



End of Year Report 2019

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OBJECTIVES ACHIEVED

OBJECTIVES ACHIEVED

- ✓ Provided strategic feedback on marketing asset development including brand book, video content, social media storytelling, website copy, potential media partnerships, etc;
- ✓ Finalized PR budget for 2019 launch with both the Timex and TESLAR teams;
- ✓ Strategized U.S. consumer launch inclusive of launch event, website launch and launch of social media channels;
- ✓ Developed and executed an influencer program featuring various micro-wellness content creators, resulting in over \$12K in sales;
- ✓ Introduced and secured PR presence both with trade and consumer press outlets including hands-on reviews of TESLAR watches with select media;
- ✓ Organized and disseminated the TESLAR multimedia news release via PRNewswire announcing the brand's official launch;
- ✓ Introduced TESLAR to the timepiece enthusiast/collector community through an intimate '*Cigar & Watches*' evening at TPF;



PUBLIC RELATIONS

OVERALL COMMUNICATIONS ACTIVITY

General Communications Support

- Worked alongside the TESLAR team to create the ideal launch strategy & coinciding timeline;
- Secured one on one interviews with Paolo Marai in during Baselworld 2019 with outlets including WatchTime, iW, ATimelyPerspective and Forbes;
- Provided feedback and notes on key press and consumer-facing assets including brand book, videos, FAQ, e-commerce website, and more;
- Coordinated the development of TESLAR brand press kits including packaging and assets;
- Attended meetings to discuss a partnership with Goop;
- Provided feedback on Goop advertising submission materials;
- Provided feedback and alternatives for an ambassadorship program with David Wolfe;
- Held various meetings and calls to discuss and execute launch event production details such as presentation needs, tester tutorial, space, catering, etc;
- Secured consumer & trade editors as well as wellness influencers to the official launch event of TESLAR at INSCAPE;
- Ensured TESLAR was at the forefront of key media's mind through TPF's Annual Press Day;
- Introduced TESLAR timepieces to enthusiast & collectors in the community through an intimate *Cigar & Watches* evening at TPF terraces;
- Strategized and executed a wellness social media influencer program in order to drive traffic to the e-commerce and build awareness of TESLAR social media channels;
- Pushed and secured the brand for holiday gift guide considerations in outlets such as Reader's Digest and Refinery29;

OVERALL COMMUNICATIONS ACTIVITY

Press Release Support

- Drafted and disseminated press release surrounding the soft launch of TESLAR (Baselworld version);
- Drafted and disseminated official launch press release following TESLAR's launch event;
- Coordinated an official multimedia news release shared via PR Newswire inclusive of a billboard in Times Square;
- Drafted and disseminated press release surrounding MadaLuxe as the official North American distributor of TESLAR watches (scheduled for 2020);



Events

- Conceptualized, developed and produced the official launch of TESLAR during the summer in at New York City's premier guided meditation and relaxation studio, INSCAPE;

RELATIONSHIP BUILDING

2019, TPF held numerous meetings with influencers, talent agents, consumer and trade editors as well as freelance journalists. Throughout these meetings TPF informed the contact with key news surrounding the brand whether it be the latest products, partnership news, or general awareness about the brand.

Below is a list of contacts TPF met with throughout the year:

CONSUMER PRESS

including but not limited to...

Best Products, Stefan Vazharov, Senior Technology Editor
BuzzFeed, Heather Braga, Commerce Editor
Business Insider, Sally Kaplan, Insider Picks Editor
Daily Mail, Pandora Amoratis, Style Director
Downtown Magazine, Laurean Ossorio, Editor
Famadillo, Maria Spanadoris, Editor
Freelance Stylist, Raven Roberts
Gear Patrol, Tim Murray, Ad Sales
Gear Patrol, Oren Hartov, Editor
Gizmodo, Andrew Liszewski, Senior Staff Reporter
GQ, Jonathan Tietz, Fashion Editor
Medium, Denise Nico, Contributor
Men's Health, Ted Stafford, Fashion Director
Men's Health, Adam Mansuroglu, Senior Style & Gear Editor
Oprah Magazine, Robin Nazzaro, Fashion Market & Accessories Dir.
Refinery29, Molly Longman, Editor
Peter Dancy, TV Segment Stylist
Reader's Digest, Aviva Patz, Deputy Editor
Quartz Magazine, Scott Jeffers, Sales
Quartz Magazine, Alyssa Bernstein, Sales

TRADE PRESS

including but not limited to...

ABlogtwatch, Ariel Adams, Founder & Editor
AnalogShift, James Lamdin, Founder
AnalogShift, Troy Barmore, Sales
ATimelyPerspective/Forbes, Roberta Naas, Founder & Contributor
HODINKEE, Joe Thompson, Business Editor
Hodinkee, Jack Forster, EIC
iW, Mike Thompson, Editor
JCK, Emili Vesilind, Senior Editor
Revolution/Redbar Crew, Adam Craniotis, EIC/Founder
Redbar Crew, Kathleen McGivney, Co-Founder
Redbar Crew, Atom Moore, Photographer
The London Watch, Robert Velazquez, Influencer
Watch Rant, Mizam Miah, Founde & Blogger
WatchTime, Logan Baker, Editor
WatchTime, Caleb Anderson, Contributor
WatchTime, Mark Bernardo, Editor
Watchonista, Viviana Shanks, Editor
Watchonista, Liam O'Donnell, Photographer
Watchonista, Josh Shanks, Managing Editor
Worn & Wound, Zach Weiss, Editor
WWD, Thomas Waller, Fashion Market Editor

INFLUENCERS & CONTACTS

including but not limited to...

@calynbrooke, Calyn Brooke
@tiffycrazycool, Tiffany
@blissedhappiness, Karina Blackwood
@the_healthlete, Mia
@bellesnrebelles, Megan Averbuch
@millyrosebannister, Milly Bannister
@sweatsandthecity, Dale
@sweatsandthecity, Elizabeth
@healthyalibi, Ali Hiller
@holisticrx, Bianca Klostman

MNR/PRNEWSWIRE REPORT

Pickup

Where did my release get picked up?

129

total pickup

41,299,744

total potential audience

Audience

Who are the audiences viewing my release?

90

media views

122

organization views

1,081

Associated Press outlets

Engagement

How are people engaging with my release?

117

total engagement actions

7

shares

107

click-throughs

3

downloads

80%

complete video views

COVERAGE OVERVIEW

316,236,251
TOTAL APPROXIMATE VIEWS

*Total approximate views are based on ALL secured coverage which can be in the following slides.

UVM: 29,788,885

AUDIENCE: 70% Male, 30% Female

QUOTE: "With the tag line, "This is not a watch" and the added statement, "Re-balance yourself," the new collection of timepieces is the result of a hope by Ilonka Harezi's, co-inventor of the Teslar Technology, to protect people from the dangers of today's inescapable electromagnetic fields."

Billionaires Innovation Leadership Money Consumer Industry

Timex Luxury Group Unveils Teslar Swiss Made Watch To Re-Balance The Body, Fight Magnetism Effects



Roberta Naas Contributor

Watches & Jewelry

I write about the worlds of luxury watches, time and jewelry.

f In today's world where magnetic fields surround us in our every day life -- from cell phones and covers, to microwaves and even the
in upcoming 5G -- the World Health Organization estimates that approximately 30% of the population (in first-world countries) is exposed to high levels of electromagnetic frequencies (EMF) and succumb to the effects of Electromagnetic Hypersensitivity. Those effects include lack of sleep, anxiety, stress, dizziness and hormonal imbalances, among other things. Now, Teslar (R) Swiss Made, in association with Timex Group Luxury Division, Vertime B.V., unveils the watch that it says is "not a watch" because it has added benefits that may help people ward off these negative effects.



Teslar Re-Balance T-1 watch using Teslar Technology chip and made by Timex Luxury Group, Vertime B.V. TESLAR SWISS MADE

UVM: 335,800

QUOTE: "Since we can't get rid of the problem, how can we live with it? Well, TESLAR has found a solution that may just do the trick."



OPINIONS

06/11/2019

TESLAR: A Watch That Makes You Feel Good?

Suffering from stress, lack of sleep, anxiety, and low energy? Perhaps you're blaming it all on your boss, but maybe the problem is elsewhere. Perhaps the issue is more invisible and omnipresent than you think. TESLAR claims they have the remedy to all that ails you. But does it really work?



BY VIVIANA SHANKS
Social Media Manager and
Junior Editor

Nowadays, we're constantly surrounded by technology. We all have mobile phones, Air Pods, Apple Watches, televisions, and constant bombardment by WI-Fi, Bluetooth, and other invisible networks that affect our natural

UVM: 4,897

QUOTE: “The watch is not a watch, but a technology to help the body protect itself from magnetic pollution,” explains Marai. “It has been tested and is scientifically proven to help.”

Timex Unveils Teslar Swiss Made “Feel Good” Watches

Roberta Naas / June 17, 2019



Teslar Re-Balance T-1 watch using Teslar Technology chip and made by Timex Luxury Group, Vertime B.V



Search



FOLLOWERS: 4,959

NOTES: Megan Averbuch is a stylist and blogger based in New York City.



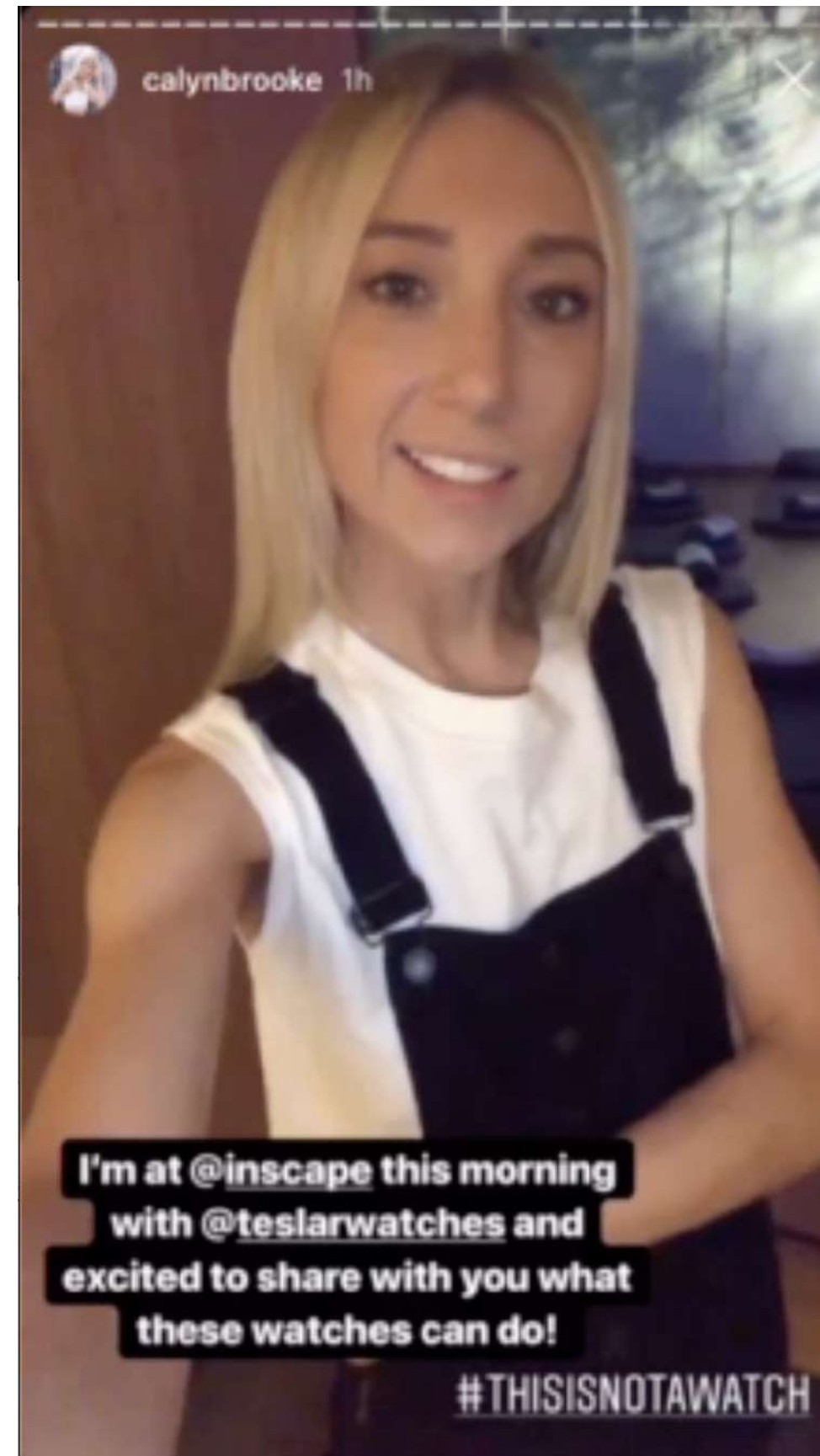
FOLLOWERS: 12,987

NOTES: Tiffany is an on-air talent and producer for BET.



