



**SOUNDBOKS GO.....AND THE BEAT GOES ON**

# Situation Overview

SOUNDBOKS, an emerging young audio tech company and aspiring lifestyle brand from Denmark, engaged TST to lead the U.S. launch of the newest bluetooth portable speaker, the SOUNDBOKS GO. At a smaller size and weight than previous models, the GO provides a concert level experience that is portable for everyone.

In coordination with the GO's debut in April 2022, TST set out to achieve the following campaign goals and objectives:

- Support the launch of SOUNDBOKS GO!
- Drive media attention through memorable press and influencer experiences.
- Establish brand credibility and leadership in the audio tech space.
- Increase sales across North America and Europe.

# Challenges & Opportunities

## Challenge: List up to 3 challenges.

- We delayed the launch slightly due to a battery recall of a previous model (Gen 3), which, ultimately had no impact on the reviewers' opinions.
- Having multiple dates (pre-launch, review embargo, and launch) confused the media on the official timing that may have led to delays in posting immediate reviews.

## Opportunity: List up to 3 opportunities.

- Distributed units to editors and freelancers who confirmed reviews for their outlets in the tech, audio, and lifestyle space.
- Launching in early spring led to inclusion of outlet's "Summer Gear Guides."
- Researched and guided a paid media campaign with VOX Media and Hyperbeast.com.

# The Campaign

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

- A multimedia press kit development.
- Identify and target key editorial outlets in the audio/music, tech, outdoor life, and extreme sports industry.
- Facilitate a robust review campaign in securing 15 editorial reviews.
- Secure 10 pieces of feature coverage in targeted media outlets.
- Complement earned media coverage with paid marketing programs across key verticals.
- Weekly team check-ins.
- Weekly & monthly reporting.

# Campaign Results:

- ✓ Created and delivered press release announcing launch of GO!
- ✓ Secured **26 review requests** in a one-month period.
- ✓ Generated **29 pieces of editorial coverage** in key verticals.
- ✓ Amassed **1.7 million online media impressions**.
- ✓ Majority of coverage appeared online with an **80 average domain authority**.
- ✓ Highlighted as **Best Outdoor Speaker for Summer Hangouts** in Men's Journal.
- ✓ Earned "**Best Portable Speaker**" honors in Men's Health Outdoor Awards.

## Results: Review Requests

**Newsweek**

*RollingStone*

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**Total Review  
Requests:**

26

**Men'sHealth**

**Lifewire**  
TECH FOR HUMANS

**Worth**

**MENS  GEAR**

# Results: Media Coverage

≡ **MEN'S JOURNAL**

Best Outdoor Speakers for Summer Cookouts, Pool Parties, and Adventures

GEAR

## Best Outdoor Speakers for Summer Cookouts, Pool Parties, and Adventures

### 3. SOUNDBOKS Go

Audiophiles, perk up your ears and allow us to introduce you to this new, travel-ready Bluetooth speaker from Danish audio tech company SOUNDBOKS. It plays for up to 40 hours on one charge at mid-volume, and features two 72-watt continuous class D amplifiers to create supremely crisp sound whether your day takes you to backcountry campgrounds or a local park for a cookout. This speaker gives you a concert-worthy experience and connects to the company's app for performance upgrades; customizable equalization (EQ); sound profiles; and DIREKT, a curated, live audio-streaming experience, where you can stream DJ and artist sets from turntables in clubs and studios in Copenhagen, Barcelona, London, LA, and more.

[\$699; [soundboks.com](https://soundboks.com)]

GET IT

**29** Total  
Pieces of  
Coverage

TECH & SCIENCE

Soundboks Go Is a Bluetooth Speaker Powerful Enough for Outdoor Parties

BY TYLER HAYES ON 5/12/22 AT 1:50 PM EDT



Technology & Gear

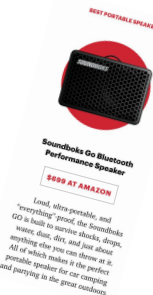
## The 2022 Men's Health Outdoor Awards

We hand-picked 60 pieces of field-tested gear to take your 2022 outdoor adventuring to the next level.

engadget

## The Soundboks Go offers loudspeaker sound in a more portable package

It's half the size of its sibling and boasts up to 40 hours of mid-volume listening.



**Newsweek**