Creative Public Relations for a Digital World

Skobbler: PR Case Study

Who We Are

- **Award-winning agency**

  with focus on CE and b2b technology public relations

- **High-energy,**

  entrepreneurial culture

- **No bureaucracy,**

  no hierarchy or complex processes

- **Service-oriented**

  and driven by results

- **Ongoing senior involvement**

  in every account

Corporate Background

- **Our History**

  Crenshaw Communications grew out of Stanton Crenshaw Communications, a leading midsize technology agency founded in 1996

- **Our Team**

  15-person team with expertise in tech, publishing, content

- **Our CEO**

  Dorothy Crenshaw, one of the PR industry's **100 Most Powerful Women**, according to PR Week

- **Our Offices**

  NY HQ—36 West 20th Street, 5th Fl., New York, NY 10011

  CA—1516 South Bundy, Suite 200, Los Angeles, CA 90025

Global Reach

Our Network

Partner in **Public Relations Organisation International (PROI)**, an international network of best-of-breed independent PR firms. Owner-operated, like-minded firms who enable us to cover every major market around the globe.

Service Offerings

- Strategic Messaging and Positioning
- Community Relations
- Traditional Media Relations
- Digital and Social Media Relations
- Content Marketing
- Thought Leadership
- Partnership Development
- Reputation Management
- Business Book Publication and Marketing

Storytellers

- We tell stories about **innovation**
- Our greatest skills lie in *identifying*, *shaping* and *promoting* messages of **brand differentiation**
  - A better product
  - A technology that solves problems or creates economic opportunity
  - An inventive strategy or approach

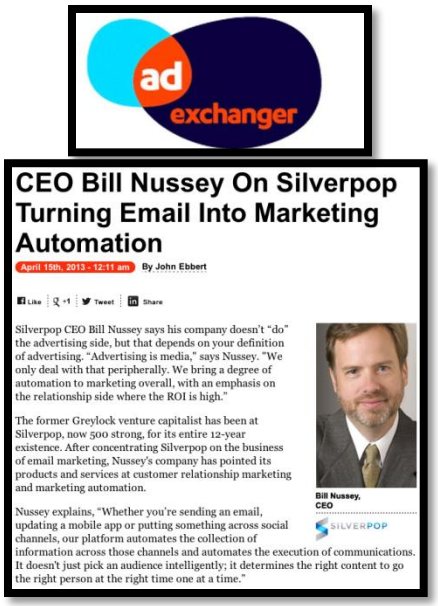
Individualized Approach

- We take a hand-crafted approach to content development and media relations
- We nurture our media and influencer contacts and take the time to match the story or category insight with the right journalist or blogger
- We have enjoyed great success with skillful use of the media “exclusive” – offering first-crack to one influential outlet, then proceeding to “dive and conquer” to tailor the story to others, for maximum brand impact

Successful Across Outlet Types

We've secured placements across all types of media, including online, print and broadcast (in various markets, depending on the initiative, including national (preferred) or local).