FOLLOWERS: 12,199

NOTES: Calyn is a fitness and health-focused influencer based in NYC.



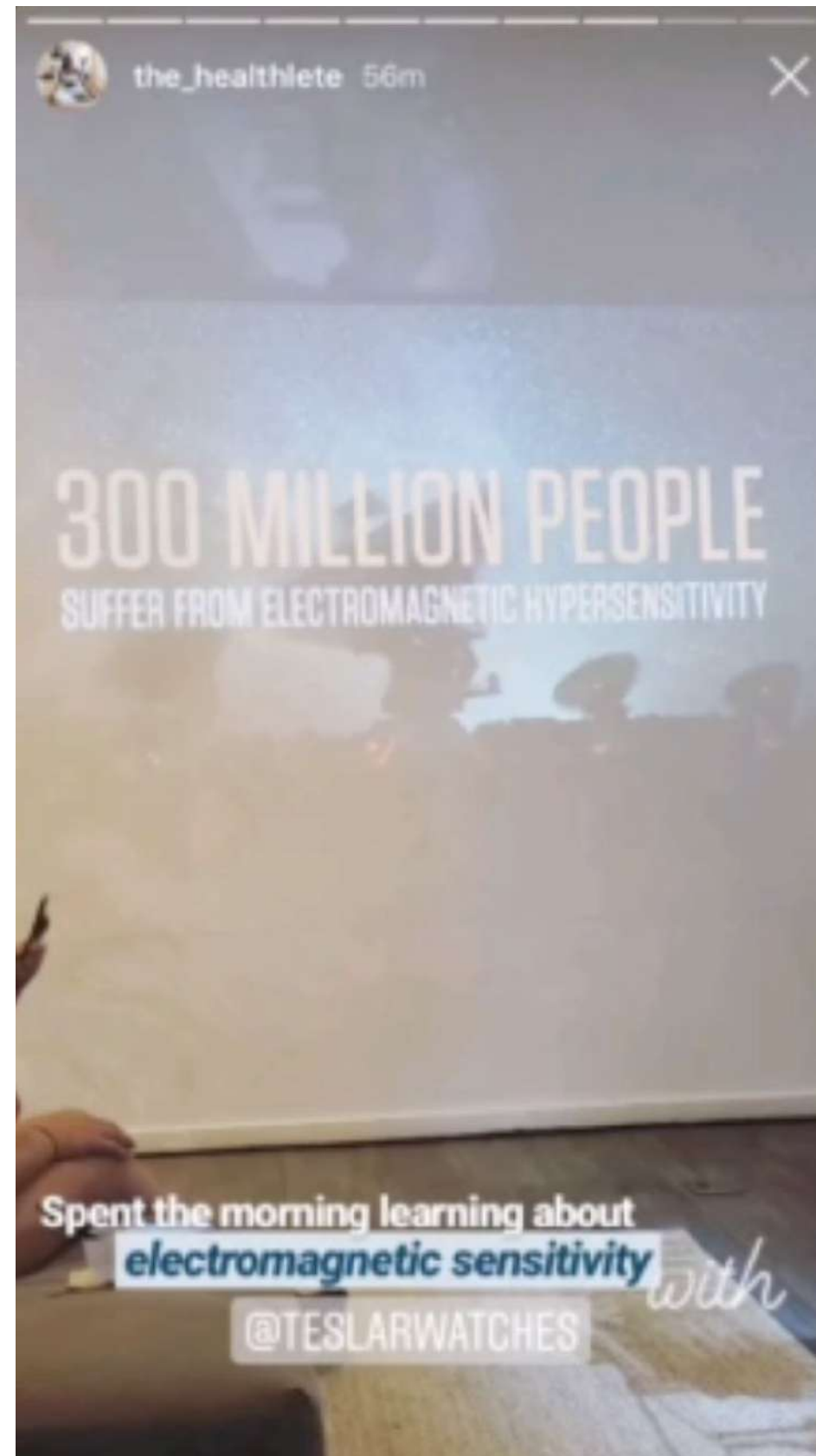
FOLLOWERS: 29,868

NOTES: Karina is a wellness and health-focused influencer based in NYC.



FOLLOWERS: 21,757

NOTES: Mia is a health-focused influencer based in NYC.



FOLLOWERS: 184,203

NOTES: Milly is a fashion and style influencer based in NYC.



FOLLOWERS: 104,007

NOTES: This is the
instagram handles of
watch publication
Watchonista.



UVM: 42,360


QUOTE: “Timex Group is proud to be at the forefront of wearable wellness with the launch of Teslar Watch,” says Paolo Marai president & CEO of Timex Group Luxury Division. “Combining Swiss precision with Teslar technology, we can offer a solution to the potential harm of the ever-growing electromagnetic exposure coming from today’s technologies.”

NEWS GALLERIES FEATURES OPINION EXHIBITIONS

Timex Group creates wearable wellness watch under license from Teslar

NEW PRODUCTS / NEWS by ROB CORDER | AUGUST 5, 2019

f FACEBOOK t TWITTER in LINKEDIN



How Teslar protects from the effects of electromagn... Watch later Share

RESIST THE HARMFUL EFFECTS OF EMF RADIATION

based on studies in laboratory settings

Ten months after signing a licensing agreement to create watches under the Teslar brand, Timex Group Luxury Division has unveiled its first collection under the partnership.

Not to be confused with Tesla, the electric car company, Teslar is a company specializing in systems that protect people from man-made electromagnetic fields

Timex is calling its Teslar Watch a wearable wellness device designed to resist the harmful effects of electromagnetic pollution coming from today’s technology — cell phones, computers, tablets, Wi-Fi, and others. “These harmful effects can include stress, anxiety, low energy, poor sleep, dizziness, and hormone imbalance,” the company claims.

UVM: 3,921,956

QUOTE: "Minimal and elegant in design, yet conceptually disruptive, RE-BALANCE T-1 for men features a 40mm diameter case offered in polished stainless steel, IP rose gold or with a gray satin finish."

Must Feel Monday: Timex Group Introduces TESLAR, The New Wearable Wellness Watch



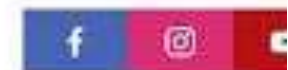
by Michael Wear on August 5, 2019

f SHARE COMMENT

Could the traditional Monday morning blues be caused by too much electromagnetic activity?

Timex Group has just launched the TESLAR Watch. It's a new wearable wellness timepiece, designed to resist the harmful effects of electromagnetic pollution emanating from today's technology, which includes devices such as cell phones, computers, tablets, Wi-Fi, and others.

A build-up of electromagnetic pollution can cause harmful side effects such as stress, anxiety, low energy, poor sleep, dizziness, and even hormone imbalance.



LATEST NEWS



UVM: 23,952,440

AUDIENCE: 53% Male,
43% Female

QUOTE: “Products that block electromagnetic waves are becoming a big business as a growing number of people look for ways to protect themselves from the ill effects of technology.”

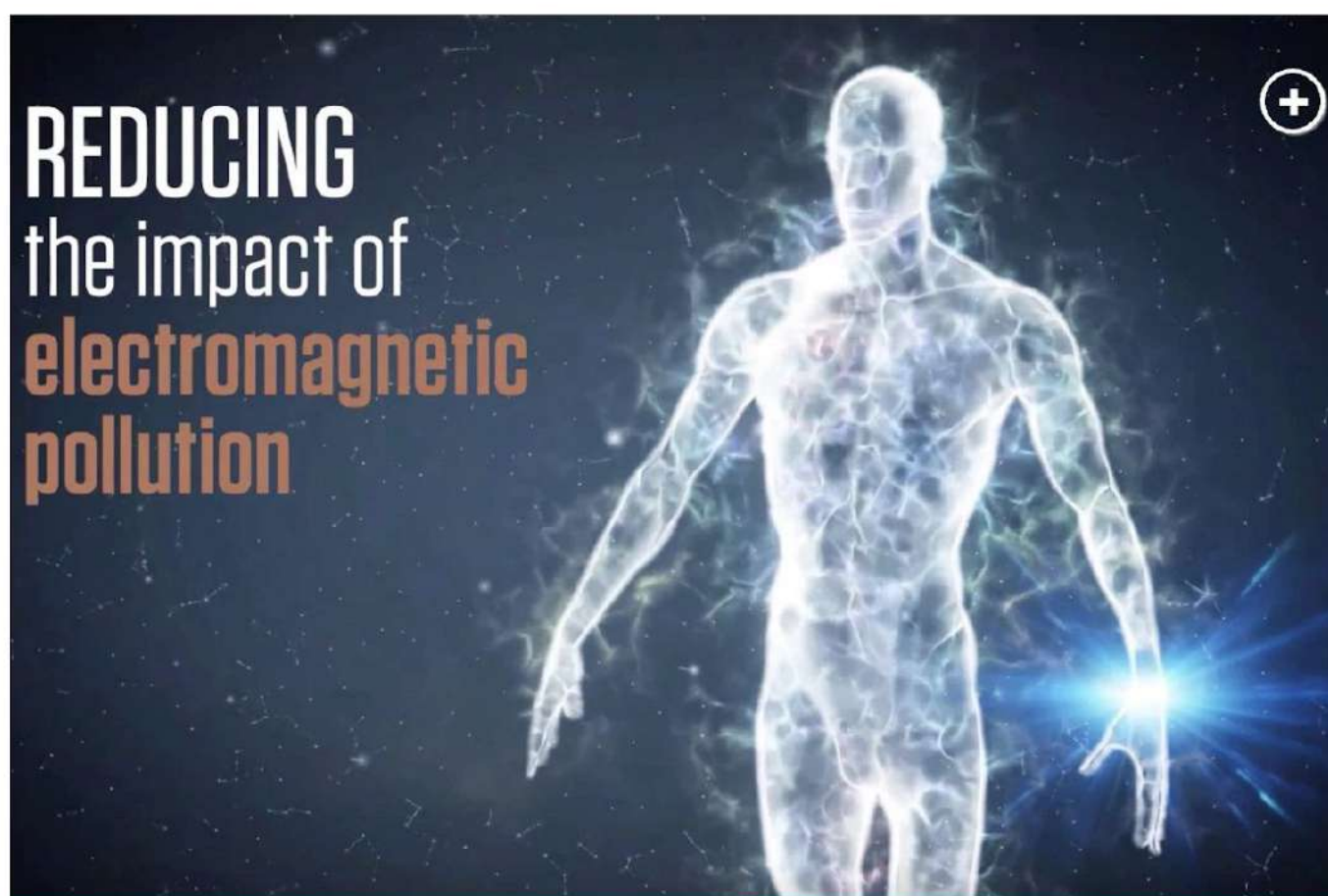


BUSINESS

Timex joins growing business of blocking electromagnetic waves

By Lisa Fickenscher

August 11, 2019 | 10:43pm | Updated



Teslar

THURSDAY, AUGUST 15, 2019

Teslar Watches Launch Event

UVM: 5,005

QUOTE: "Made in the watch capital of the world, Switzerland, each piece is more than just a watch, it is wearable wellness."

