

CURRENT CES 2024 ACTIVATION REPORT

Amplifying & Electrifying: Generating Brand Buzz & Reaching Connected Achievers



FEBRUARY 5, 2024

CES 2024 AT A GLANCE

CES 2024 was driven by the overarching themes of artificial intelligence, sustainable tech as a necessity, and a push for innovation that promotes inclusivity. These aren't just technical shifts but indicators of new consumer expectations and behaviors.

CES 2024 By The Numbers:

- 135,000 attendees
- 4,300 exhibitors
- 5,000-plus global media and content creators
- 3,000+ submissions to the CES 2024 Innovation Awards
- Current Backyard awarded CES Innovation honoree in Smart Home category



TABLE OF CONTENTS

- *Goals & North Star / KPIs*
- *Results to Date*
- *Coverage Highlights*
- *Activation Highlights*
- *Competitor Coverage*
- *Next Steps / Takeaways*



GOALS & NORTH STAR

CES LAUNCH NORTH STAR

Position Current as the grilling industry disruptor at CES, targeting smart home/tech enthusiasts, status seekers, and affluent Connected Achievers. This launch will boost brand recognition, generate buzz, and pave the way for a successful market entry, driving sales and market share.

GOALS

- *Drive broad brand awareness via booth foot traffic, consumer interest, earned media and influencer partnerships*
- *Establish brand credibility through partnerships with a recognizable influencer or chef, other brands, influencers and target media*
- *Generate social media and CES floor buzz, email sign ups (leads) and traffic to the D2C website*

KPIs

Primary (Dashboard Targets):

- *Total Placements*
- *Impressions*
- *Sweepstakes Entries*
- *Email capture (pre-sign up)*
- *Booth Traffic (Badge Scans)*

Secondary:

- *Social Media Amplification*
- *SEO Value of Placements*
- *Backlinks to D2C Website*
- *Web Traffic as a Result of News Coverage*
- *Publicity Value*

RESULTS TO DATE

Our efforts at CES included a mix of pre-event outreach and tactics during the show, designed to maximize PR coverage, drive booth traffic and build buzz for the newly launched brand.

Activities that drove KPIs results included:

- PR Newswire distribution January 6 to launch CES efforts
- Pre-event outreach to media & influencers to secure interest
- Participation in CES Unveiled, a “media only” event on January 7
- Celebrity Chef Demo with Esther Choi on January 10
- 1:1 media appointments and influencer booth visits
- All day cooking demos to entice booth traffic with 3,775 samples handed out throughout the show
- Discovery Wall sponsorship to drive additional reach and buzz

