a homey NYC suite & the ICLabs SF "living room" to let media experience Jibo in his habitat (kitchen counter, desk and dining table).

**3. Something Old, Something New:** Use the MIT legacy and tell a story for the next generation to get to the heart of Cynthia's vision to humanize the connected home through intelligence with heart.

**4. Beyond the Connected Home:** Prove Jibo is more than a home appliance – tap into the timely topic of connected home but humanize the topic by adding warmth to the dialogue.

### Tactics

The launch of the world's first family robot was news enough for many reporters, but we knew there was so much more we needed to do to prime the pump and then amplify the launch:

- **A Family Affair:** We conducted research on audiences that support and fund crowdfunding efforts – particularly focused on gadgets and the connected home. Informal focus groups with DINKs, young families and families with older children and determined that men were the likely buyers while women were the product champion (loved it but generally more risk-averse and planning to "buy it when it comes out"). Based on this research, we targeted campaign messaging to tell a story the family could relate to but targeted the "hero" message to the male buyer. This took shape in everything from the video to the media target list.
- **Vertical Vision:** We used the research of Dr. Breazeal around three key targets for a product like Jibo – people with aging parents, families separated by geography and children's health facilities. While we knew that only a small sub-set would be our early adopters, this research compelled an additional set of media targets and storylines for broader appeal. It also informed our perk timeline to include charitable giving – to the Boston Children's Hospital – and stronger SDK messaging – to engage the imaginations of developers around ways they could build for these audiences.
- **Attract consumers, developers & robot enthusiasts through varied and flexible pricing packages:** It was critical that we validate product-market-fit for potential investors and that meant getting consumers to open their wallets. Using analytics from past crowdfunding campaigns, we gathered data about sales velocity, perk rollout timing and geography of



purchasers to target our message and create a perk timeline that would allow for thematic storylines, regular news, community engagement and an ongoing pipeline of new buyers. Perk examples included:

- **Buy 1, Give 1:** For every Jibo purchased as part of this special perk, one will be donated to the Boston Children's Hospital.
- **Hackathon:** Four immersive hackathons (two on each coast) will offer exclusive time with Cynthia and the unique opportunity to develop for Jibo with the team.
- **Build the vision:** We built a pre-launch content strategy using recognizable members of the Jibo community, experts ranging from robotics to design. Pieces on the Jibo blog from authors like Katy Fike (founder of Aging 2.0), Mike Phillips (innovator in speech technology) and Rudina Seseri and Wan Li Zhu (partner and principal, respectively, at Fairhaven Capital) allowed us to focus on building the vision while we stayed away from product specifics pre-launch. This ultimately generated excitement and primed the conversation for continued post-launch investor and community interest.
- **Give Jibo a Voice:** We had to be relatively quiet pre-launch but needed to create a voice of Jibo online. We built a social strategy around the personification of Jibo on his very own Twitter feed that would allow for rapid growth upon launch.



## Results



- Before 7/16/14 launch: 28 top-tier media briefings
- Within 4 hours: Reached \$100K funding goal; sold out of initial Jibo Home Editions
- Within 24 hours: 56 pieces feature coverage; trending on Reddit & Indiegogo
- Within 48 hours: Web ads drove >3M impressions
- Within 10 days: >220k clicks on Jibo social media ads
- When the campaign closed on 9/14/14: \$2,289,606 had been raised
- As of Oct. 2014: video viewed >7.7M times; 5<sup>th</sup> most-funded Indiegogo campaign of all time, #3 in tech category; >5,500 funders participated in campaign
- Interest from media around the globe continues – with >1,000 media hits along with thousands of blog posts & user-generated videos from Jibo fans

## Coverage Sampling

- CNBC, [Your next family member may be... a robot](#)
- CNN, [Move over Siri, the Jibo robot is coming](#)
- Entrepreneur, [Say Hello to the Robotic Personal Assistant of Your Dreams](#)
- Fast Company, [How "Star Wars" Influenced Jibo, The First Robot For Families](#)
- Forbes, [Jibo: An Open Platform For Social Robotics](#)
- Fox Business, [A robot for the entire family?](#)
- International Business Times, [Jibo Social Family Robot Indiegogo Campaign Soars Past \\$100,000 Goal In Under Four Hours](#)
- Mashable, [Jibo Wants to Be the World's First Family Robot](#)
- New York Times, [A Robot With a Little Humanity](#)
- Popular Mechanics, (print and online) [This Robot Means the End of Being Alone](#)
- Popular Science, (print and online) [Will your next best friend be a robot?](#)
- Re/code, [Boston Researcher Cynthia Breazeal Is Ready to Bring Robots Into the Home. Are You?](#)
- TechCrunch, [Hands On With Jibo, The Family Robot](#)
- Time, [That Jibo Robot Does the Same Stuff as Your Phone, but People Are Freaking Out Anyway](#)
- USA Today, [Are you ready to adopt a robot?](#)
- Wall Street Journal, [Meet Jibo: The Social Robot of the Future](#)
- WIRED, [This Friendly Robot Could One Day Be Your Family's Personal Assistant](#)
- Yahoo!, [Meet Jibo: The World's First Family Robot](#)