NOTES: This is the official blog of stylist Megan Averbuch



QUOTE: “Each timepiece is clad with TESLARs proprietary technology that mitigates electromagnetic pollution by mimicking the Earth’s frequency.”



STYLE TECH

TESLAR Wearable Wellness | from the TIMEX Group

This is not just a watch.



by Rashad Pleasant
August 22, 2019, 4:10 pm



f Share

Twitter Tweet

Wearable tech has been a hot topic for a while now but few are diversifying the space like TESLAR. They have made it a point to note that these aren't **watches**. Each timepiece is clad with TESLARs proprietary technology that mitigates electromagnetic pollution by mimicking the Earth's frequency. That might be a little nerdy so let's break it down.



STAY CONNECTED

"The World Health Organization estimates that about 30% of the population in industrial economies, approximately 300 million people, suffer from hypersensitivity due to electromagnetic frequencies." TESLAR's luxury timepiece is designed to resist the harmful effects of electromagnetic pollution coming from today's technology. Everything from your cell phone, laptop, tablets, and the stray wifi signal creates an electromagnetic signal that can interfere with your body's **good vibes**.

CIRCULATION: 100,000

QUOTE: “These Swiss-made timepieces contain nanotech chip technology that has been designed to resist the harmful waves of electromagnetic radiation.”



STUFF WE LOVE



OreganoKnow Healing Ointment
(1 fl. oz., \$5.95) Keep this ointment—which contains an oregano extract—on hand to treat skin burns, ulcers, abrasions, superficial wounds, surgical sites and inflammation from insect bites. oreganknow.com



Grow Gorgeous Scalp Detox Exfoliating Pre-Wash Treatment
(6.4 fl. oz., \$34) Remove buildup with exfoliating castor oil beads and pomegranate enzymes while moisturizing the scalp and absorbing excess sebum to extend the time between hair washes. growgorgeous.com

The Honey Pot Company
(Organic Cotton Tampons, 24-count, \$7.99; Soothing Body Balm, 2 fl. oz., \$45.99; Moisturizing Water-Based Lubricant With Kiwi Vine Extract, 3 fl. oz., \$19.99; and Mommy-to-Be Wipes, 30-count, \$9.99) This line of plant-based feminine care products features healthy alternatives for women that are free of chemicals, parabens, carcinogens and sulfates. thehoneypot.com



A ROUNDUP OF THE LATEST MUST-HAVE FINDS FOR HAIR, SKIN, HEALTH, BEAUTY AND MORE. THESE PRODUCTS ARE WORTH EVERY CENT.



Tesla Watches
(Men's and Women's Collections, from \$595 to \$2,695) These Swiss-made timepieces contain nanotech chip technology that has been designed to resist the harmful waves of electromagnetic radiation. teslawatches.com



Vegamour CBD + Biotin Vegan Gummies
(60 gummies, \$68) These supplements contain full-spectrum hemp oil extract to rebalance the body's endocannabinoid system. Formulated to nourish and strengthen strands with vitamins and minerals to support healthy hair growth. vegamour.com



Gillette SkinGuard
(Razor + 1 cartridge, \$12) One study found that the optimally designed lubricated blades on this sleek razor reduced the incidence of razor bumps by more than 60% after 12 weeks of daily shaving. gillette.com

realhealthmag.com | FALL 2019 REAL HEALTH 13

UVM: 9,350

QUOTE: “These Swiss-made timepieces contain nanotech chip technology that has been designed to resist the harmful waves of electromagnetic radiation.”

FEATURES

Stuff We Love – Fall 2019

A roundup of the latest must-have finds for hair, skin, health, beauty and more. worth every cent.



Teslar Watches

Teslar Watches (Men's and Women's Collections, from \$595 to \$2,695)

These Swiss-made timepieces contain nanotech chip technology that has been designed to resist the

QUOTE: “This is a chip that was designed specifically to absorb emf.”



Timing frequencies with the Teslar Rebalance T1 Chronograph

📅 September 10, 2019 👤 Patrick Kansa

When we think about technology embedded in watches, we tend to think of things like smartwatches, or perhaps some of the cleverer mechanical pieces coming from Europe (say, like [Hyt](#) or [Ressence](#)). Well, that's not the only option. What about a chip embedded into the watch that isn't for anything to do with timekeeping? That's precisely what the Teslar Rebalance T1 Chronograph has on tap.



UVM: 132,179

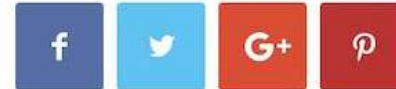
QUOTE: “For myself, I felt like I noticed that my neck and back were not as sore”

Home > Watch Types > Quartz > Getting level with the Teslar Balance T1

WATCH TYPES QUARTZ REVIEWS UNDER \$1000

Getting level with the Teslar Balance T1

By Patrick Kansa - September 12, 2019  1  0



Just a few days ago, [I started talking about watches](#) with functions built in that are not actually related to timekeeping (you can see that [here](#)). Sure, you've got stuff like the “clip ons” that [Snyper](#) did, or even those novelty type ones with lighters built in. But what about something that may have an impact on your health? That, friends, is where the Teslar Balance T1 comes into play.

UVM: 549,380

QUOTE: “The timepiece, with Teslar chip inside, is designed to fight off the high electromagnetic fields to which we are exposed every day from cell phones, chargers, microwaves and more.”

Teslar Re-Balance T-1 Chrono Sport Watch Review: Fighting The Effects Of Magnetism

By Roberta Naas | Last updated: September 18th, 2019 | Categories: [Watches](#) | Tags: | [No Comments](#)



Photos: Roberta Naas

With a tag line reading, “This is not a watch,” the new Teslar Re-Balance collection is all about wearable wellness. In fact, the new timepiece – just entering worldwide markets in summer of 2019 – is designed to help re balance one’s stress level.

The timepiece, with Teslar chip inside, is designed to fight off the high electromagnetic fields to which we are exposed every day from cell phones, chargers, microwaves and more.

The new collection of watches is affordably priced and nicely designed. Today, we are taking a closer look not only at the design, but also more importantly at the technology behind the Teslar Re-Balance T-1 Chrono Sport watch. We will be covering:

- [WTTPOO3 19 Technical Specifications](#)
- [Teslar Background & Watches](#)
- [The Point Behind The Teslar Collection](#)
- [The technology That Fights Magnetism](#)
- [The Teslar Re-Balance Collection](#)
- [The Teslar Re-Balance T-1 Sport Chrono Review](#)

Feel free to use the links above to jump to a specific section, or read right through for the full story.

FOLLOWERS: 2,919

NOTES: This is the
instagram account of
watch writer, Roberta
Naas.



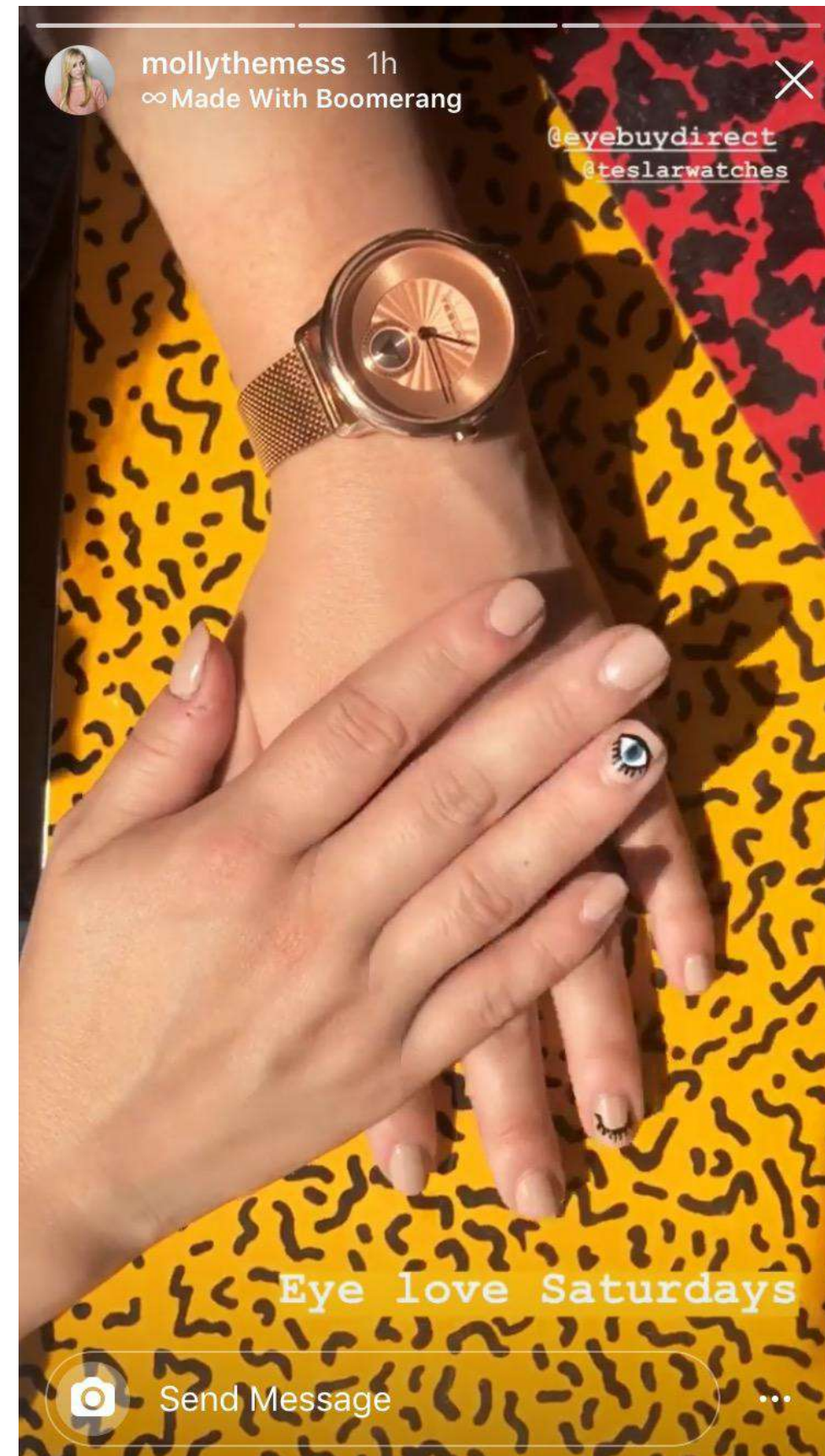
FOLLOWERS: 3,275

NOTES: This is the Facebook account of watch writer, Roberta Naas.



FOLLOWERS: 1,632

NOTES: Molly Longman is a health editor at Refinery29.



