



From Stealth to the Stage of TechCrunch Disrupt

The Challenge

Stack Lighting, a newcomer in the lighting/hardware industry, was weeks away from an initial launch at *TechCrunch* Disrupt's Battlefield 2014 competition and the pressure was on. The company was starting from scratch and needed a partner that could distinguish its brand at the most prominent event in the startup world.

The Solution

Speakeasy worked to prepare Stack by creating a fully integrated media strategy, messaging and positioning framework, branding for their signature product line, digital ad purchasing, script writing and presentation coaching. By show time, the Speakeasy team had put building blocks in place for Stack to walk onto the *TechCrunch* stage and unveil its game changing technology and company vision in front of more than 5 million people worldwide.

SPEAKEASY

STRATEGIES

The Result

Stack earned a place as one of five finalists out of 28 other start-ups in the Disrupt Battlefield competition and ultimately won the Marketplace Audience Choice. The Speakeasy team also worked to secure key article placements for Stack in leading publications such as *Fast Company*, *GigaOm*, *Gizmodo* and several other influential publications. In addition, Speakeasy's digital campaign reached more than 300,000 targeted individuals over three days and saw an unparalleled surge in shared content across major social channels.



Speakeasy Strategies

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

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

speakeasystrategies.com