

CASE STUDY

rain + aster* | Reframing AI Adoption Through Human Relevance

For **Aster AI**, a new entrant into the rapidly expanding category of person AI assistants, the challenge wasn't awareness alone. **It was relevance.** Rain was tasked with developing a digital-focused, breakthrough brand & lead-gen campaign that could set Aster apart from other personal assistant apps in the exploding category of AI tools.

Audience targeting & messaging

Rain identified an "**Amplified Collaborator**" target of early AI adopters as the highest LTV. Then conducted brand positioning, use case and messaging research with this audience to inform the creative.



◀ **Phase 1** targeted the **Amplified Collaborator** audience across social channels offering early app access to capture waitlist sign-ups. A robust set of assets was created across 3 use cases and 3 concept styles to test concept and messaging in market. The waitlist landing page, asterapp.ai, was also developed.

▼ **Phase 2's "Life Made Easier"** campaign focuses on meeting consumers where they are in their busy lives and offering a little AI-powered help. Supported by brand and performance assets as well as influencer marketing.



Results

- ✿ The waitlist objective of 15,000 was reached ahead of schedule, to the point that we have closed the waitlist for the app.
- ✿ Test & Learn in Phase 1 identified the winning creative messaging to rollout during Phase 2 Launch.

19,015
sign-ups

Oversubscribed by 26%!