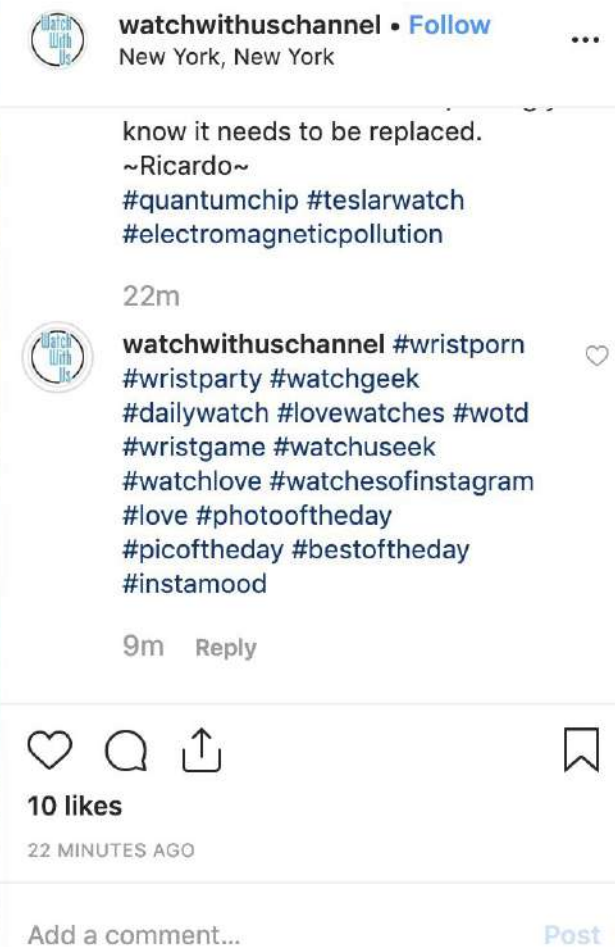
FOLLOWERS: 4,999

NOTES: This is the instagram account of watch writer, Partick Kansa from Wristwatchreview and Knapsack News



FOLLOWERS: 1,873

NOTES: This is the official instagram account of watchwithuschannel, a new watch focused YouTube Channel.



FOLLOWERS: 33,318

NOTES: This is the instagram account Robert Velasquez, a timepiece influencer, contributing watch trade writer, timepiece consultant and handler of London Jewelers social media account, The London Watch.



FOLLOWERS: 33,462

NOTES: This is the instagram account Karina Blackwood. Though Karina is one of our paid influencers, this post specifically was not a part of the agreement and is considered added value.



CIRCULATION: 75,000

QUOTE: "The Teslar Watch was developed to help mitigate the effects of man-made electromagnetic fields that are only becoming more common with today's electromagnetic-based technology."

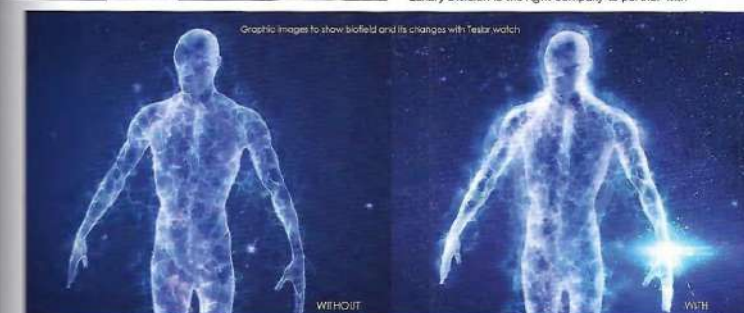


Timex Tests Teslar's Frequency

Timex Group Luxury Division announced a global licensing agreement with Teslar LLC for the design, development and distribution of Teslar branded watches and wearables. The Teslar Watch was developed to help mitigate the effects of man-made electromagnetic fields that are only becoming more common with today's electromagnetic-based technology.

The Timex Teslar Watch emits a unique natural earth signal which Timex claims may help the body resist the negative effects of electromagnetic pollution generated by cell phones, computers and other electrical sources that can cause daily stress, poor sleep habits and hectic work environments.

"Research and innovation, among others, are the pillars of Timex Group DNA and Teslar technology perfectly embodies those attributes" said Paolo Marai, President & CEO of Timex Group Luxury Division. Teslar Technology is the culmination of more than 30 years of international research by scientists of many disciplines. This team has developed a line of nanotechnologies and scalar frequency products that have been shown to provide relief and protection from harmful electromagnetic frequencies. Enrico Margantelli, Partner & CEO of Teslar LLC said: "The primary dream of Ilonka Harezi, co-inventor and creator of Teslar ELF technology, is to provide relief and protection from harmful electromagnetic frequencies to the largest number of people in the world. With this technology, we pioneer this new field of energetic revitalization, reshape the wellness industry and positively impact the lives of all who use our technology, and Timex Group Luxury Division is the right company to partner with."



AboutTime Magazine | 33

VIEWERSHIP: 114,695,130

QUOTE: "This is wearable wellness built with Teslar Technology"



FOLLOWERS: 33,318

NOTES: This is the instagram account Robert Velasquez, a timepiece influencer, contributing watch trade writer, timepiece consultant and handler of London Jewelers social media account, The London Watch.



FOLLOWERS: 149,179

NOTES: This is the instagram account Angi Greene. Though Angi is one of our paid influencers, this post specifically was not a part of the agreement and is considered added value.



The watch with technology that works via the triple warmer meridian, one of the body's primary energy conduits which activates the immune system...



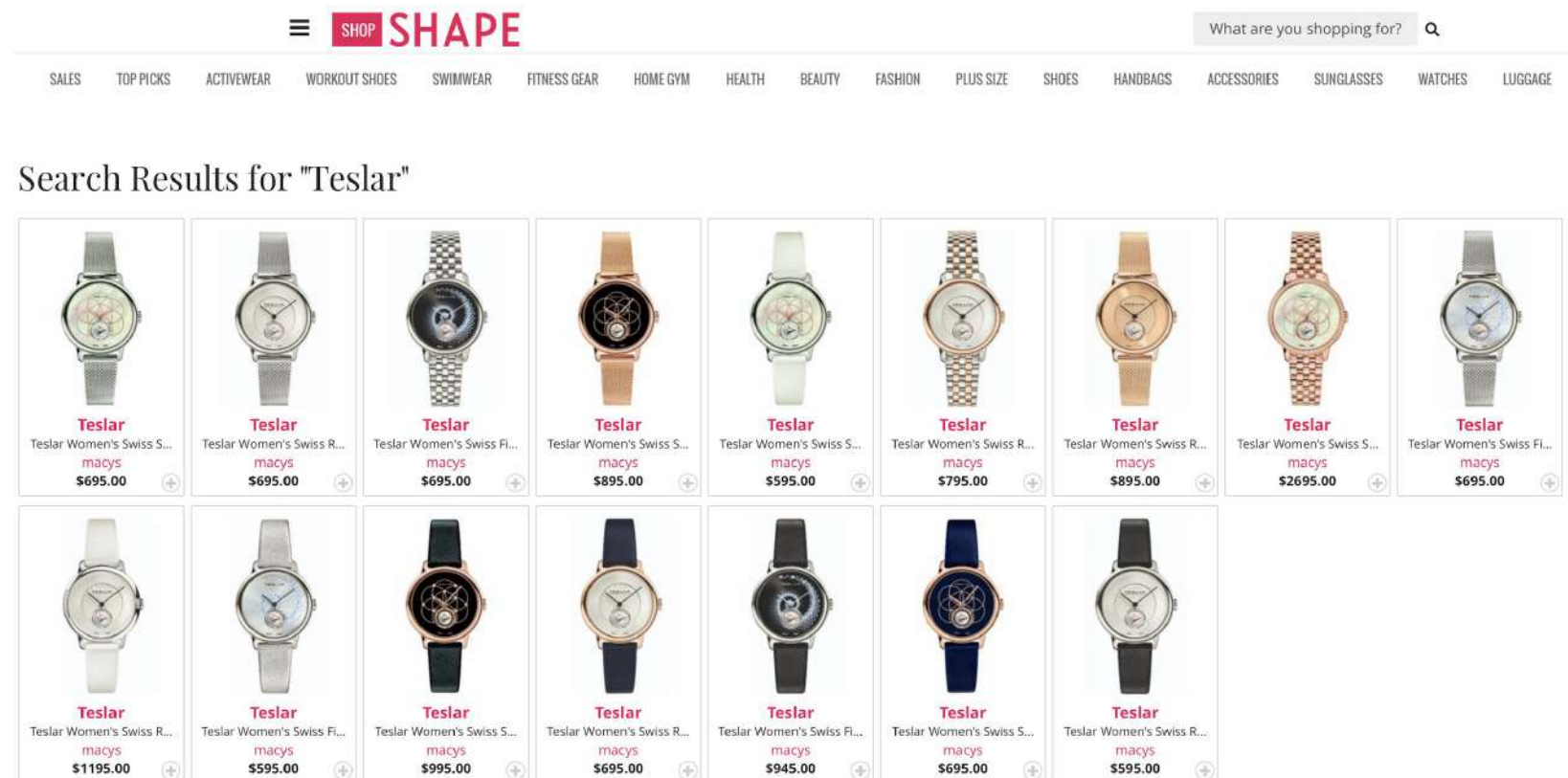
FOLLOWERS: 41,012

NOTES: This is the instagram account Bianca Klotsman. Though Bianca is one of our paid influencers, this post specifically was not a part of the agreement and is considered added value.



UVM: 3,505,230

NOTES: This is the Shape Magazine online shopping source in which customers can view and purchase Shape approved consumer goods.




FOLLOWERS: 33,892

NOTES: This is the instagram account Leonor Anthony. TESLAR gifted Leonor a timepiece for her to wear during her time at Art Basel.



 leonoranthonyartist • Following ...
CONTEXT Art Fair

 leonoranthonyartist Who knew that a watch that is not only stunning but contributes to your wellbeing could be so sexy !
@teslarwatches
#LEONOR20 discount code.
#art #artist #contemporaryart
#artistsoninstagram
#cubanartist #feminist
#venicebiennale #museum
#collector#photography
#contemporaryartist
#cubanart
#redhead #artistsofinstagram
#womanartist
#simonsgallery
#miami # Wynwood
#artcollector
#leonoranthony
#freerobwill #artmiami

4 views

6 MINUTES AGO

Add a comment...

Post

QUOTE: “Luxury wearable wellness designed to reduce the negative effects of EMF radiation.”

NOTES: This is the blog of Angi Greene. Though Angi is one of our paid influencers, this post specifically was not a part of the agreement and is considered added value.

2019 Mindful Approach to Gifting Guide {for Him}

December 1, 2019



UVM: 3,514,052

AUDIENCE: 63% Female,
37% Male

QUOTE: “At first glance it's a sharp-looking watch with Swiss quartz precision—but what you don't see is technology designed to resist the harmful effects of electromagnetic pollution from Wi-Fi routers, cell phones, and more.”

28 Gifts for Men That Will Make You Look Like a Hero

 Bryce Gruber

There isn't a single boring tie on our list of the best gifts for men—just the fun, practical, and drool-worthy stuff they really want!

Teslar Men's Swiss Re-Balance T-1 Brown Leather Strap Watch



VIA MACYS.COM

\$595

[Shop Now](#)

At first glance, it's a sharp-looking watch with Swiss quartz precision—but what you don't see is technology designed to resist the harmful effects of electromagnetic pollution from WiFi routers, cell phones, and more. It may sound a little woo-woo, but if this watch contributes to better sleep, sharper concentration and less stress, we're all for it.

UVM: 3,514,052

AUDIENCE: 63% Female,
37% Male

QUOTE: “At first glance it's a sharp-looking watch with Swiss quartz precision—but what you don't see is technology designed to resist the harmful effects of electromagnetic pollution from Wi-Fi routers, cell phones, and more.”

45 Cool Tech Gifts You'll Want to Keep for Yourself

 **Bryce Gruber**

We found the coolest tech gifts for every age, style, and stage, so you can expect some seriously heartfelt thank-you notes when the unwrapping is done—if these gifts even make it out of your hands, that is

Teslar Men's Swiss Re-Balance T-1 Brown Leather Strap Watch



VIA MACYS.COM

\$595

[Shop Now](#)

At first glance, it's a sharp-looking watch with Swiss quartz precision—but what you don't see is technology designed to resist the harmful effects of electromagnetic pollution from WiFi routers, cell phones, and more. It may sound a little woo-woo, but if this watch contributes to better sleep, sharper concentration and less stress, we're all for it.

FOLLOWERS: 149,179

NOTES: This is the instagram account Angi Greene. Though Angi is one of our paid influencers, this post specifically was not a part of the agreement and is considered added value.



