

oneclock



Crowdfunding with OneClock and The Silver Telegram

Situation Overview

A new brand in the industry, OneClock wanted to launch its luxury waking device to the market and secure media attention to support its company launch and the launch of its Kickstarter campaign. They looked to enlist an agency with contacts across technology, business and lifestyle media to attract the appropriate attention to the campaign.

Challenges & Opportunities

Challenge: A brand new company in the market with no market reputation.

Challenge: Clocks and wellness market is still growing.

Challenge: Nuances of the media and the Pandemic, and the slowing crowdfunding market.

Opportunity: Brand was in the luxury market, focused on design.

Opportunity: Clock was different, focused in the sleep science and waking vs. alarm clocks.

Opportunity: Some leverage with Grammy winning artist Jon Natchez.

The Campaign

The Silver Telegram was the full-service agency on the campaign executing:

- Campaign insights and strategy
- Media relations outreach
- Press kit/release management
- Limited release review program
- Launching an affiliate campaign to maximize media interest.

The Campaign



OneClock: Wake Up Better

 [Project We Love](#)  [Denver, CO](#)  [Hardware](#)

\$781,718

pledged of \$20,000 goal

3,103

backers

INTERNATIONAL SHIPPING NOW AVAILABLE

- Japan, Canada, EU, UK, Australia, Norway, Switzerland -



Results: Campaign

Campaign Overview

Total Review Requests - 35

Total Coverage Posted - 28

Pending Reviews (have not yet posted) - 5

Luxury Magazine, Design Milk, Wirecutter, Dwell, Rolling Stone

Goals and Metrics

The project metrics were as follows:

- ✓ Press Kit creation
- ✓ Press Release writing
- ✓ Review program
- ✓ Pitching and Media Outreach
- ✓ Drive Crowdfunding Campaign Pre-Sales
- ✓ Product reviews of OneClock



Howie Rubin

to Rhian, Ronjini, Jamie ▾

Rhian & Ronjini,

Thank you for the recap. You guys rocked it for OneClock and we're thrilled we had the opportunity to work with you. next week.

3,103 backers pledged \$781,718 to help bring this project to life.

📅 Last updated March 28, 2021

Results: Review Requests

REALSIMPLE

RollingStone

 **wirecutter**
A New York Times Company

Total Review
Requests:

35

YD
YANKO DESIGN

GEEK
DAD

design/milk[®]



P O P S U G A R .

Results: Media Coverage

the Strategist

RECOMMENDED BY EXPERTS | The Best Tech Gadgets to Help You Sleep Better, /



OneClock Minimalist Analog Timepiece

There's nothing quite as jarring as being woken up from a peaceful slumber to the sounds of what your barely conscious self briefly mistakes as the world burning down around you. Alarm clocks suck. OneClock is not an alarm clock, it's described as the "world's first waking clock." The OneClock Minimalist Analog Timepiece is built around the idea that waking up is a peaceful experience, so they researched the best tones, tempos

OneClock

If you're not a fan of sleep trackers or biofeedback, author of *The Sleep Solution: Why We Don't Sleep Well and How to Fix It*, recommends a simple alarm clock from a new brand called OneClock. Winter says this clock "gently guides you out of sleep with specifically composed compositions" of tones and tempo shifts to wake you. The OneClock is currently available for pre-order.

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The Denver Egotist

OneClock offers a more disconnected way to be woken gently in the morning

1:12 pm February 3, 2021 By Julian Horsey

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