

# rotimatic

A Zimplistic Product

## Public Relations Case Study



# Campaign Overview

## Rotimatic: The Future of Flatbread

- Client: Zimplistic
- Campaign: Rotimatic Launch Campaign
- Expertise: Media Relations (Consumer)

Zimplistic had developed a device to change the way the world makes rotis, a popular Indian flatbread. The Rotimatic uses artificial intelligence to mimic human judgment, producing a perfectly puffed roti in under one minute – every time. The robot stood to revolutionize the intensive process of roti making for millions, but the device was launching in the U.S., where flatbreads are bought at the supermarket (not made at home) and the "roti" was virtually unknown.

## The Challenge

PulpPR joined the Rotimatic team as it prepared to launch pre-orders of its flagship device in the U.S. market, and identified the most pressing challenge as educating the public as to what a roti was while simultaneously promoting and explaining the complex AI-based device. To achieve this, Pulp positioned the Rotimatic as the leader of the next wave of kitchen technology, bringing robots into consumer's homes to help prepare healthier meals.

# Campaign Results

## The Solution

The campaign took a two-tiered approach with its target audiences. The primary targets were tech early adopters (who read TechCrunch religiously and find “the next big thing” months before its official launch) and upper to upper-middle class, health-conscious women ages 45-60 (who start their day with yoga and end in their kitchen, sipping a glass of wine while mulling over the latest diet trend). Pulp then launched a strategic media relations campaign focusing on top-tier tech and top-tier lifestyle publications that included pre-briefing select media, facilitating virtual demos, releasing educational infographics and orchestrating a New York promotional press tour.

## Results

- 5+ million media impressions throughout the campaign
- Sold out Rotimatic preorders within first week of launch, selling \$5 million in devices
- Over 1 million Vine loops from Mashable’s Lance Ulanoff
- Rotimatic named best of CES 2015 by Fox News, PC Mag, TechCrunch
- Placements including the Wall Street Journal, Mashable, Good Morning America, Live with Kelly and Michael, Elle, Good Housekeeping, The New York Times, Gizmodo

# Coverage Highlights

“ Rotimatic creates a perfectly shaped and cooked roti that looks and tastes like it was made by expert hands. ”

— **Mashable**

“ Best kitchen gadget of CES 2015: the future just got a little more delicious. ”



“ Rotimatic is innovating home appliances, turning the average bread maker into an artificially intelligent, hands-free robot. ”

— **Inc.**

“ The Roti-a-Minute Magic Machine Is Awesome. ”

— **GIZMODO**

“ Rotimatic: A smart robot taking over the world. ”

— **FOX NEWS**