UVM: 149,179

AUDIENCE: 70% Female/
30% Male

QUOTE: "It was made by Teslar (no, not the car company: Tesla) a brand that's known for creating technology that may help protect us from human-made electromagnetic fields that can come from our everyday tools like cellphones."



Story from GIFT GUIDES >

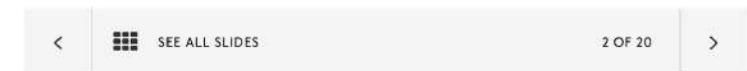
What To Get Your Friend Who's Obsessed With The Wellness Scene

CORY STIEG

LAST UPDATED DECEMBER 4, 2019, 1:03 PM



The Swiss-made Teslar watch comes in a box that reads "this is not a watch." I mean, it actually is, but it's also been called a "wearable wellness device." It was made by Teslar (no, not the car company: Tesla) a brand that's known for creating technology that may help protect us from human-made electromagnetic fields that can come from our everyday tools like cellphones. Even if the watch doesn't make your favorite wellness junkie feel better, it will look incredibly chic on their wrist.



TESLAR

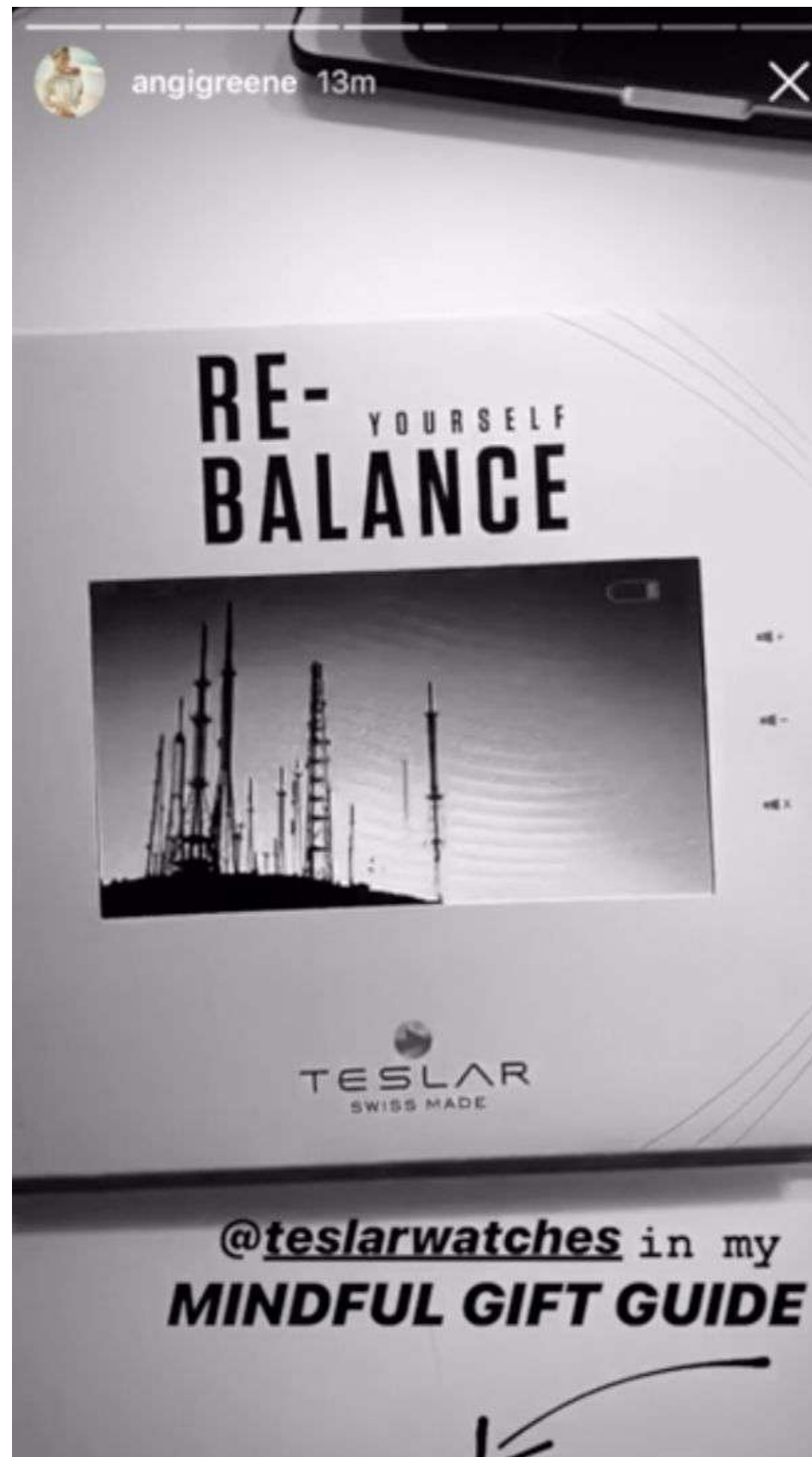
FOLLOWERS: 149,179

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FOLLOWERS: 149,179

NOTES: This is the instagram account Angi Greene. Though Angi is one of our paid influencers, this post specifically was not a part of the agreement and is considered added value.



A close-up, black and white photograph of the back of a watch case. The case is dark with a brushed metal finish. Engraved text in a circular pattern around the perimeter includes "TESTED", "MADE IN USA WITH GUARANTEE", "CHIP", "NANOTECH", and "PERMISSIVE". In the center of the case is a circular recessed area containing a small, light-colored, triangular object.

EVENTS

LAUNCH EVENT

On Thursday July 25th, an intimate press gathering was held to officially launch TESLAR Watch, the new wearable wellness. Guests were invited to learn more about EMF/ELF exposure and the unique TESLAR technology that provides beneficial effects to help protect you against the harmful effects of this pollution.

Key members of the media were engaged such as Refinery29, GOOP, New York Post, BuzzFeed, PopSugar, Glamour, Cool Hunting, and Real Health, as well as select style and wellness influencers. The event took place at INSCAPE, New York City's premier guided meditation and relaxation studio that perfectly matches the luxury wellness and conscious living lifestyle TESLAR Watch fits into.

President/CEO of Timex Group Luxury Division, Paolo Marai presented how the technology works and the Swiss craftsmanship of the timepieces. Following the presentation TESLAR CEO, Enrico Margaritelli, invited guests to try on the timepieces and experience an on-site tester that gauged each person's various levels such as stress and energy. To conclude, a peaceful meditation session was offered.



TPF PRESS DAY

On Tuesday, August 27th, TPF hosted key members of trade and consumer media on TPF's office terraces to showcase the latest collections from the agency's clients.

Guests were invited to view the new FW'19 novelties from TESLAR through dedicated half hour appointments. For many press members, this was the first time seeing these novelties first hand and was a great opportunity to share the latest product news to ensure TESLAR is top of mind when planning editorials for the remainder of 2019.

Following the full day of appointments, TPF invited timepiece enthusiasts and collectors to a 'Cigars & Watches' themed evening cocktail. Guests viewed the timepieces in a relaxed environment while TPF continued to share product news with these dedicated watch lovers.



Appointments Held

InStyle, Elana Zadjan, Accessories & Jewelry Editor
Gear Patrol, Zen Love, Editor
Stylist, Megan Averbuch
Bloomberg, Chris Rovzar, Editorial Director
WatchWithUs, Ricardo Sime, Co-Founder
Elle, Jade Vallario, Accessories Editor
National Jeweler, Michelle Graff, Editor in Chief
Fast Company, KC Ifeanyi, Reporter
Stylist, Andria Bush
Gearmoose & Ask Men, Beau Hayhoe, Contributor
Inside Hook, Jake Masucci, Ad Sales
Inside Hook, Mike Conklin, Executive Editor
Men's Health, Ted Stafford, Fashion Director
Stylist, Raven Roberts
People, Colleen Kratofil, Style Writer
Worn & Wound, Ilya Ryvin, Managing Editor
Worn & Wound, Blake Malin, Co-Founder
Redbar Crew, Atom Moore, Photographer
Redbar Crew, Kathleen McGivney, Co-Founder
Design Scene, Damien Vaughn Shippee
Stylist, Robyn Victoria



SOCIAL MEDIA

AT-A-GLANCE YEAR TO DATE SOCIAL TOTALS

AS OF 12/13/19

The statistics below are aggregate totals of universally recognized topline performance indicators ("vanity metrics") since the launch date of the @teslarwatches Facebook & Instagram.

These results originated at a total of 0 and portray both organic and paid metrics since the official launch of TESLAR's social media pages in June.

