

Tobii Dynavox

Elevating Tech for Good Through Positive Media

CHALLENGE

Tobii and Dynavox, two competitors in the speech generating device (SGD) industry, merged to become the global powerhouse in augmentative and alternative communication under the umbrella of Tobii Dynavox. Through the dynamic use of Tobii Dynavox's eye-controlled and touch screen devices, those who were having trouble verbally communicating finally had a voice. Now, it's time for more people to know about this tech for good solution.

SOLUTION

To reach new customers, and let the entire non-verbal community know about Tobii Dynavox's life-changing technology, we focused on earning positive media coverage through top-tier placements in national consumer media. We put a spotlight on user stories to add a human element to the technology while showcasing the incredible impact that Tobii Dynavox can have on the non-verbal community.

RESULTS

In one year, the team secured headlines in top-tier publications across America, including *The Wall Street Journal Tech News Briefing*, *Fox News*, *medGadget* and *People*, earning millions of impressions, and ultimately bringing the Tobii Dynavox technology solution to new users. In addition, the team supported a new launch that completely shook up the entire BtoB landscape when Tobii Dynavox released Indi, a new device that was available through purchase direct to consumer - outside of having to jump through insurance and funding hurdles.



The Wall Street Journal Tech Talk

Meet Indi, the World's First All-In-One Speech Tablet

4/11/2017 12:30PM

medGadget

OpenTable Discover and book restaurant reservations

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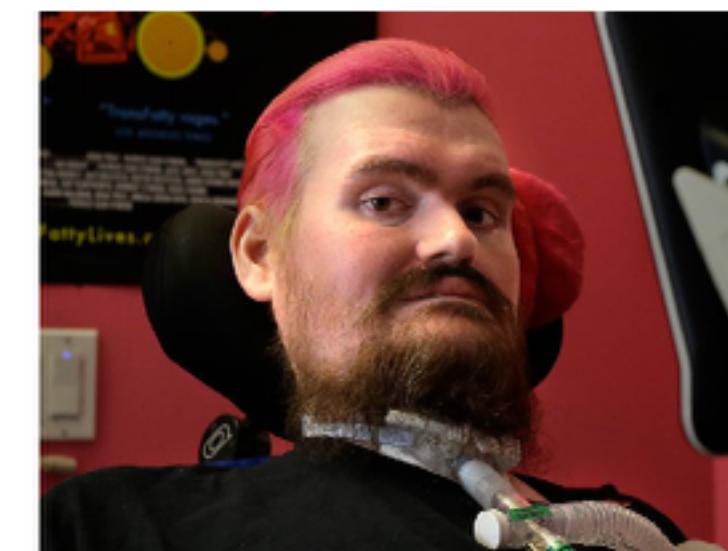
Indi Augmentative and Alternative Communication Device for Non-Verbal People

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CELEBRITY
Devoted Dad with ALS Creates Inspiring Documentary for His Son: 'He Is Always in My Thoughts and in My Heart'

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Courtesy Patrick O'Brien

CATHY FREE June 19, 2016 10:10 AM

Patrick O'Brien has a gift for his 8-year-old son, Sean, this Father's Day - one that took him 10 years to create.

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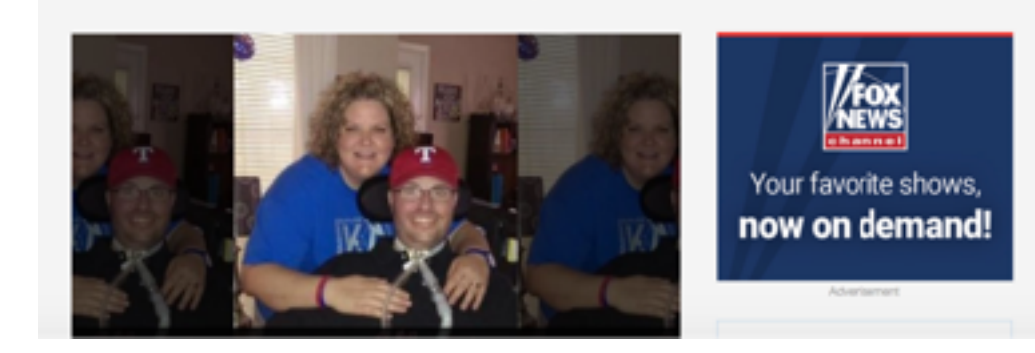
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By Alexandria Hain - Published June 17, 2016 - Fox News



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