



MulberryMC *Making business to business personal*

## DIVERSEY

# Internet of Clean™



## Challenge

To launch its Internet of Clean™ (IoC) platform for dispensers, floor care machines and more, Diversey needs to educate the cleaning industry on the value of IoT technology in general.

## Strategy

Mulberry developed a thought leadership PR campaign to enhance understanding of the Internet of Clean and IoT in general, and highlight Diversey's shift from a product-focused company to a solutions-focused one.

Mulberry harnessed its strong media relationships to win article and interview placements for Diversey in the top publications of the cleaning sector and beyond.

## Results

PR placements about the IoT in jansan, technology, retail, education, foodservice, healthcare and business trade media

Publications: Robotics Tomorrow, Contracting Profits, FSR, Charlotte Business Journal and more

Coverage impressions about the IoT and IoC: 627,000

Coverage advertising value: \$152,000