INSTAGRAM

383

Followers

46.9K

Impressions

22.4K

Reach

1,597

Engagements

FACEBOOK

245

Followers

1.21M

Impressions

1.14M

Reach

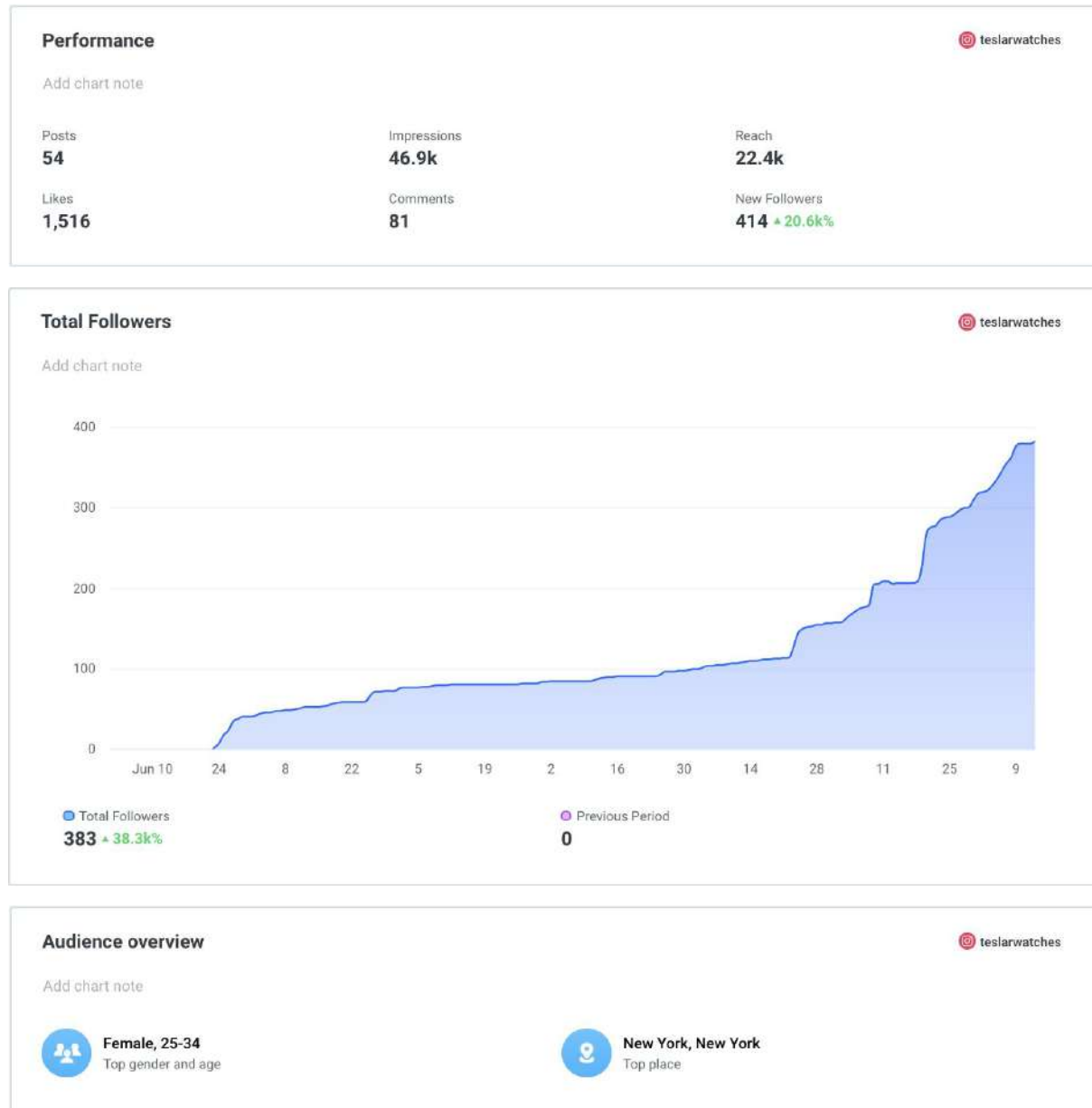
36.1K

Engagements

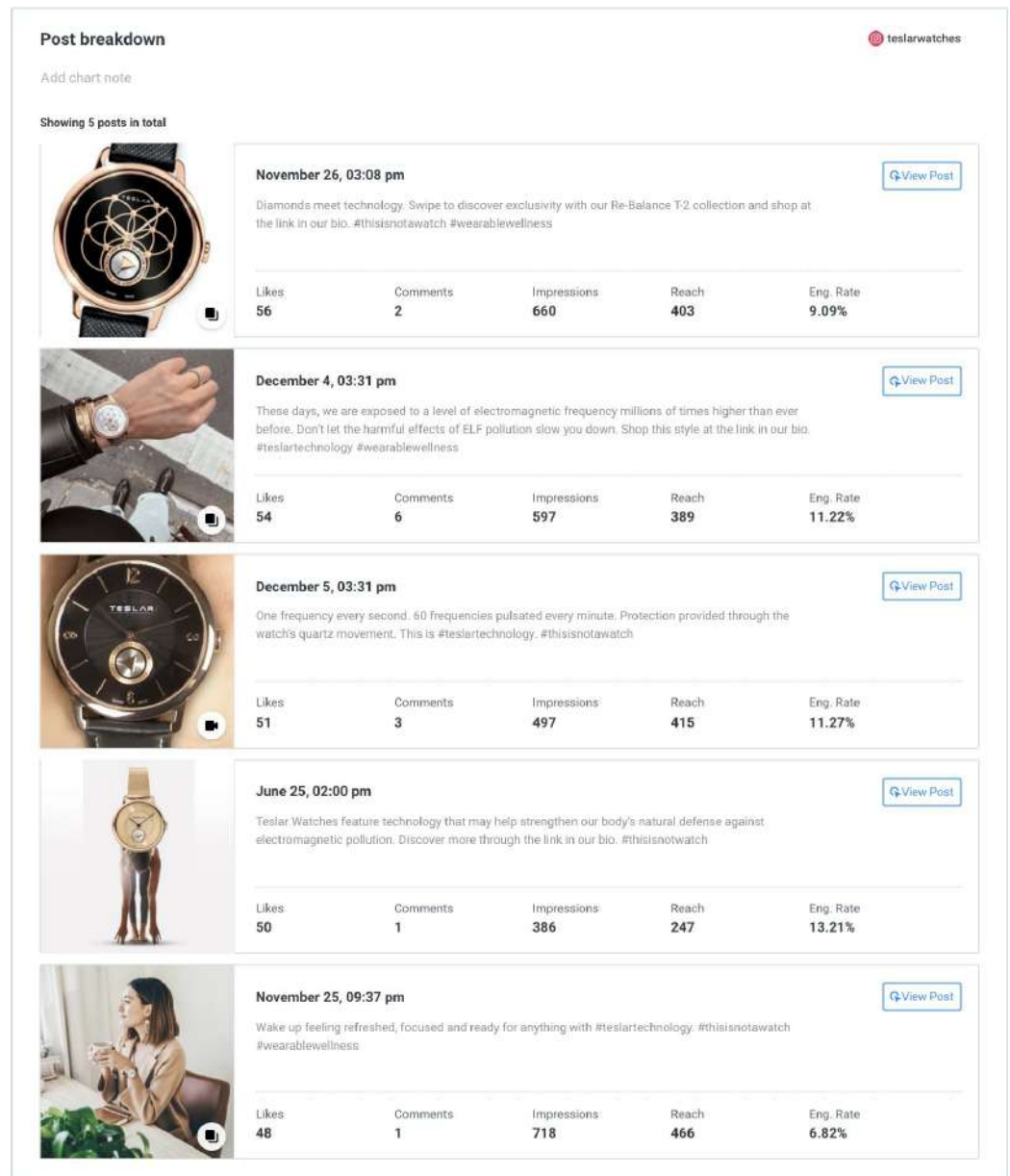
YEARLY INSTAGRAM OVERVIEW

AS OF 12/13/19

ACTIVITY SUMMARY



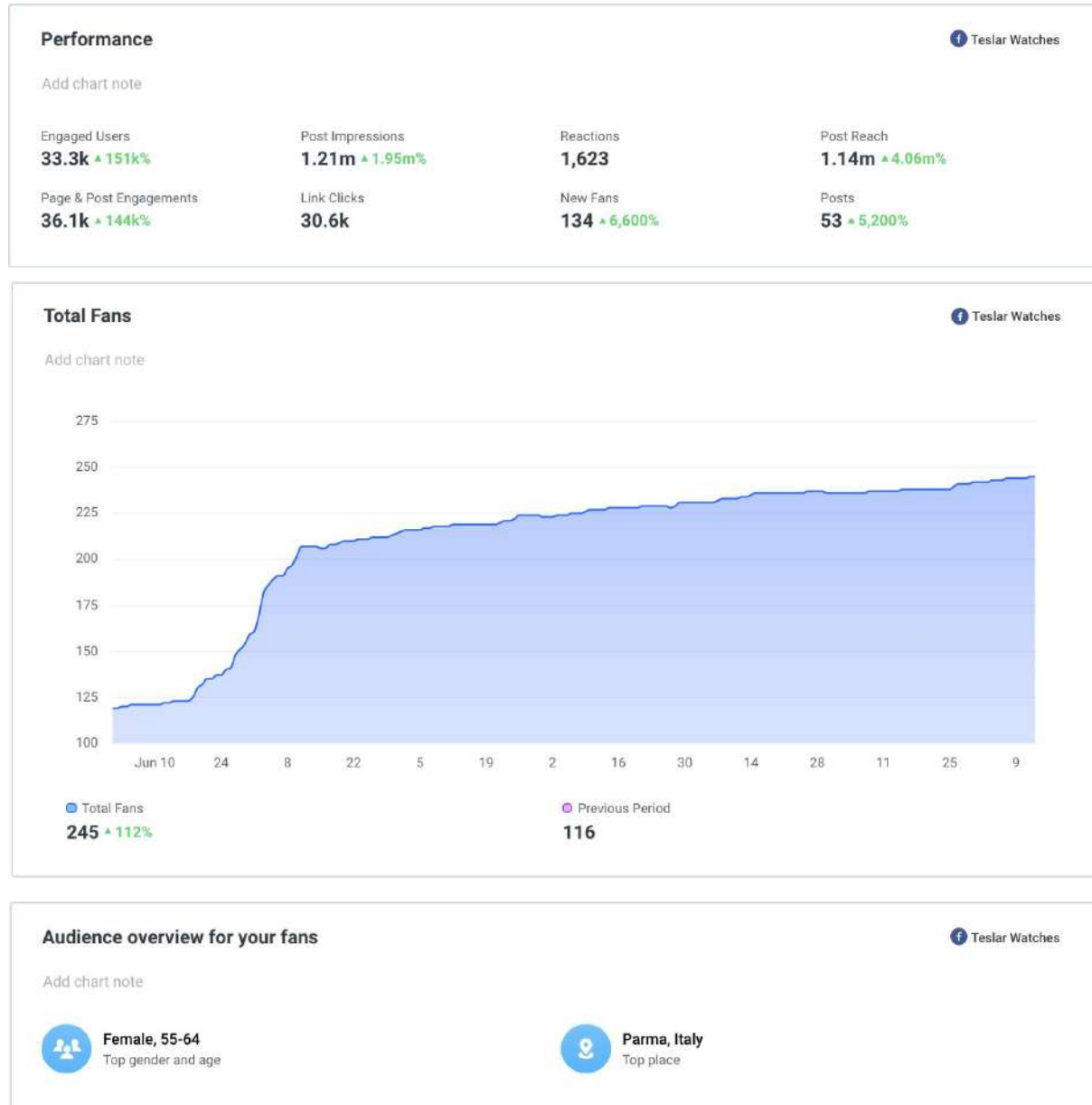
TOP PERFORMING POSTS



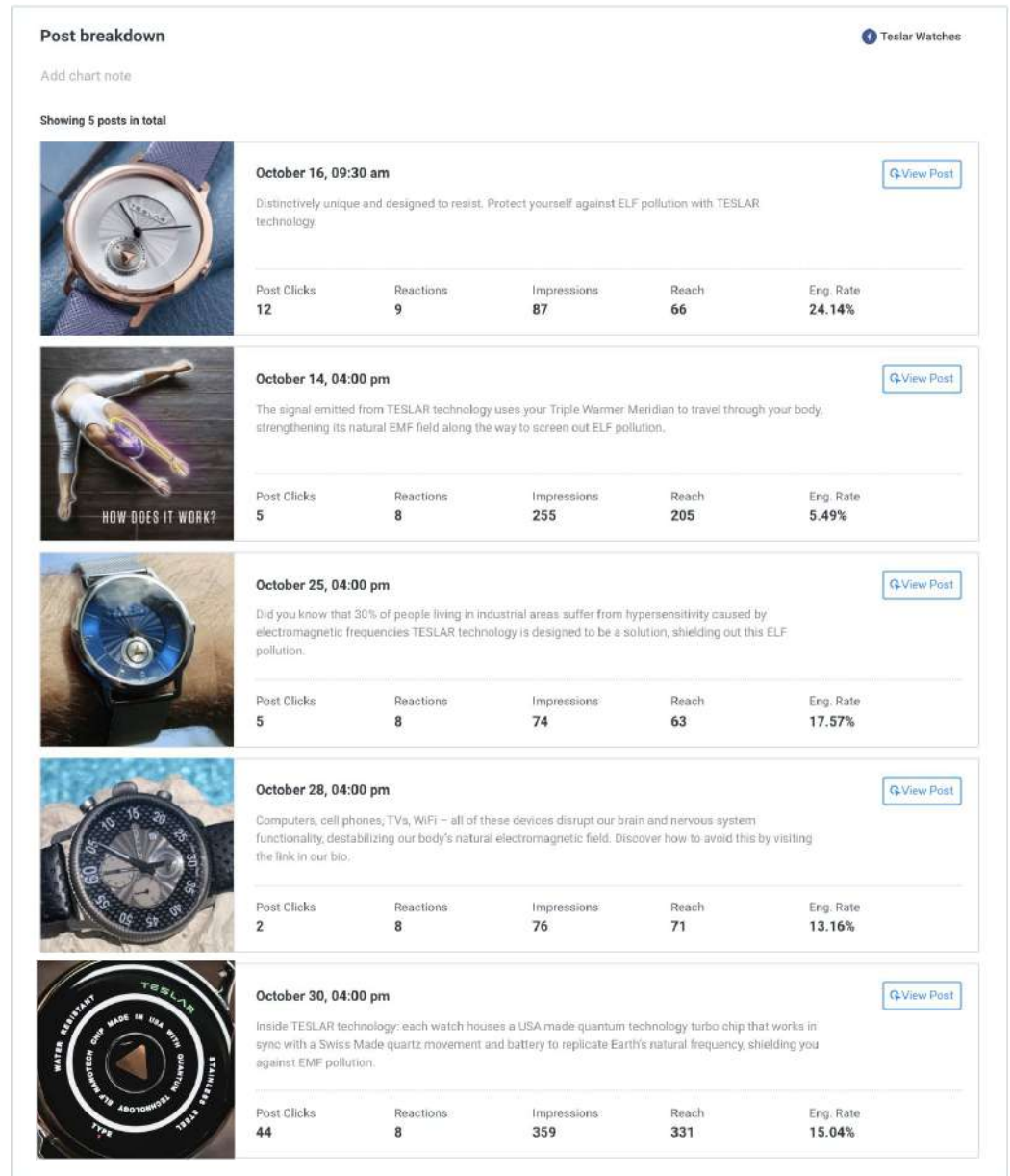
OBSERVATIONS: @teslarwatches saw a sharp and steady increase in followers once the influencer program rolled out in October, also shifting the audience to be mostly females between the ages of 25-34. Top performing posts also proved to be all women's styles, which is expected given this shift in demographic. Impressions & reach are attributed to both the influencer exposure and paid ads that TESLAR ran throughout November.