TOPLINE RESULTS

823,079,654

PR Impressions

17,192

Total Placements

2,811

Badge Scans

483

Sweepstakes Entries

\$607,000

Earned Media Value

138

Confirmed Reservations

313

Email Opt-Ins

ADDITIONAL METRICS

4,464% Increase

In website traffic the week of CES 2024

64

*Adv. Domain Authority
of Online Placements*

94

*Backlinks to
CurrentBackyard.com*

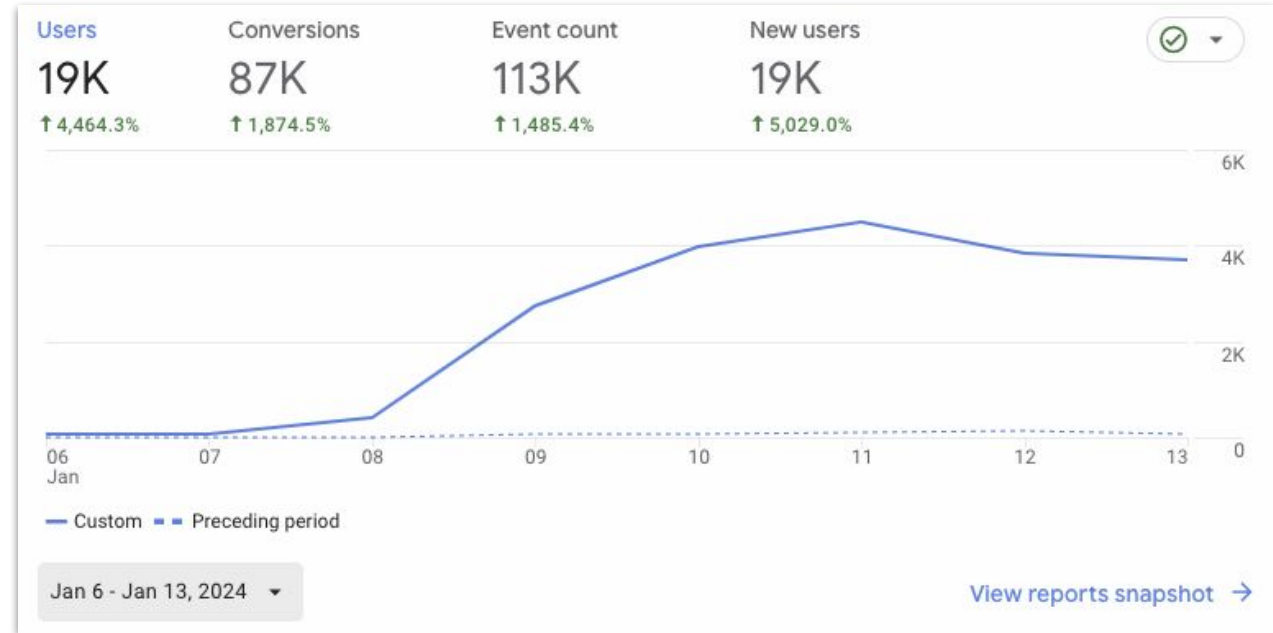
69%

*Total Mentions With
Domain Authority over 60*

3,000


*Social Media
Amplification (Likes,
Shares & Comments from
Online Earned Media
Articles)*


Website traffic to CurrentBackyard.com prior to and during CES 2024





Highest Readership


Search: Tag:Current CES 2024 Coverage


- 


CES highlighted the hottest gadgets and tools, often fueled by AI
Jan 16 • MSN
- 

The Coolest Home Tech Products Hitting the Market in 2024
Jan 20 • MSN
- 

Fresh tech unveiled at CES
Jan 8 • MSN
- 

CES highlighted the hottest gadgets and tools, often fueled by AI
Jan 13 • USA TODAY
- 

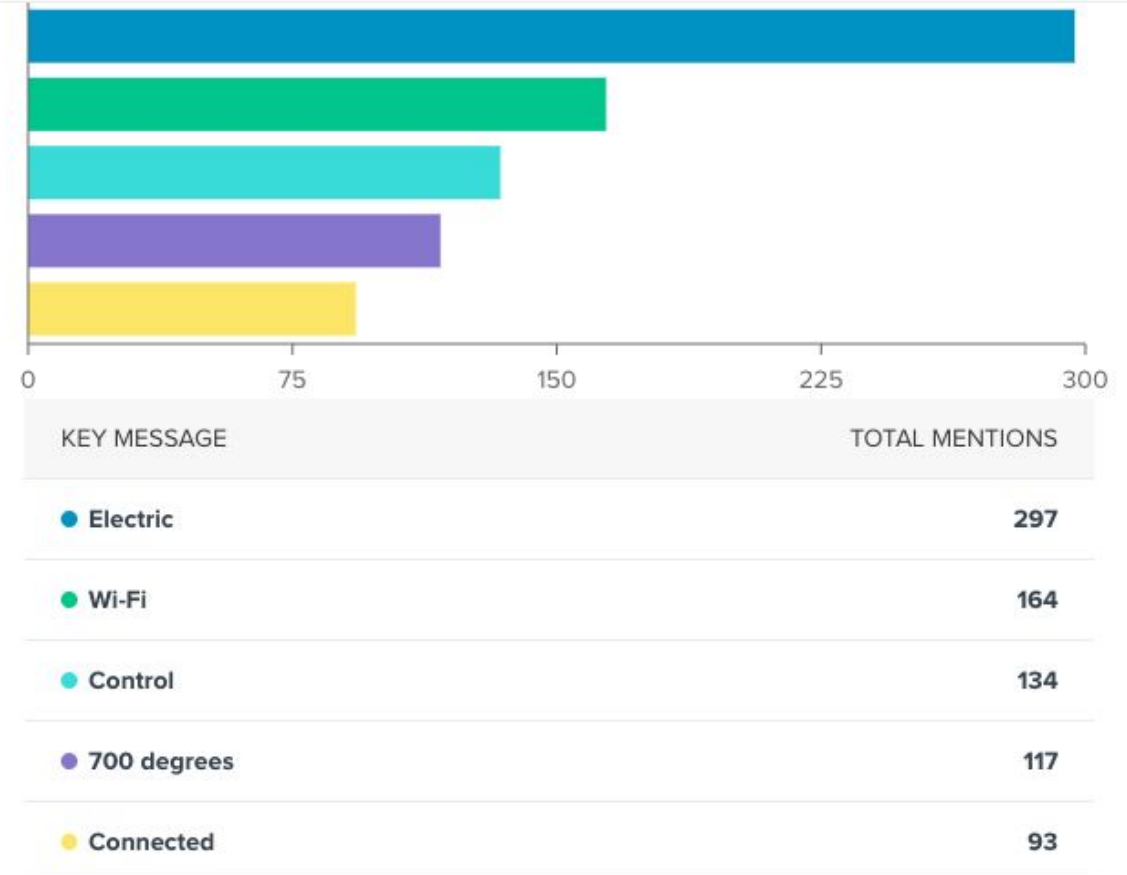
Fresh tech unveiled at CES
Jan 8 • Reuters
- 

