



experiential
ideations

brand activations

▶ case study

About Client

FOREO

Sweden-based FOREO is an award-winning and trusted beauty giant which aims to empower you to brighten your life. They work hard to create pioneering products that have a positive impact on your well-being, promoting self-confidence. www.foreo.com

Goals of Campaign

- Drive media attention for FOREO's bold presence at CES
- Attract attention and create buzz for the new product, UFO

Highlights

- PR Stunt outside of The Sands during CES
- Media drops the day before the event to encourage media coverage
- B-roll package created and distributed post-event
- Social media graphics, videos and memes created for client
- Producer/choreographer in the field to oversee stunt
- Full turnkey project management, including props and costumes

Results

- 9 media outlets received memorable media drops
- 4,150+ media contacts received pre-event media advisories
- 165+ media contacts received b-roll packages, created from on-site content
- 66 leads were captured in a short 2 ½ hour PhotoMarketing session
- Countless heads turned and CES attendees mesmerized

Something Big Landed at CES

Media Drops

The FOREO global public relations team wanted to do something big to release their new product, called UFO, at CES. To pique media's interest, the client created sleek 'Ultra Top Secret' media kits, filled with a puzzle invitation, alien slingshots and a spy flashlight that showed off the CES booth number. The day before CES kicked off, our costumed team visited nine local media outlets to deliver these media kits and invite coverage of the next day's activation. Our media contacts at Fox 5 Vegas, [A-List Daily](#) and [Entrepreneur](#) mentioned this story during CES, with others interested in a product launch feature.



PR Stunt

As CES attendees were arriving at The Sands Expo Center, they were first puzzled by four 'paralyzed' silent and motionless actors standing near the shuttle drop. Next, a mysterious motorcade of three black premium SUVs rolled up, stirring more curiosity. Six people dressed in black security-style suits exited the SUVs, standing at attention. Eight 'paparazzi' swarmed the vehicles and onto the scene, snapping photos and trying to peek inside the vehicles to catch a glimpse of who was inside. First, two 'mad scientists' left the vehicles and went to inspect the 'paralyzed' before giving an 'all-clear!' Finally, three 'sexy aliens' emerged and proceeded to the FOREO booth. Those daring enough followed to see what all the commotion was all about! Inside, FOREO's exhibit was an 'Area 51-esque' performance which used fear tactics to involve attendees and to emulate the 'dystopian skincare world.'

From the media boxes to the PR stunt to the CES exhibit, the entire experience worked in concert together to create a memorable launch of the UFO.

"This is f... amazing, and I have no idea what THIS even is but love it!"
// CES Attendee

"Follow these guys, because I want to know what is going on and who they are!"
// CES Attendee

For more campaign information, please visit <http://diouisa.com/work/foreo/>.

About dio



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