



# Ushering in the Post-App Era at Mobile World Congress 2016

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## The Challenge

During Mobile World Congress (MWC) 2016, Cyanogen wanted to seed a strategic new vision for the future of mobile computing through their announcement of the MOD Platform and mods - intelligent, contextually aware, and lightweight experiences built natively into the mobile operating system that are changing the way users, developers, OEMs, and MNOs build and interact with their mobile devices. Since 2009, Cyanogen has united 50+ million users and thousands of developers with Android-evolved software. While the company is well known in the developer world, with over 100,000 attendees and over 2,200 exhibitors at MWC, Cyanogen had to compete on a global stage, and make enough noise to showcase a powerful, game-changing vision within a sea of sameness that has become the mobile device landscape. Cyanogen was also challenged to relay technical messaging in consumer-friendly sound bites that were quickly digestible for a global mass audience.

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## The Solution

Speakeasy developed a holistic strategy across earned, owned, social and paid channels to entice media, analysts, and the social sphere. Content focused on two key audiences - those within Cyanogen's existing sphere of influence, and a wider audience that included both influencers in the mobile space and tech-savvy "prosumers."

The team took a shotgun approach, and secured interviews at MWC with top business, broadcast and trade journalist including *Bloomberg*, *CNBC*, *Wall Street Journal*, *Business Insider*, *The Verge*, *TechCrunch*, and many others to ensure visibility for mods on Day 1 of the show. Briefings were also held with top-tier industry analysts to drive validation and generate partner interest for the MOD Ready program. Speakeasy's digital team designed and executed social ad targeting across Facebook and Twitter to build hype pre-MWC, as well as during the show to raise awareness for the MOD vision. Because of the complexity of



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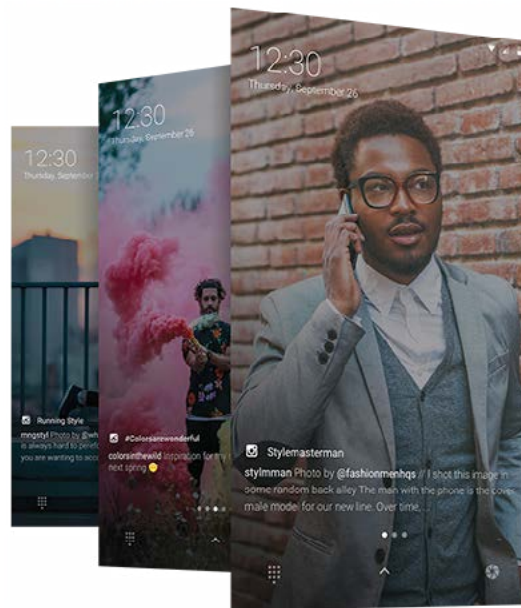


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promoting a unique vision, Speakeasy relied on both earned and owned content to ensure the message was delivered in the most effective way and differentiate mods from competitors.

## The Result

Tackling this announcement from multiple angles and through various channels allowed Cyanogen to rise above the chatter at MWC. Original content appeared on more than 80 news sites, a broadcast spot on CNBC, and four videos of actual mods in action, with a vast majority of the coverage taking a positive tone. The social campaign made over 1 million impressions and garnered thousands of click thoughts to the MOD site.



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### Speakeasy Strategies

77 Geary Street, 5th Floor San Francisco, CA 94108

(415) 548-6535 | @speakezstrat | hello@speakeasystrategies.com

speakeasystrategies.com