YEARLY FACEBOOK OVERVIEW AS OF 12/13/19

ACTIVITY SUMMARY



TOP PERFORMING POSTS



OBSERVATIONS: @teslarwatches saw a steady increase in followers likely due to the consistency of content posted throughout the last six months. The Facebook demographic shifted to mostly females at an age range slightly older than our Instagram audience. Top performing posts were photos that show the detail of each product while top performing copy explains how TESLAR technology works, confirming that our audience is using Facebook as an educational platform rather than a visual catalog.

INFLUENCER PROGRAM

The following outlines the comprehensive Influencer Program enacted by The Promotion Factory, including handpicked individuals we felt best represented the core messages of the brand and its inherent technology and purposes.

Our participants acted as educators on behalf of TESLAR, informing their audiences of the effects of EMF and how TESLAR technology can protect against it, effectively adding a layer of credibility to TESLAR in the wearable wellness space. We selected social personalities in the wellness space—whose followers and fans are likely to trust their opinions and recommendations—who highlighted our products and invited their readers to explore the TESLAR brand channels where they can learn more about the collection and technology.

The followers of these influencers visited the TESLAR social channels and website, and have become part of the brand's retargeting efforts to continue the sales funnel. In all, the influencer program has increased both brand awareness and engagement and has resulted some sales for the brand. In total, the influencer posts captured:

415,395

Impressions

14,239

Likes

468

Comments

4,002

**Clicks to
@teslarwatches**

2,936

**Clicks to
teslarwatches.com**

**Please note, the numbers listed above reflect the total number of all statistic received from the influencers.*

Program Participants



Elizabeth & Dale
Engagement Rate: 3%
Followers: 85,433
Contract Ask: 1 IG Post and 3 IG Stories



Allie Hiller
Engagement Rate: 2%
Followers: 59,478
Contract Ask: 2 IG Posts and 1 IG Story



Aerial Lynn
Engagement Rate: 3%
Followers: 51,989
Contract Ask: 2 IG Posts and 1 IG Story

Program Participants



Bianca Klotsman
Engagement Rate: 4%
Followers: 40,980
Contract Ask: 3 IG Posts, 4 IG Stories, and 1 Blog Post



Ali Lizzi
Engagement Rate: 4%
Followers: 26,266
Contract Ask: 2 IG Posts and 1 IG Story



Karina Blackwood
Engagement Rate: 3%
Followers: 33,766
Contract Ask: 2 IG Posts, 1 IG Story, and 1 Blog Post



Angi Fletcher
Engagement Rate: 3%
Followers: 148,938
Contract Ask: 1 IG Post, 1 IG Story, 1 FB Post, and 1 Blog Post

ELIZABETH & DALE

@sweatsandthecity

84.7K Instagram Followers

Elizabeth and Dale are a health power duo helping others live a healthier, happier lifestyle in New York City. The duo maintains an authentic platform preaching only items that they feel genuine about.



30,436 impressions | **1,785** likes | **49** comments

ELIZABETH & DALE

@sweatsandthecity

84.7K Instagram Followers



10,405 story views
697 clicks to @teslarwatches
255 link clicks



13,050 story views
219 clicks to @teslarwatches
75 link clicks

ELIZABETH & DALE

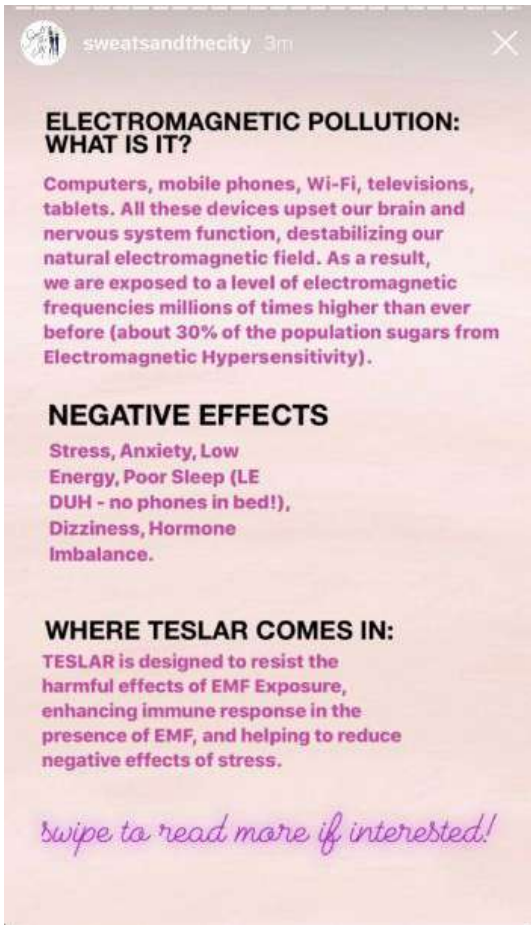
@sweatsandthecity
84.7K Instagram Followers



9,394 story views



9,063 story views
2,050 clicks to @teslarwatches



9,115 story views
199 link clicks

ALLIE HILLER

@healthyalibi

59.6K Instagram Followers

Allie is a fitness/health blogger and health coach helping clients find balance and live healthfully. Allie lives in NYC spreading tips on all things fitness, athleisure, travel, pregnancy and mom life.



20,259 impressions | 614 likes | 15 comments

ALLIE HILLER

@healthyalibi

59.6K Instagram Followers



16,526 impressions | **566** likes | **20** comments

ALLIE HILLER

@healthyalibi

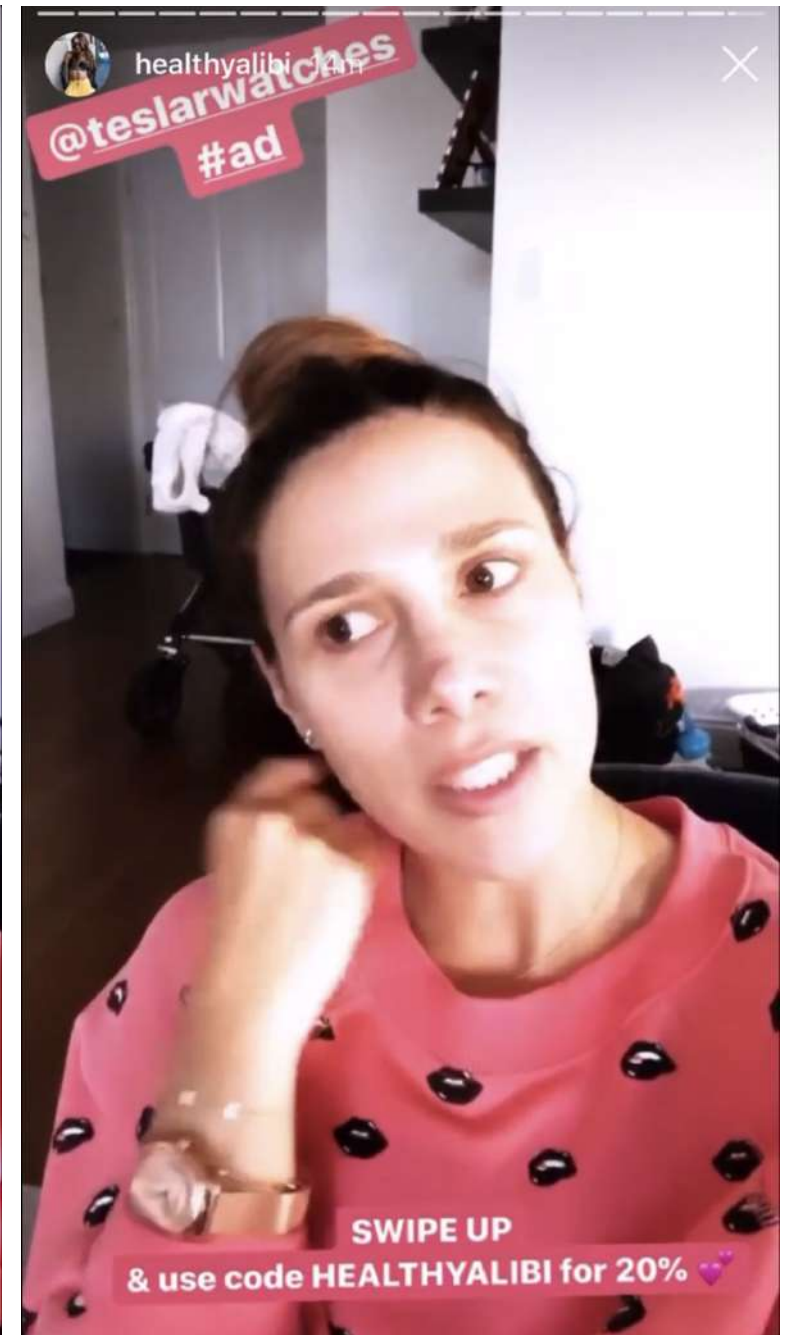
59.6K Instagram Followers



7,262 story views
79 clicks to @teslarwatches



6,875 story views
73 clicks to @teslarwatches



6,707 story views
192 clicks to @teslarwatches
96 link clicks

AERIAL LYNN

@aeriallynn

52.1K Instagram Followers

Aerial is a wellness influencer known to document her thoughts and experiences- in the mental, physical and spiritual realm. Her platform looks to guide her audience toward holistic wellness and living mindfully.



9,288 impressions | 532 likes | 12 comments



6,173 impressions | 491 likes | 3 comments

AERIAL LYNN

@aeriallynn

52.1K Instagram Followers

Aerial is a wellness influencer known to document her thoughts and experiences- in the mental, physical and spiritual realm. Her platform looks to guide her audience toward holistic wellness and living mindfully.



TESLAR Technology

I recently unboxed the most beautiful timepiece that mimics the Earth's natural frequency to reduce negative effects of electromagnetic frequency pollution.

1,494 story views
15 clicks to @teslarwatches
15 link clicks



1,428 story views
16 clicks to @teslarwatches
15 link clicks

BIANCA KLOTSMAN

@holisticrx

40.9K Instagram Followers

Bianca is a certified holistic nutritionist, health coach, fitness professional and wellness influencer based in New York City. She loves to help her audience become their healthiest selves through integrative and holistic nutrition.



