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IoT

Launch of the V2 plant sensor

Client : Koubachi / Sensor 2



Koubachi

Eliotrope

Goal

Launch the new version, and more efficient Wi-Fi sensor of the Koubachi 2 Plant Sensor.

Counter Parrot's Flower Power, better positioned on a price / quality ratio point of view and also being a French brand

Strategy

With a limited budget, addressing all types of media : print, web or broadcast, with just **a single press release followed by an intensive product test campaign.**

Results

In the lapse of 3 months' time we achieved **2 TV broadcasts, 3 radios, 12 press articles in magazines and 25 on-line articles**

