



DUNN PELLIER MEDIA

CASE STUDY: Chili Sleep Solutions

www.chilitechnology.com

chili®



TOTAL IMPRESSIONS:
51 pieces of coverage



1.01M Print Impressions



13M Broadcast Impressions



477M Online Readership

MEDIA COVERAGE:

ESSENCE RACHAEL *Rolling Stone*

Mashable TechRepublic. Forbes

THE WALL STREET JOURNAL. WSJ abc GOOD MORNING AMERICA The Washington Post

The Seattle Times 5 WRAL NBC NEW YORK

“As our partnership comes to a close, I just wanted to say thanks for the great support these last 6 months. WOW did it fly by! We had some great wins and we wish you all nothing but the best.”

—Matthew Mitchell, Director of Marketing at Kryo, Inc

About Chili Sleep Solutions

Kryo, Inc., makers of Chili technology sleep solutions, utilizes sleep science to create innovative, high tech, temperature-controlled products that help optimize deep sleep and aid in physical recovery. The company’s hydro-powered chiliPAD mattress pad, OOLER sleep system, and weighted chiliBLANKET have gained cult-like status amongst consumers seeking effective, high-quality sleep solutions in the billion dollar sleep industry.

OUR CHALLENGE

Kryo Inc. enlisted DPM to take its existing line of temperature-controlled sleep products to the next level of mass consumer awareness. With an increasingly-crowded space of tech sleep solutions coming onto the market, DPM needed to position and establish Chili products as best-in-class, proven sleep solutions that provided economical and unparalleled solutions for consistent, high-quality sleep.

OUR STRATEGY AND RESULTS

DPM tapped into the media’s evergreen interest in sleep, data showing nearly 70% of Americans suffer from poor sleep habits, the upcoming holiday gift-giving season and recurring national days such as “Valentine’s Day,” “National Sleep Awareness Month,” and “National Sleep Awareness Week,” etc. to create timely, ongoing pitch angles. Our efforts resulted in keeping Chili products consistently front and center in the media throughout the campaign - significantly increasing brand recognition amongst media and consumers alike.

- Solidify Chili’s market position as a leader in sleep solution technology
- Re-introduce the updated OOLER sleep system (relaunched after initial sold-out debut)
- Conduct trade and consumer media launch of new product offering - the chiliBLANKET (debuted at CES)
- Establish co-founder Tara Youngblood, as a sleep expert to increase editorial coverage opportunities and boost company’s market positioning as sleep solutions leader

Our team secured consistent, ongoing earned media opportunities in major national and local outlets including *The Wall Street Journal*, *The Rachael Ray Show*, *Rolling Stone*, *Mashable.com*, *TechRepublic*, *The Washington Post*, *Essence*, *Good Morning America*, *WRAL-TV (NBC)*, *New York Magazine*, *Forbes*, *Seattle Times*, *First for Women*, and *YourTango.com*. In addition, DPM assisted with the coordination of integrated content opportunities with top-rated outlets like *“Access Hollywood.”*