



Trade Show Support

Client: Celestron

Brand: SkyScout

### Directive

Launch Celestron's innovative SkyScout Personal Planetarium at CES 2006; ignite interest, post trade show, in the category of backyard astronomy; expand the target audience beyond space and telescope enthusiasts to include general consumers; manage momentum of the media's interest in order to peak during the key holiday selling season.

### Strategy

Develop a messaging platform that keys into the products ability to answer the age old question "what is that object in the sky?" Leverage the popularity of technology innovations to bolster media interest; form a national partnership with a non-profit organization; leverage celestial events to create public interest; position SkyScout as an ideal gift for young and old; engage consumers to re-invigorate the category of "backyard astronomy."

### Tactics

Distributed to targeted media attending CES 2006, creative materials and product information; drove interest in backyard astronomy through a newspaper mat release program and a partnership with the Boy Scouts of America; pitched one-on-one consumer and trade media; managed product review/sampling program; pitched of holiday gift list media

### Results

SkyScout has been featured in/on nearly every major broadcast and print media outlet since its initial launch including: *O: The Oprah Magazine, CNN, The New York Times, USA TODAY, Boys' Life, Associated Press, Good Morning America, Family Circle, Time, Fortune and Forbes* and has been featured on local and

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regional media print and broadcast media outlets nationwide; the partnership with the Boy Scouts of America and subsequent ground media tour, netted segments on backyard astronomy on morning news programs in target markets and generated excitement for the category; SkyScout was also named Best New Product of 2006 by *PC Magazine*, *National Geographic*, *Popular Science*, *Popular Mechanics* and *Reader's Digest*, and took the "Best of Innovations" award from the Consumer Electronics Association. Estimates of media impressions to date: 386,000,000.