

CAMPAIGN

Kinsa Health Weather



10% increase in
Smart Thermometer
sales.

CHALLENGE

- *Launching new product in test market*
- *Educate consumers, mass distribute product, drive sales and app downloads*

SOLUTION

- *Multimedia campaign using live endorsements, commercials, targeted digital ads, and social media promotion*
- *Organized 5 appearances at highly attended family-friendly events*
- *Deployed street teams of Kinsa Brand Ambassadors to distribute thermometers and drive app downloads*

RESULT

- *3,500+ Kinsa users in Austin*
- *10% increase in Smart Thermometer sales*
- *27% of Austinites surveyed indicated that they were aware of brand and product after campaign ended*

SPONSORS



MEDIA



<https://soundcloud.com/klbj937/mixdown-kinsa>