14 gadgets from CES 2024 that you can actually buy right now
Jan 10 • NBC News
- 

We went to Las Vegas to find the best new tech at CES
Jan 10 • NBC News

Key Messages

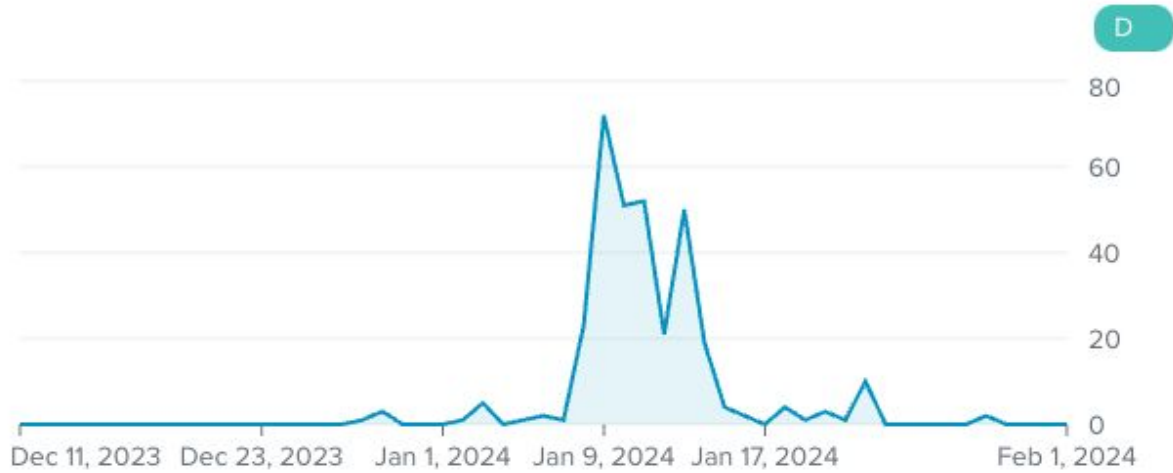
Search: Tag:Current CES 2024 Coverage



Trailing 30 Days

Total Mentions Over Time

Search: Tag:Current CES 2024 Coverage



DOMAIN AUTHORITY

TOTAL MENTIONS

60-80	43 (36%)
81-100	40 (33%)
20-39	18 (15%)
40-59	11 (9%)
1-19	8 (7%)

Sentiment

Search: Tag:Current CES 2024 Coverage

SEARCH NAME	TOTAL MENTIONS
Positive	86 (74%)
Neutral	31 (26%)
Negative	0

Top Publishers

Search: Tag:Current CES 2024 Coverage

Bloomberg	1 mention	High
USA TODAY	1 mention	High
NBC News	2 mentions	High
House Beautiful	1 mention	High
Reviewed	1 mention	High

COVERAGE HIGHLIGHTS

TV / BROADCAST



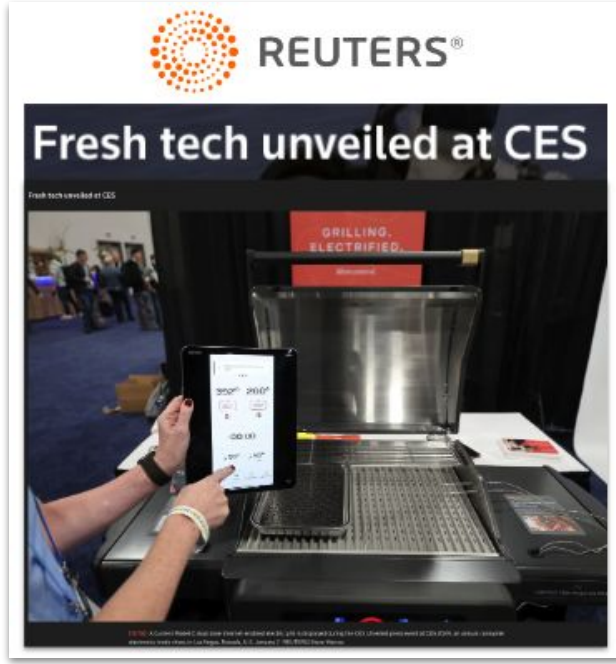
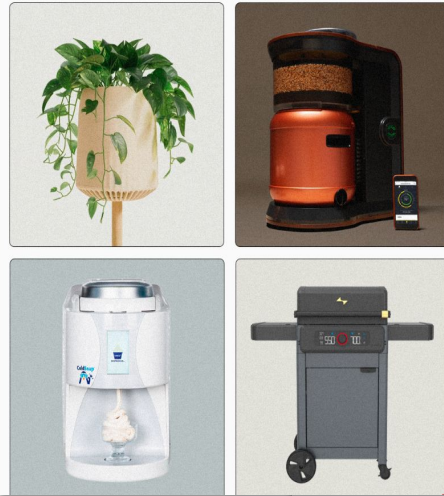
ONLINE

