



KEPLER & WILDE

EXPLORE THE EDGE OF MARKETING

Breezi

THE 30,000 FT. VIEW

The home automation market is booming with possibilities. Ring and Nest have become household names, and today's consumers expect to not only be connected to their homes, but experience value from every device they integrate into their daily lives. Enter Breezi, Breezi is focused on giving homeowners a convenient way to monitor the health of their HVAC systems.

The value of Breezi is clear, but the founders of Breezi needed more. They needed their product to stand out in a hot market with sophisticated technology and modern brands. They needed to educate customers on a novel product. They needed insurance companies, power companies, and home-improvement companies to take their pilot project and try it with their customers.

STARTUP | HVAC HEALTH APP

#START-UP, #IOT, #B2B2C BRAND, #LEAN AGENCY SUPPORT, #SALES & MARKETING

THE SOLUTION

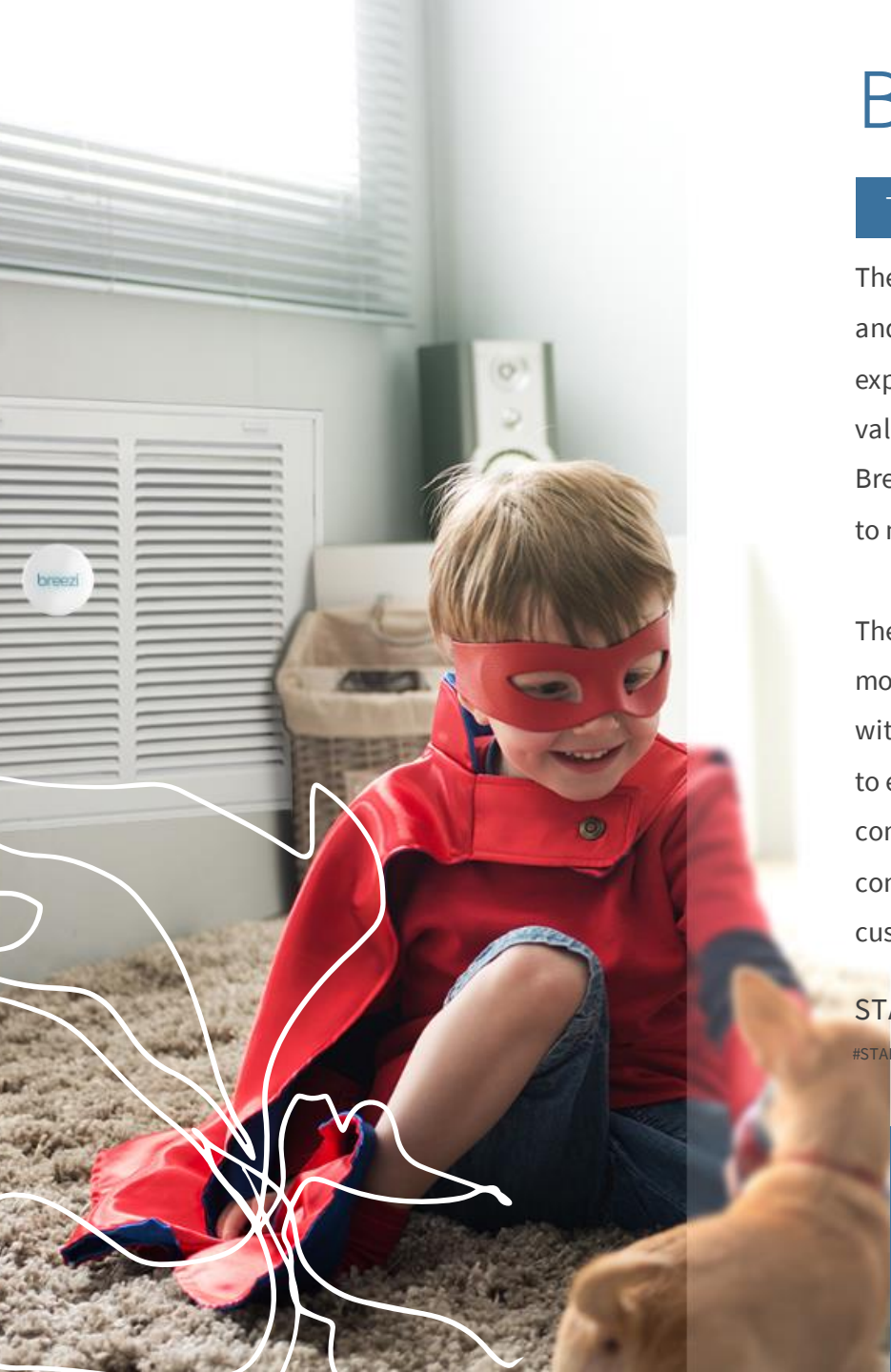
Get Breezi up and running with an unforgettable brand, measurable marketing strategy, and assets that catch the attention of investors.

SO WHAT WAS THE PROBLEM?

Limited brand recognition in a hot market

Lack of customer education

Needed strategic pilot companies



Breezi

SUCCESS

We provided a lean agency approach for Breezi, working with them throughout the development and launch process to create a winning brand for investors and pilot users.

BRAND CREATION

Developed a robust brand with the beauty of a B2B product, and the strength and professionalism of a B2B firm

Lead film, photography, and creation of creative assets.

Designed and developed company website, product packaging, and app UI/UX design

Assisted the development team and designing both the product and the mobile app to ensure ease-of-use and adoption

100+

Signed up over 100 pilot users to test out the product

\$1M+

Secured one major corporate investor and partner

6

Acquired 6 partners ready to launch Breezi with customers

MARKETING STRATEGY

Built a marketing strategy focused on brand awareness, pilot company lead generation, and investor engagement

Designed website, pilot company sign ups, SMA marketing, brochures and other

SALES SUPPORT

Created B2B & B2C pitch decks to increase awareness and interest

Assisted with sales strategy including attending major events like CES to find strategic partnerships

breezi the fitness tracker for HVAC systems



breezi

Introducing AirPulse

How healthy is your home's HVAC? It can be difficult to understand when your HVAC isn't running at its best. That's where we come in.

At Breezi, we make really smart connected devices that work like a fitness tracker for HVAC systems. With AirPulse and our mobile and voice apps, your HVAC can finally speak your language. Keep your HVAC in tip-

Or you can talk to Alexa:

"Alexa, how's the filter in my kitchen?"

"Alexa, what's the condition of my HVAC filters?"

"Alexa, how is my air quality overall?"

"Alexa, tell me about my living room."



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