

# Case Study: Segway miniPRO

Launch + Media Reviews + Influencer Seeding + Product Placement

#### Introduction

Fabric Media was hired by ESI Enterprises, Inc. on behalf of Segway (Ninebot) to aid in the launch of the brand's first foray into true, public-facing consumer tech, the Segway miniPRO.

After 15 years as an industry leader in the personal transportation space, the brand leveraged its technology into a more affordable, commuter-focused transporter. The result was without question the top-of-the-line product on the market, with a price tag double that of its nearest competitor.

## **Background**

Although Segway has long held its position as the industry leader in the personal transportation space, in 2015 a low-quality, hands-free version of its signature transporters entered the market after an inventor fraudulently "re-discovered" the technology for which Segway has long held the patents. Soon after the derivative product's release, countless other low-quality counterfeit "hoverboards" flooded the market. However, due to cheap parts and faulty manufacturing, many of these products began to catch fire and injure riders, resulting in mass recalls and bans nationwide. The once red-hot fad became a cold zone almost instantly.

While Segway had been working on the miniPRO product for a number of years, its product debuted just a few months too late, and although becoming the first of its kind to be certified safe by Underwriters Laboratories (UL), the product was all too often grouped together with the faulty hoverboards of the previous year.

A big part of Fabric's campaign for the Segway miniPRO was therefore about not only driving visibility, but combatting the fears some people harbored about this type of vehicle.

Furthermore, while the miniPRO was certainly the cream of the crop for the space, the product came with a relatively high pricetag, and was branded with a name that caused some confusion. Also, a similar, lesser-quality version was made by parent company Ninebot, and was available in China and online. Establishing the premium nature of the Segway miniPRO brand and differentiating this product from its competition, even within its own parent umbrella, was a paramount objective.

#### **Our Work**

- Fabric Media worked with media partners to launch this product into the mainstream.
- FM coordinated with top YouTube talent and media to secure high-value product reviews.
- FM coordinated with top Social Influencers to create content and spread messaging about the Segway miniPRO and related sales across platforms.
- FM booked sponsorships in media that not only generated eyeballs, but further grew the relationship between the brand and influencers.
- FM booked sponsorships for events that generated mass celebrity interest in the product.
- FM placed the product in nationally televised broadcast late shows (for instance, Stephen Colbert rode the Segway miniPRO around the stage of "The Late Show"), cable comedy shows, music videos, national live tours and even an upcoming motion picture — with no product-placement budget.
- FM's campaign for Segway was displayed multiple times within *60 Minutes*' (CBS) segment about influencers.
- FM was brought back on to support Black Friday/Cyber Monday sales; delivered over 25 unique pieces of Influencer-created content inside of two weeks across social platforms, including placement in gift guides and deal-watches from top media including ABC, CBS, FOX and Business Insider.

#### **Notable Media Placements**





Riding Segway's hoverboard is like skiing on LA's streets

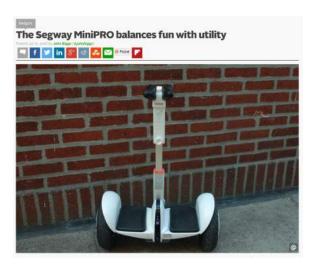
By RYAN NAKASHIMA Jun. 22, 2016 11:51 AM EDT



Segway is back and coming for hoverboards everywhere

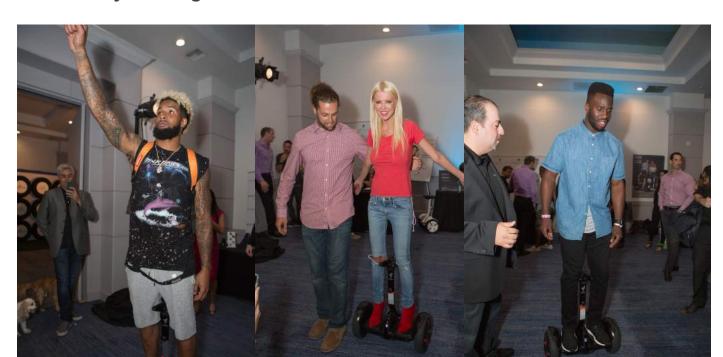


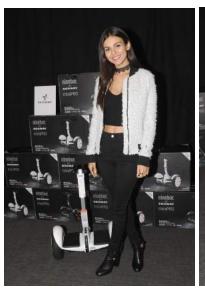
# **TechCrunch**





## \*Celebrity Seeding









## \*Placement in Content:





Segway Love |\*\*
Lovebrandimarie chief waKiL
Tonio Skits Tayvion Power
s/b Gabe Rubiano Films
Sfx: Chris Ashley #wuzgood

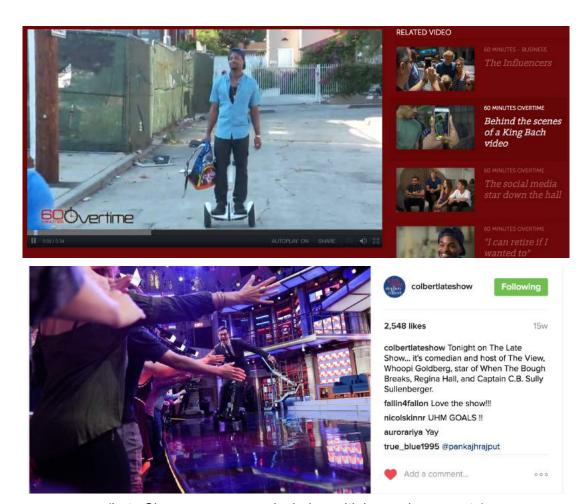


1.2M Views









(Late Show appearances include multiple on-air moments)

Ad Equivalency

### Media Campaign First 90-Day Recap



Full Media Recap + Influencer/Celebrity Results