House Beautiful

SHOPPING + GADGETS

The Coolest Home Tech Products at CES 2024

From smart pet doors to transparent TVs.
BY MARINA LIAO | PUBLISHED: JAN 19, 2024



Bloomberg

CES Highlights the Climate-Centric Future of Consumer Tech

FAST COMPANY

The barbecue grill is going high-tech—and turning heads at CES

engadget

Current Backyard's electric smart grills bring outdoor cooking to more places

The company debuted a grill and a griddle at CES 2024.



tom's guide

The 5 best smart grills and smokers at CES 2024 Current Electric Grill



USA TODAY

THE REVIEWED AWARDS: CES 2024—THE BEST OF WHAT'S TO COME

Our favorite new products from the world's biggest tech show



NBC NEWS

The best of CES 2024: our favorite home, health, and wellness tech



LIFEHACKER

Wireless [smart thermometers](#) can take a lot of the guesswork out of grilling, but CES 2024 brought a host of entirely smart barbecues to the forefront. The [Current Backyard Electric Grill](#) (\$899) is big and sears at 700 degrees—which makes it a lot hotter than most gas grills—while still giving you two heat zones so you don't set your shrooms on fire. Interestingly, it also auto cleans, and you can monitor everything via a companion app.

ONLINE

The Atlanta Journal-Constitution

PHOTOS: Georgia companies pitch products at CES 2024 tech show in Las Vegas



14 gadgets from CES 2024 you can order now

These new products are available now or ship in the coming months.

[Current Backyard Model G Dual-Zone Electric Grill](#)



Current Backyard Model G Dual-Zone Electric Grill

\$899.00

CURRENTBACKYARD



CES highlighted the hottest gadgets and tools, often fueled by AI

I never realized how overdue backyard grills were until I reviewed [Current Backyard's new dual-zone grill](#). It's the first full-size electric barbecue that makes me think I might finally be capable of cooking outside on a barbecue and actually being good at it. The e-grill makes it easier and safer overall. There



Current Backyard aims to electrify outdoor grilling in 2024

Pitmasters no longer need to choose between gas, charcoal, or pellets. Current's new grill and griddle run on electricity and connect over Wi-Fi.



By James Barber
Freelance Contributor, TechHive
| JAN 8, 2024 2:00 PM PST



Image: Current Backyard



The Guide to Grilling & BBQ Tech at CES 2024



Current Backyard Model G electric grills hands-on



CES Briefing: Celebrities, influencers descend on Vegas as creator space continues to evolve



'AI Is The Story Of The Show': What To Expect From CES 2024



GearBrain

The Best of CES 2024: New Smart Devices and Tech for Today

INFLUENCER

GIRLS CAN GRILL


CES 2024: 6 grill companies introduce AI technology



Current Backyard Electric Grill

This image shows a sleek, black electric grill with a digital control panel and a stainless steel cooking surface. It is displayed at a trade show booth with a red background that says 'ELECTRIFIED. Meet the Maxx Grill'.

techiedani
Techie Dani · 6d ago



COMPANY CALLED CURRENT

A woman is shown interacting with the Current Backyard electric grill. A red sticker on the grill reads 'GAB IS THE PAST'. The grill has a digital display and control buttons.

THE BBQ CENTRAL SHOW



GRILLS THERE

A man is speaking into a microphone at a booth for 'THE BBQ CENTRAL SHOW'. The text 'GRILLS THERE' is overlaid on the bottom of the image.



homeserve_usa and currentbackyard
Scott Dugdale · Let It Go

homeserve_usa 1w
The spice of life is being able to get your grill up to 700 degrees. 🔥

#CES #CES2024 #Grill #HowTo #CurrentBackyard #HomeTech

orcacompr 6d
That sounds so cool!

Reply

Liked by kaceylaura and others
7 days ago

This is a screenshot of an Instagram post featuring the Current Backyard electric grill. The grill is shown with its lid open, revealing the cooking surface. The post includes a caption and several comments from users.