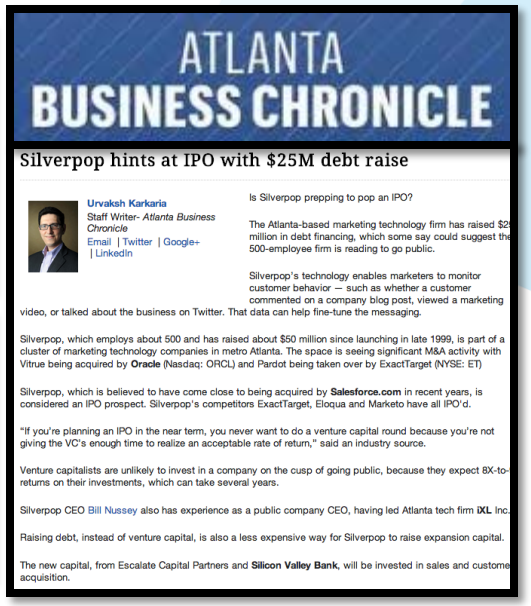
Online



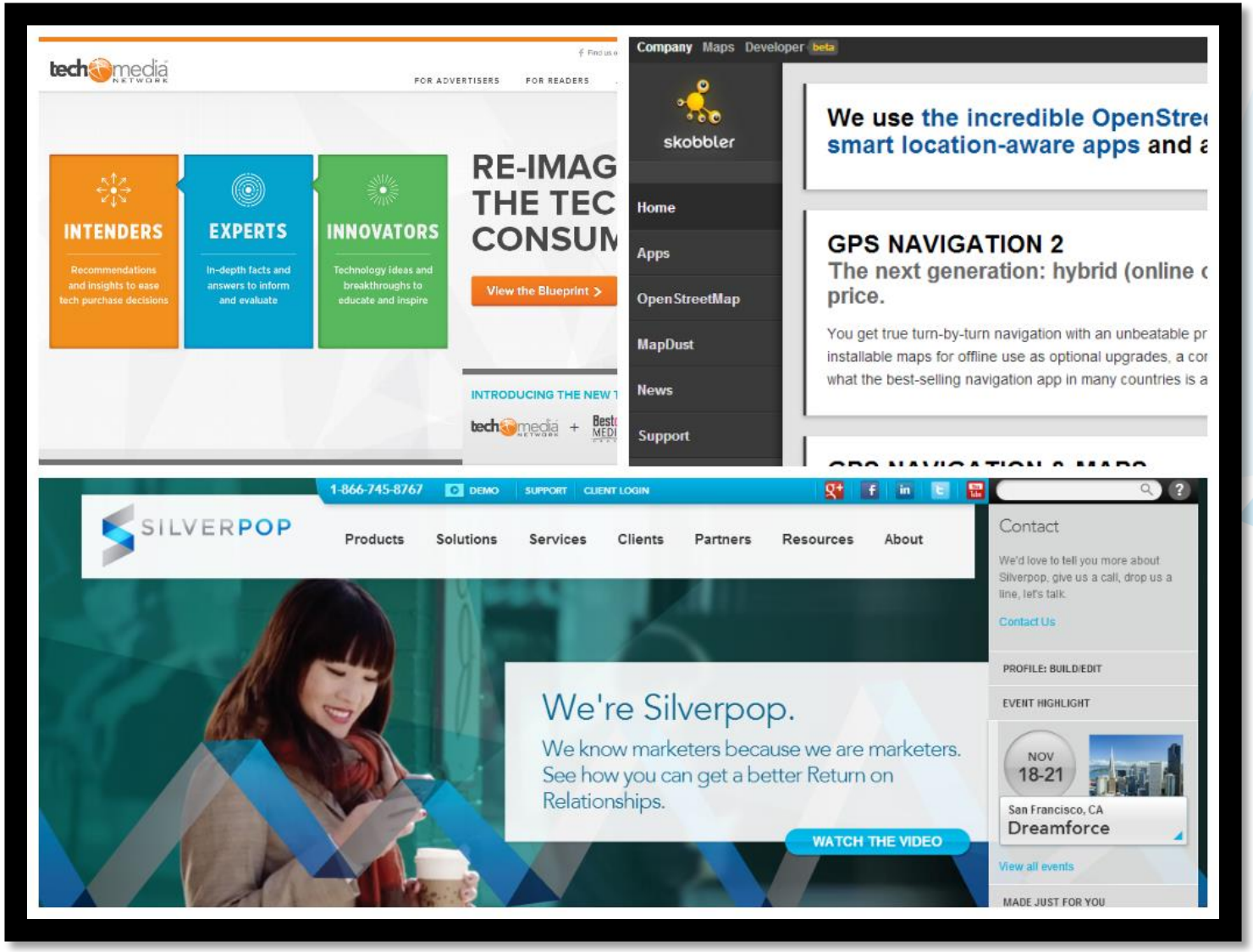
Print

Broadcast

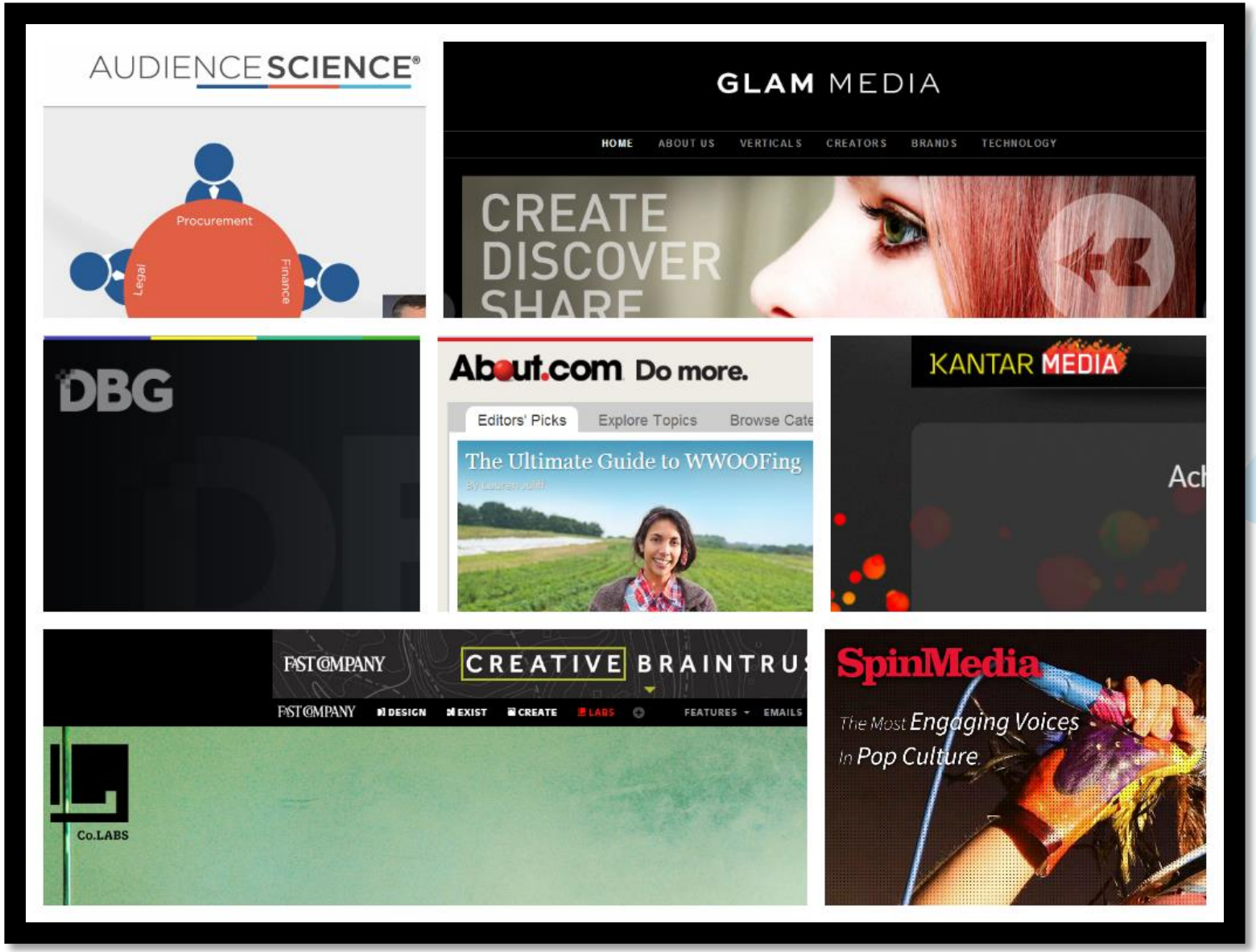
Local



Current Clients Snapshot



Client Experience



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Objectives

- Position skobbler as the go-to market leader for OpenStreetMap-based apps and services
- Drive downloads by moving beyond tech and generating interest within the travel vertical
- Promote skobbler's API offering (GeOS) and web/mobile capabilities on the developer side

Strategies

- Re-frame Google Maps vs Apple discussion as Google Maps vs Apple vs OpenStreetMap (skobbler)
- Highlight skobbler execs as map industry thought leaders by securing bylines with key media outlets
- Create news by offering feature updates and app integrations to media as exclusive announcements
- Define skobbler as a champion of crowdsourcing and open data to court interest from tech/biz press
- Use partnerships with Barnes & Noble, Skyhook and others to maximize exposure for each initiative
- Build relationships with leading travel outlets and journalists

