



## 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

**AP**



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

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

f t+ 0



**Mashable**

### Segway is back and coming for hoverboards everywhere

1.1k

Share on Facebook

Share on Twitter



# TechCrunch



## \*Celebrity Seeding





**\*Placement in Content:**



**Riding The New Segway miniPRO**



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**Wuz Good** with Segway miniPRO.

July 30 · 🌐

Segway Love 🇺🇸

Lovebrandimarie chief waKiL

Tonio Skits Tayvion Power

s/b Gabe Rubiano Films

Sfx: Chris Ashley #wuzgood



1.2M Views

🔴 Love

💬 Comment

➦ Share



👍😄❤️ You, Mikey G-thang, Zach Servideo and 17K others

Top Comments ▾

2,623 shares

345 Comments



Write a comment...



**Wuz Good** Who Down To Race 😄

Unlike · Reply · 👍 41 · July 30 at 8:06am

➦ 6 Replies



carsonlueders

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96.9k likes

20w

carsonlueders Thanks @segwayminipro 🙏  
This thing is dope!!! Check out my snap  
(carsonlueders22) to see me ride it!

view all 783 comments

cljombhslojsbr Sweet ride 🥰❤️  
@carsonlueders

loves\_and\_kissis 🥰🥰

alfoncinalove3 I love so much

neringa\_kirveleviciute\_ I was one one of  
these when I was on holiday I was riding it  
by the river I went a little to fast and fell  
in, and nearly drowned never going on  
these things again

juliaazabel I HATE YOU OH MY GOOD AF  
MOOD

francisco\_ronaldo\_ofc Lindo

francisco\_ronaldo\_ofc @nicole.the.gymnas  
t @juliazabell @alfoncinalove3  
@loves\_and\_kissis @dazzling\_dorothy

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...



akon

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8w

akon #Repost @boome1000 - Had fun on  
the set today @akon Ghostridin the New  
Segway #skrt 🎧 #TheAmericanKing

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billyjunior47 aL

billyjunior47 Vere funny

aqib6811 Good

flamegotti Grind 🙌🙌 #KONVICTKARTEL

dylandili Easy LOL 🙌🙌

doreenfabregas Eeee

rn\_amg Cooool!

centhia\_love\_akon My baby akon 🥰🥰🥰🥰  
🥰🥰

saidaanglo 🥰🥰🥰🥰

nouri\_elhamdi Hhh it's funny

zambo\_jc Cool

passossimone347 te adoro muito

❤️ Add a comment...

...



(Late Show appearances include multiple on-air moments)

## Media Campaign First 90-Day Recap

### \$ Ad Equivalency

Total Ad Equivalency: \$2,874,056



## [Full Media Recap](#) + [Influencer/Celebrity Results](#)