THE SHOW Current Backyard Electric Grill CES 2024



A woman in a blue shirt is smiling and talking at a booth for the Current Backyard Electric Grill at CES 2024. A red play button icon is overlaid on the image.

Current Backyard smart grill & griddle first!



CURRENT BACKYARD SMART GRILL & GRIDDLE

A promotional image for the Current Backyard smart grill and griddle. The grill is shown in a futuristic, glowing red and orange environment. A red play button icon is overlaid on the image.

Esther Choi
LIVE at CES
CURRENT



Esther Choi is a chef featured in a live stream at CES. She is wearing a white chef's shirt and a dark apron. The text 'Esther Choi LIVE at CES CURRENT' is overlaid on the image.

chibbles and currentbackyard
Las Vegas, Nevada

chibbles · Happy New Year! I'm excited for my first cooking demo of the year. Join me live in Vegas at CES2024 as I'll be cooking on the new @currentbackyard electric smart grill. Take the future of grilling with me on 1/10 from 3-5 pm at the LCCC in Booth Q1-16 (outside). Hope to see you there! #CurrentBackyard #ElectricGrill #grilling

currentbackyard We can't wait! 🙌

Ngineer Im at CES!

synan79 @chibbles lets catch up!

Yashuang I wish I could be in Vegas 🙌

kunyakhi66 Oh nice. Have fun. Chief Auntie Esther. 🙌🙌

esidethood

instagrammuck2012 Look like a kid

duongnanguyen

Thebrockdani

matthowden13 🙌🙌🙌🙌

skappa970 Electric grill? No thanks

babylife_06 Girl, when is the 🙌

eatingsunham WCV

Liked by ashene and others
January 9

This is a screenshot of an Instagram live stream featuring Esther Choi, a chef. She is shown from the chest up, wearing a white chef's shirt and a dark apron. The text 'Esther Choi LIVE at CES CURRENT' is overlaid on the image. Below the image is a list of comments from users.

ACTIVATION HIGHLIGHTS

CELEB COOKING DEMO

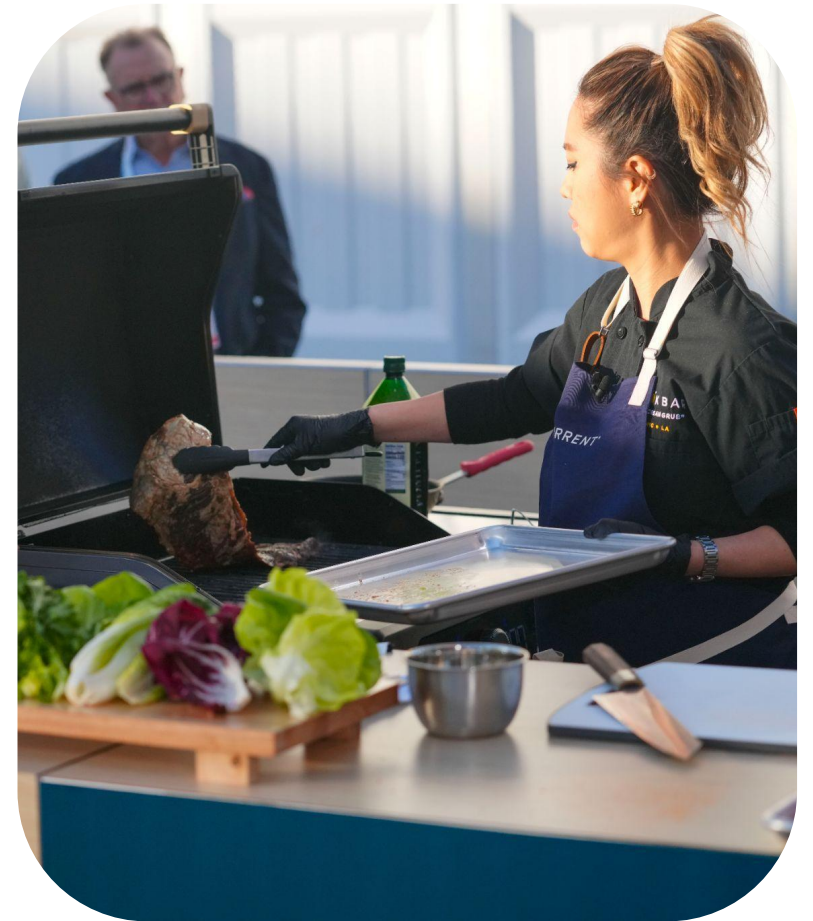
Cooking Demo & Sampling Event - 1/10 from 3-5 p.m.

Esther Choi conducted a live cooking demonstration which included sampling for attendees, attracting attention from media, influencers, and booth guests.