Tactics

- Arrange “Platinum Briefings” with key tech, biz and consumer media
- Use product roadmap to pre-pitch priority media targets in advance
- Leverage GPS and location data to penetrate consumer travel outlets
- Take advantage of increased interest in digital mapping within tech set
- Develop social media program to further engagement amongst app users

Outcomes

- ForeverMap 2 app launch featured in Fast Company exclusive, covered in Engadget, The Verge and LifeHacker
- skobbler is part of the conversation: Worked with key media targets to ensure that skobbler was quoted frequently in coverage of Google Maps vsApple developments
- Drove thought leadership for skobbler co-founder through bylined content with Mashable, Tnooz, VentureBeat, etc.
- Established skobbler as a travel brand by securing travel section features in USA Today, Smarter Travel and The Huffington Post
- Skobbler acquired by Telenav in February 2014—a result that was cultivated, in part, by our efforts with respect to B2B and B2C outreach

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FAST COMPANY

Map Wars: Nook Gets Maps, Navigation, Location-Based Services, As Barnes & Noble Battles Google, Apple

THE NEXT WEB

Skobbler's GeOS Makes OpenStreetMap Data Accessible

TNW Insider • Harrison Weber • June 22, 2012

Despite numerous rumors over the past few days, mapping startup skobbler has officially declared that it is in fact not being acquired by Apple nor is it partnering with Apple...

THE VERGE

ForeverMap 2 offers first full-fledged mapping solution for B&N Nook Tablet and Nook Color

VB

Apple may have partnered with Skobbler to perfect iOS 6 maps

engadget

Skobbler brings maps to Nook Tablet, Color with ForeverMap 2

TC

Skobbler Launches Hybrid Online/Offline Maps App For Android As Showcase For What Its OpenStreetMaps-Powered Map Engine Can Do

USA TODAY Travel

10 essential apps for summer travel

GIGAOM

Skobbler wants to take on Google in the maps biz

NETWORKWORLD

Skobbler to offer free OpenStreetMap API access GeOS platform scheduled for 2013 release

paidContent
THE ECONOMICS OF DIGITAL CONTENT

Barnes & Noble tablets get maps before Kindle Fire

GIGAOM

Triposo's iOS travel guides gain "opinion mining" data and faster OpenStreetMap rendering

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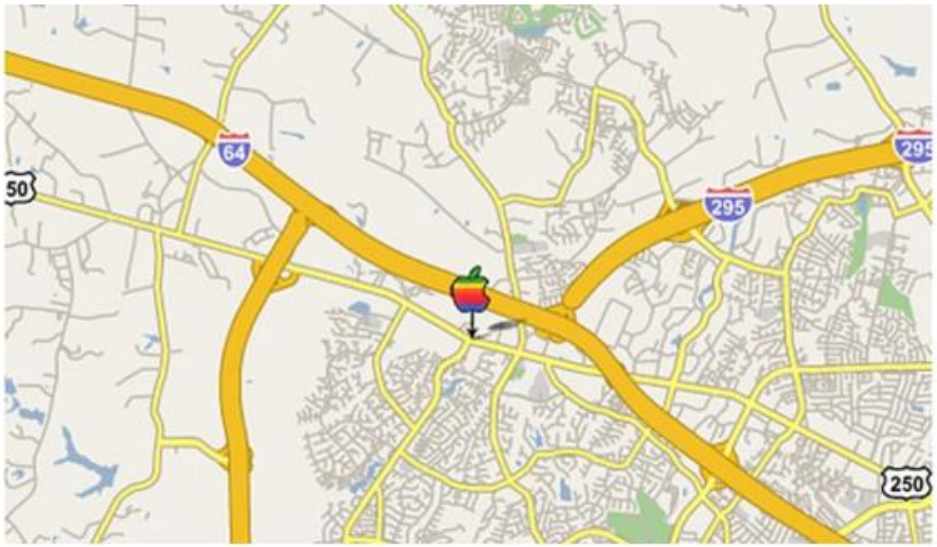
VB TECH. PEOPLE. MONEY.

