

Entry Name: Current Backyard Launches the Current Model G at CES 2024

Due: September 18, 2024

Synopsis

On the entry form, please include a thorough synopsis explaining the purpose and scope of your entry. Tell us about your work. We ask that the synopsis is a minimum of 350 words and a maximum of 900 words and includes the following sub-headings (when applicable):

- Goals
- Strategy and tactics
- Execution
- Evaluation: success, results or ROI

GOALS

W. C. Bradley Co., the company behind Char-Broil, set off on a daring venture – creating a premium standalone brand, Current Backyard, to revolutionize outdoor living with a flagship, one-of-a-kind electric smart grill — Current Model G Dual Zone Electric Grill — which reaches a searing 700 degrees on a standard outlet.

The challenge was substantial: To not only launch an unknown brand and product but to overcome the skepticism plaguing the electric grill category. Oh, and also claim the crown as the world's best electric outdoor cooking brand.

Product launch goals included:

- Brand Awareness and Recognition
- Product Launch Impact/Reception
- Customer Engagement
- Feedback and Market Validation
- Pre-Sale Interest

STRATEGY & TACTICS

No stranger to disruptive brand and product launches, Planit proposed an audacious solution—an official launch at CES 2024, the epicenter of tech innovation. To change consumers' expectations of what is possible with electric grilling (and to show them what's been missing from their own outdoor cooking experiences), Planit dreamed up an experiential, tech-forward booth concept electrified by cooking demos, culinary samples, and collaborations with a celebrity chef and influencers.

The solution was to bring this better grilling experience to the masses through earned buzz, high-profile content, PR events and earned media coverage, and a constant flow of foot traffic.

Tactics Included:

- Experiential Booth at CES in the Central Plaza with live cooking demos each day, product displays, and a tech-forward design
- Entry to the CES Innovation Awards in Fall 2023
- Pre-CES Outreach to Generate Media Interest
- Media launch event at CES Unveiled the week of the show
- Satellite Media Tour during CES with nationally syndicated Tech Reporter Jennifer Jolly
- Live celebrity cooking demonstration with Esther Choi on Day 2 of CES
- Post-event media outreach

EXECUTION

Experiential Booth Design

The 30'x50' booth for Current Backyard strategically lit up the prominent outdoor Central Plaza area. Its grand concept played a critical role for the brand launch: Commanding the attention of tech-forward consumers, who are uncompromising on product design and smart features that actually fulfill a need. There was an interactive showroom for guests to explore the features of the two models – the grill and griddle, the app, and accessories along with a comfortable outdoor patio that hosted daily cooking demos and was able to transform into an open-aired studio, hosting a captivating cooking show with celebrity chef Esther Choi.

Esther Choi X Current Backyard Fusion

Esther Choi, an influential celebrity chef and owner of Mōkbar, played a pivotal role for Current Backyard. Her live cooking demonstrations and engaging personality drew a crowd of 75+ attendees, countless inquisitive onlookers, and amazing photo-ops. The event generated media coverage from outlets such as Forbes, Engadget, NBC Select, USA Today's Reviewed, and Techie Dani.

Earned Buzz Cooked to Perfection

Leading up to the event, meticulous pre-engagement efforts with media, influencers and the inclusion of celebrity chef Esther Choi elevated brand credibility and added excitement to our appearance. Our orchestrated efforts paid off big time. We won a CES Innovation Award in the Smart Home Category. We also participated in the CES Unveiled exclusive media event and a Satellite Media Tour with USA Today consumer tech journalist Jennifer Jolly. The result? Millions of PR impressions with tech-forward publications. Extensive media coverage poured in. We earned “Best of CES” accolades from USA Today Reviewed and Gear Brain. Most importantly, buzz skyrocketed around Current Backyard. It happened in all the pubs that matter for our target consumer.

Instagrammable Moments

From a celebrity cooking show, to gorgeous plating of our eclectic sampling menu, to the subversive “Gas is the Past” art installation, to the 700 degree chamber to heat up those group selfie Insta posts, the booth was designed to be a haven for content creators. Engagements from booth visitors as well as invited influencers resulted in nearly a million organic social media engagements for the Current Backyard brand.

EVALUATION: SUCCESS, RESULTS OR ROI

Current Backyard's recipe for success paid off with a successful brand and product launch just weeks before the product was available for sales online:

The Results?

- "Best of CES" accolades from USA Today Reviewed and Gear Brain
- 800M+ PR impressions
- 4464% increase in website traffic the week of and after CES 2024
- 94 PR Backlinks to CurrentBackyard.com
- 3K Social Media engagements with PR Placements
- 900K+ Organic Social Media Impressions

In the months that have followed the product launch at CES, we continue to see the pay off from CES in the form of product requests, product features and reviews from the media we met with that week. Current Backyard has also earned an impressive 2.4B PR impressions to date in 2024.

Organization/Client Description(s):

Established in 2023 and backed by W. C. Bradley Co., Current Backyard is seamlessly integrating technology, uncompromising design, and industry-leading performance into state-of-the-art products and experiences to elevate outdoor living. Current Backyard believes the backyard should be an oasis of flavor and fun with family and friends — and that with smarter technology connecting those elements, our customers' outside space can become their home's favorite place. Current Backyard is redefining the landscape for those in search of an electric grilling experience with unparalleled results.

Current Backyard developed the Current Model G Dual Zone Electric Grill to bring smart home technology to backyard spaces and address the need for a high-performing, easy-to-use alternative to traditional gas grills. The design and functionality of the Current Grill addresses many common pain points of gas grills to enable a fully customizable, connected experience that makes grilling easier than ever. From its simple, fast assembly to the advanced app that guides users through the grilling experience, Current Backyard helps make grilling more approachable for everyone without sacrificing grill performance.

Visit www.currentbackyard.com.