- *Esther toured booth with Tom Penner and then did a live recipe demo for attendees, which featured Current's Kimchi seasoning blend*
- *Hosted "Cooking Show" format to draw attention and Instagrammable moments*
- *Esther's Korean BBQ Tacos recipe will be featured in the Current app*

Results:

- *Crowd of 50-75 attendees gathered to watch demo*
- *Handed out 75+ samples to guests*
- *Media coverage of event and attendance included:*
 - *Forbes (pre-event mention)*
 - *Engadget (event coverage / attendee)*
 - *NBC Select (event attendee)*
 - *USA Today's Reviewed (event attendee)*
 - *Techie Dani (event coverage attendee)*
 - *Digiday (post-event mention)*



DAILY SAMPLING

Tuesday (Day 1)

Feta & watermelon skewers - 150 servings

Sausage, peppers & onion skewers - 150 servings

Chicken satay - 250 servings

Caprese skewers - 250 servings

Angus beef sliders - 250 servings

Wednesday (Day 2)

Feta & watermelon skewers - 150 servings

Sausage, peppers & onion skewers - 150 servings

Chicken satay - 250 servings

Caprese skewers - 250 servings

Esther Choi's Korean BBQ lettuce wraps - approx. 75 servings

Thursday (Day 3)

Feta & watermelon skewers - 150 servings

Sausage, peppers & onion skewers - 150 servings

Chicken satay - 250 servings

Caprese skewers - 250 servings

Angus beef sliders - 250 servings

Friday (Day 4)

Feta & watermelon skewers - 150 servings

Sausage, peppers & onion skewers - 150 servings

Chicken satay - 250 servings

Caprese skewers - 250 servings

TOTAL: 3,775 samples served



DISCOVERY WALL

Discovery Wall

The CES Discovery Wall is a unique real-time interactive social media installation, offering attendees insights into what's trending at the show. At CES 2024, The Discovery Wall not only displayed over 500,000 social media conversations about CES but also served as an opportunity for key exhibitors to drive awareness and foot traffic to their spaces via a branded takeover. Equipped with people and face tracking technology, the wall provides two crucial metrics: direct interactions via touchscreen and consumer attention gauged through eye-tracking

Results from Discovery Wall:

- **51K** Attendees stopped to look at the Discovery Wall
- **11K** Attendees interacted with the Discovery Wall
- **150 Minutes** of Current brand content was displayed at CES 2024

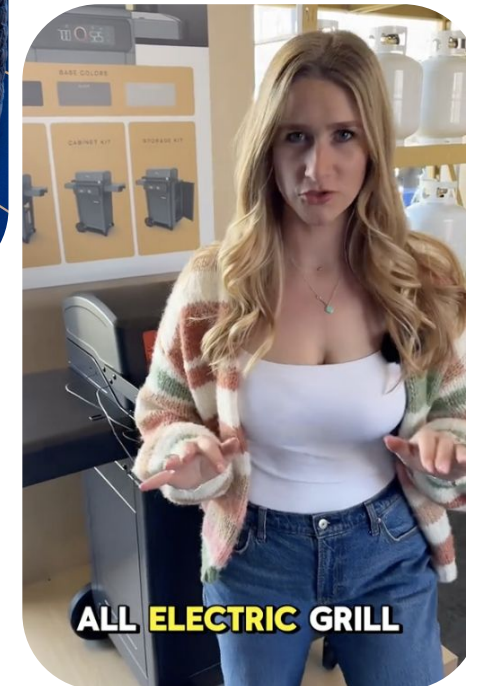


MEDIA & INFLUENCERS IN OUR BOOTH

Through tailored pre-show PR outreach, we were able to secure interest from target media and influencers in visiting the booth, reviewing the product, visiting the brand at CES Unveiled and more.

Results:

- *23 x 1:1 media & influencer appointments took place during days 1, 2 and 3 of CES:*
 - *The New York Times' Wirecutter*
 - *USA Today's Reviewed*
 - *Engadget*
 - *America's Test Kitchen*
 - *Amazing Ribs*
 - *Bloomberg*
 - *NBC Select*
 - *Cool Hunting*
 - *Crain's*
 - *Soldier Knows Best (influencer)*
 - *Techie Dani (influencer)*
 - *Favorite Finds (influencer)*



CES UNVEILED

CES Unveiled

CES Unveiled Las Vegas, a CTA-hosted event, is the official media event for CES 2024. From a media perspective, all of the CES “what will we see this week” comes out of the event. This event allowed us to get ahead of the game, stand out from the show buzz and introduce Current early to media influencers two full days before CES opens its doors.