Apple, Google, Facebook, and OpenStreetMap: The top 5 changes to expect from maps in 2013



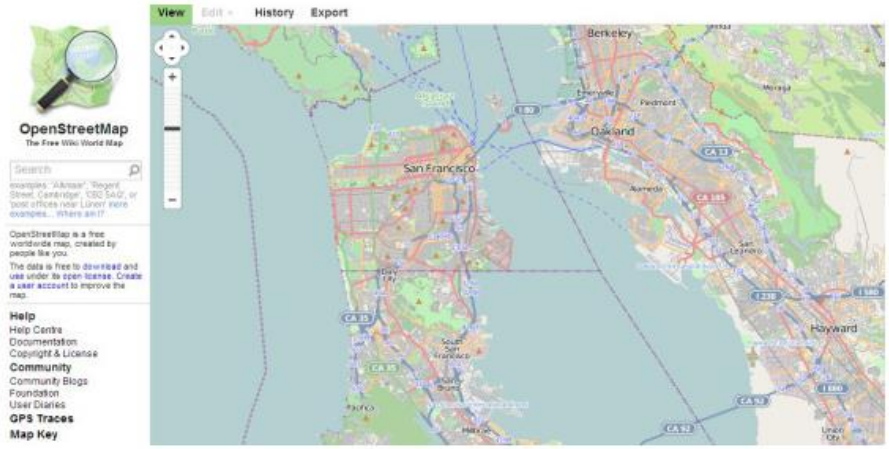
February 21, 2013 7:16 AM
Marcus Thielking

Marcus Thielking is cofounder of Skobbler, a provider of mobile map-based solutions that use OpenStreetMap data.

122 70 67 4
{devbeat} Nov. 12 - 13, 2013 San Francisco, CA
Tickets On Sale Now

VB TECH. PEOPLE. MONEY.

Why OpenStreetMap will beat Google and Apple



October 12, 2012 9:00 AM
Marcus Thielking

159 70 12 11
{devbeat} Nov. 12 - 13, 2013 San Francisco, CA
Tickets On Sale Now

Over the summer, Google announced "the next dimension of Google Maps," which was basically 3D integration and offline caching. (Believe it or not, Google already announced caching a year ago, albeit in a much quieter fashion.) Just recently, we saw Apple predictably unveil its own Maps app for iOS 6. Unfortunately for Apple, the reviews weren't exactly glowing. For those fascinated by location services and mapping technologies, this is a key moment. Who will reign supreme — Google or Apple?

Mashable

5 Crowdsourcing Platforms Every Developer Should Know

1.3k SHARES

107 Share | 1.1k Tweet | 36 Share | 68

BY MARCUS THIELKING

SEP 07, 2012

Marcus Thielking is the co-founder of skobbler, a leading provider of mobile map-based solutions. Follow the company at @skobbler.

It can be easy to underestimate the time and effort that developers invest in creating many of today's most popular apps or services. After all, these unsung heroes must navigate the challenge of building a great user experience while dealing with issues like funding.

However, there are certain crowdsourced platforms that developers can use to address the quality of their product and the money they'll need to create it. These services can range from crowd-funding platforms to community data sets. Below, are five collaborative platforms that can really help developers create the best product possible.

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THE WALL STREET JOURNAL. ≡ | BUSINESS

BUSINESS

Telenav Acquires Mapping Startup Skobbler for $24 Million

Plans to Use Skobbler's Technology to Improve Scout.me GPS Navigation App

By LORA KOLODNY CONNECT

Jan. 30, 2014 4:59 p.m. ET

Personal navigation company Telenav Inc. has acquired Skobbler GmbH, a German startup that makes map applications and mobile games, for $24 million in cash and stock.

TC

Apps | OpenStreetMap | Skobbler | Telenav

Telenav Buys Skobbler For $24M To Power An OpenStreetMap Challenge To Google Maps

Posted Jan 30, 2014 by Natasha Lomas (@riptari)

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