Results:

- *Met with top tier media outlets for in-person interviews and demos, including USA Today’s Reviewed, Tom’s Guide, House Beautiful, Fast Company, CBS, FOX, and more.*
- *Secured Day One coverage generating buzz and excitement with media through the week*
 - *USA Today’s Reviewed*
 - *Reuters*
 - *TechHive*
 - *Tom’s Guide*
 - *National Review*
 - *The Spoon*



SMT WITH JENNIFER JOLLY

Satellite Media Tour with Jennifer Jolly

Current participated in a CES 2024 Satellite Media Tour for additional exposure during the show.

Results:

- *Total Audience: 319,531,731*
- *Total Placements: 16,642*
- *Broadcast coverage nationwide include top media markets such as Los Angeles, New York, Philadelphia, San Diego, San Francisco, Sacramento, Cleveland, Chicago, Houston, Austin, Indianapolis, Columbus, Miami, Tampa, Jacksonville and more.*

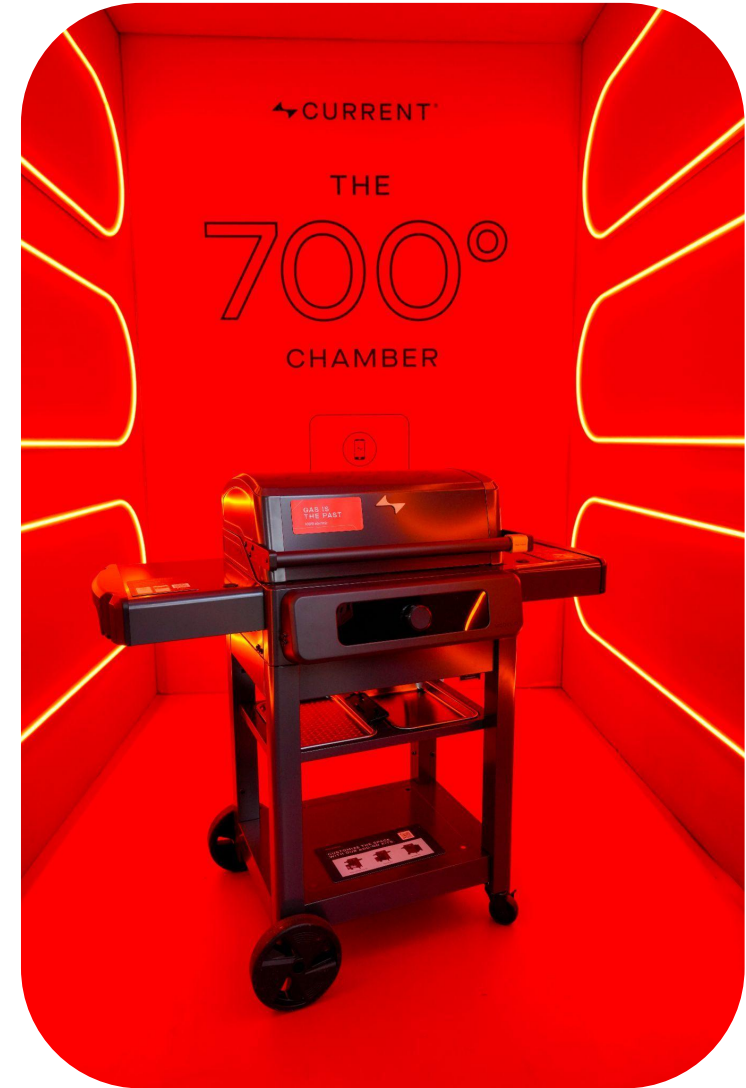
THE ELECTRIC GRILL YOU CAN SET AND FORGET:



POST-CES EFFORTS

Post-event PR efforts

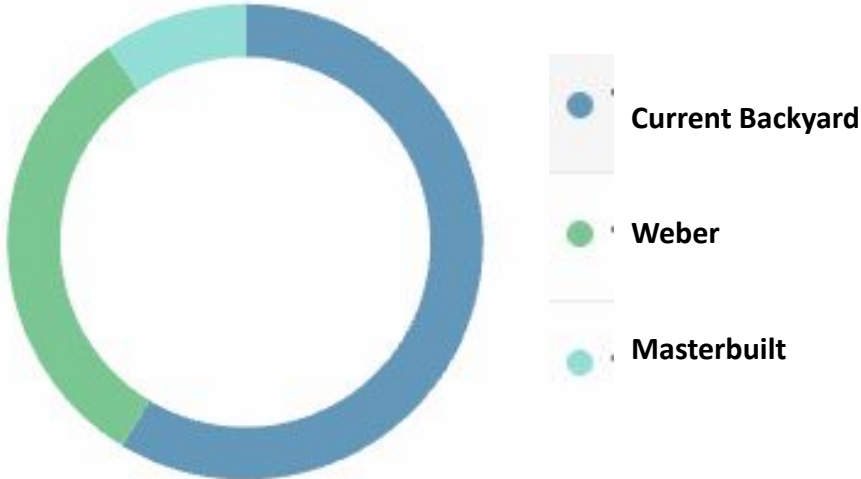
- Post-CES press follow up and photo distribution
- Post-CES editorial calendar story placements
- Tailored follow-up outreach to all media resulted in grill requests from:
 - TODAY Show Tech Expert (already shipped)
 - Cool Hunting (already shipped)
 - Cookout News (already shipped)
 - AmazingRibs.com (asked to receive grill when it gets warmer)
 - FOX (asked to receive grill closer to start of grilling season)
 - GearBrain (wants to review grill once launched)
 - WIRED (wants to potentially review grill once launched)
- Earned media amplification on owned channels
- CES-specific award nominations and product review opportunities



COMPETITOR COVERAGE

COMPETITOR COVERAGE

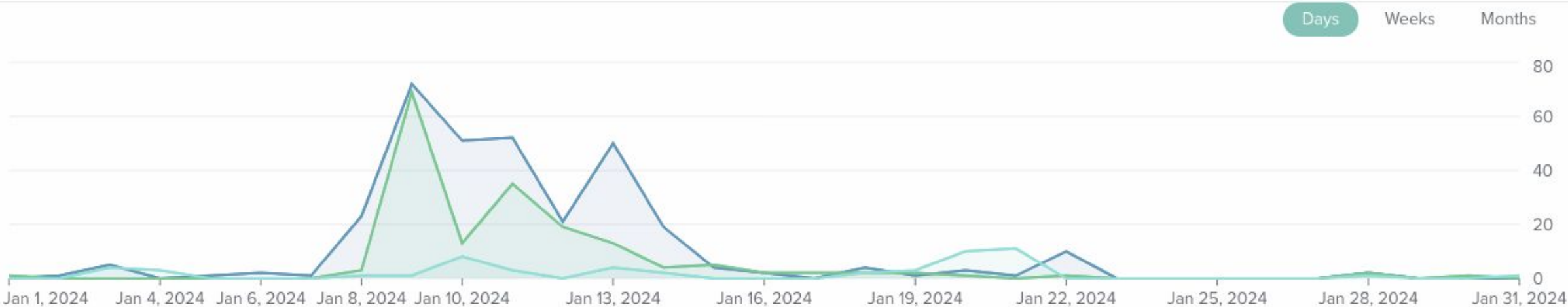
Share of Voice



Key Takeaways

- Current garnered the most earned media coverage surrounding CES.
- Weber did not exhibit at CES but instead hosted an off-site media event the day prior to CES.
- Current garnered significantly more broadcast coverage than Weber due to Current exhibiting at CES.
- Weber garnered slightly more online placements, likely due to their established media buys and established brand presence.

~ Total Mentions Over Time



KEY LEARNINGS

- *CES was an effective way to generate buzz and media attention with key press and influencer targets ahead of the national brand launch for Current Backyard, which had no established brand equity going into this event.*
- *Presence at CES 3 weeks prior to the brand launch allowed Current Backyard to be included in major news stories on competitor smart grill launches that also took place at CES.*
- *Ongoing PR efforts including award submissions, product reviews and recommendations will further validate the product with our target audiences, encouraging adoption.*
- *Exhibit participation in CES 2025 should be informed by earned media metrics and sales metrics and be contingent upon the launch of new, innovative Current Backyard products vs. line extensions.*



SUMMARY

W. C. Bradley Co. embarked on a bold mission to redefine outdoor living with Current Backyard's groundbreaking electric smart grill, boasting a remarkable 700-degree capacity on a standard 110V outlet. In our pursuit to connect with a new generation of grill masters, we emphasized its precision heating, ease-of-use, app-guided recipes, and smart features. Our CES unveiling aimed to communicate these transformational benefits through an immersive booth experience.

Facing the challenge of introducing an unfamiliar brand and dispelling skepticism surrounding electric grills, we strategically showcased Current Backyard at CES. Our setup captivated tech-savvy consumers, showcasing sleek design and practical smart features. Attendees engaged with interactive displays of grill and griddle models, app functionalities, and accessories, while enjoying daily cooking demos on our outdoor patio, including a dynamic cooking show with celebrity chef Esther Choi.

This approach not only garnered significant media attention but also outshined established competitors like Weber and Masterbuilt in the weeks leading up to our launch. Beyond immediate metrics, our CES debut established a strong foundation for long-term brand recognition and loyalty, setting the stage for sustained success and customer engagement.