11,923 impressions | 1,248 likes | 68 comments

BIANCA KLOTSMAN

@holisticrx

40.9K Instagram Followers



6,197 story views
63 clicks to @teslarwatches
11 link clicks



5,608 story views
59 clicks to @teslarwatches
11 link clicks



5,359 story views
42 clicks to @teslarwatches
41 link clicks

BIANCA KLOTSMAN

@holisticrx

40.9K Instagram Followers

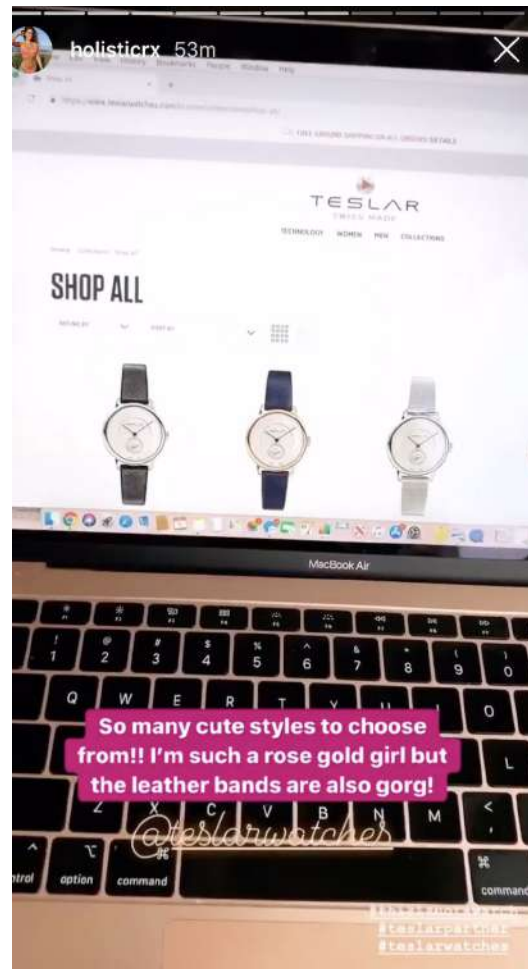


9,393 impressions | 1,363 likes | 60 comments

BIANCA KLOTSMAN

@holisticrx

40.9K Instagram Followers



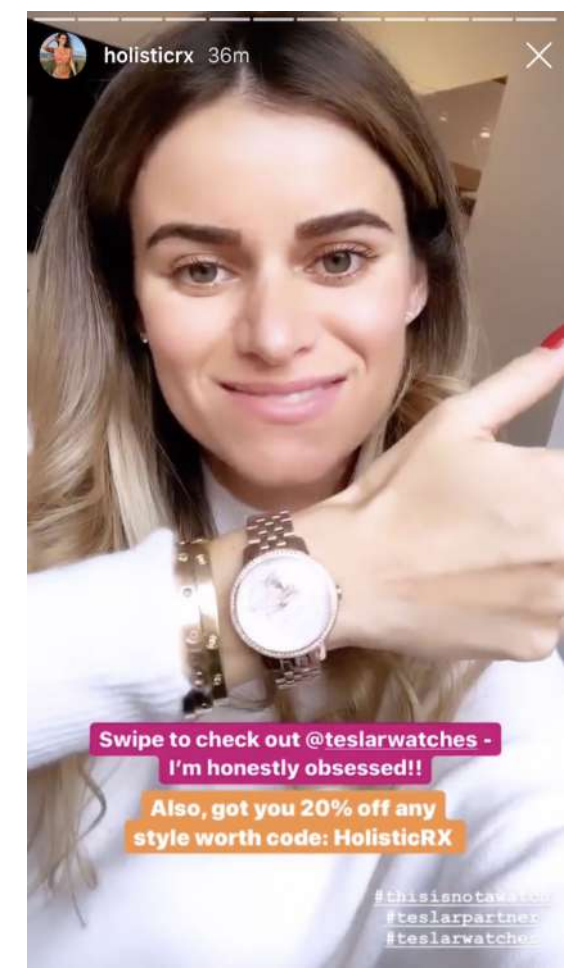
6,501 story views
75 clicks to @teslarwatches
12 link clicks



6,351 story views
72 clicks to @teslarwatches
10 link clicks



6,195 story views
64 clicks to @teslarwatches
11 link clicks



6,069 story views
60 clicks to @teslarwatches
25 link clicks

BIANCA KLOTSMAN

@holisticrx

40.9K Instagram Followers



9,276 impressions | 1,431 likes | 27 comments

BIANCA KLOTSMAN

Myholisticrx.com - [LINK](#)

The blog of Bianca Klotsman in which she shares healthy recipes, beauty secrets, activewear, fitness tips, favorite studios & much more



1.Saint Laurent Cross Body Bag 2.LITO Evil Eye Necklace 3.Sleeper PJ Set 4.SAM Puffer Jacket 5.Jimmy Choo Ankle Boots 6.The Row Sunglasses 7.TESLAR Watches

BIANCA KLOTSMAN

@holisticrx

40.9K Instagram Followers



5,112 story views
73 clicks to @teslarwatches
9 link clicks



5,197 story views
82 clicks to @teslarwatches



5,380 story views
55 clicks to @teslarwatches
24 link clicks

ALI LIZZI

@ali.lizzi

26.3K Instagram Followers

Ali is a dedicated and energetic blogger focusing on plant-based wellness. She writes and creates content that is engaging and knowledgeable about the health space.



9,514 impressions | 608 likes | 40 comments

ALI LIZZI

@ali.lizzi

26.3K Instagram Followers



4,514 impressions | **680** likes | **24** comments

ALI LIZZI

@ali.lizzi

26.3K Instagram Followers



600 story views

10 clicks to @teslarwatches

3 link clicks

ANGI FLETCHER

@angigreene

149K Instagram Followers

Angi, BFF to well-known actress, Kate Hudson, is a mother of 3 and an advocate for multi-therapeutic wellness incorporating various wellness practices such as infrared therapy, cold baths, mindfulness practice, fitness and nutritional education into her daily routine



40,897 impressions | 1,709 likes | 56 comments

ANGI FLETCHER

@angigreene

149K Instagram Followers



15,435 story views
326 link clicks



13,879 story views
301 link clicks



12,968 story views
174 link clicks

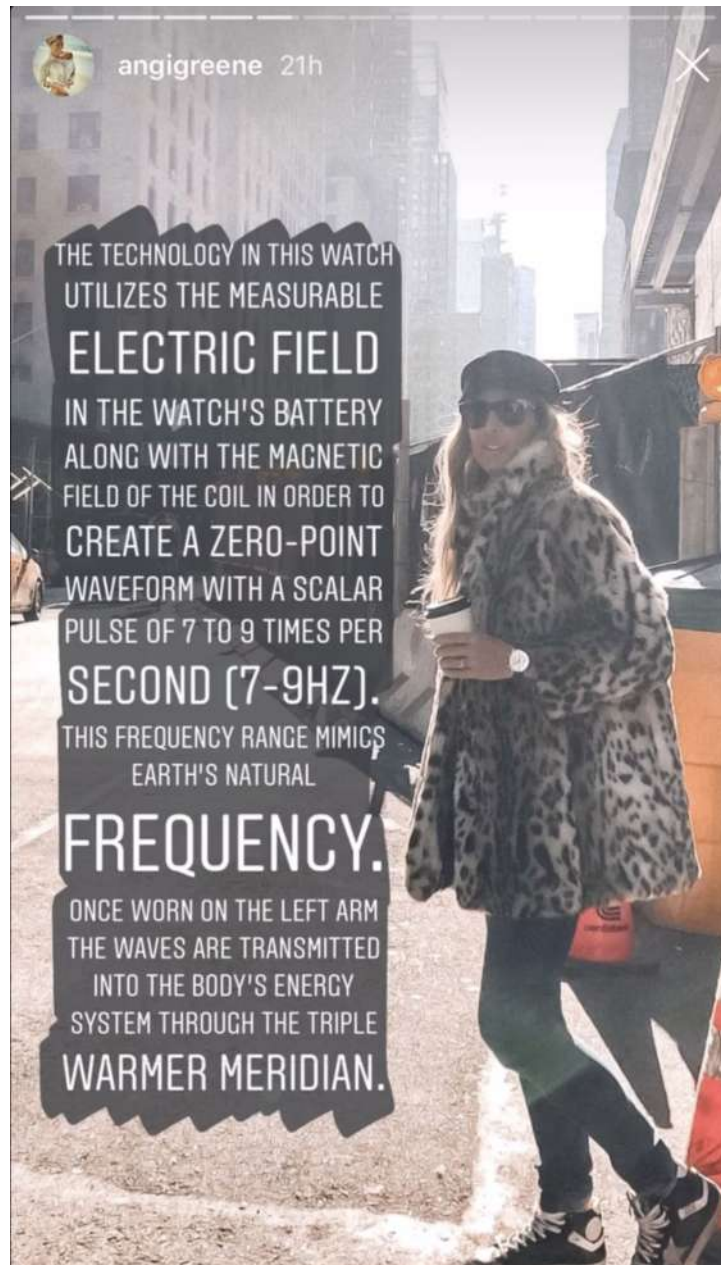


13,020 story views
466 link clicks

ANGI FLETCHER

@angigreene

149K Instagram Followers



13,948 story views
148 link clicks



14,504 story views
279 link clicks



13,841 story views
430 link clicks

ANGI FLETCHER

angi5.com - [LINK](#)

The blog of Angi Fletcher featuring a mix of her writing, past interviews, and a space for her to go more in depth on wellness, health etc.

2019 Mindful Approach to Gifting Guide



For Her



www.Angi5.com

KARINA BLACKWOOD

@blissedhappiness

33.51K Instagram Followers

Karina is a NYC-based Yoga Instructor with an understanding of the importance of holistic approaches to wellness. Karina attended the launch of TESLAR and posted several IG stories that received great feedback from her audience.



4,772 impressions | **1,535** likes | **47** comments



4,807 impressions | **1,677** likes | **47** comments

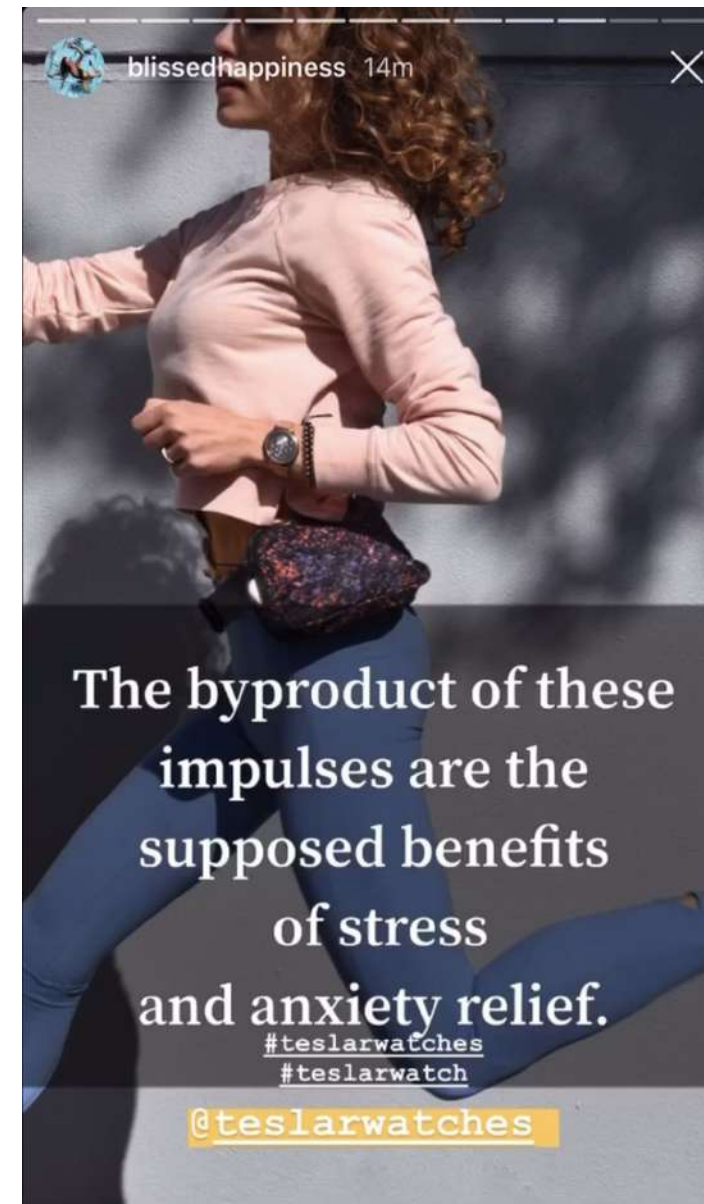
KARINA BLACKWOOD

@blissedhappiness

33.51K Instagram Followers



3,254 story views
2 clicks to @teslarwatches

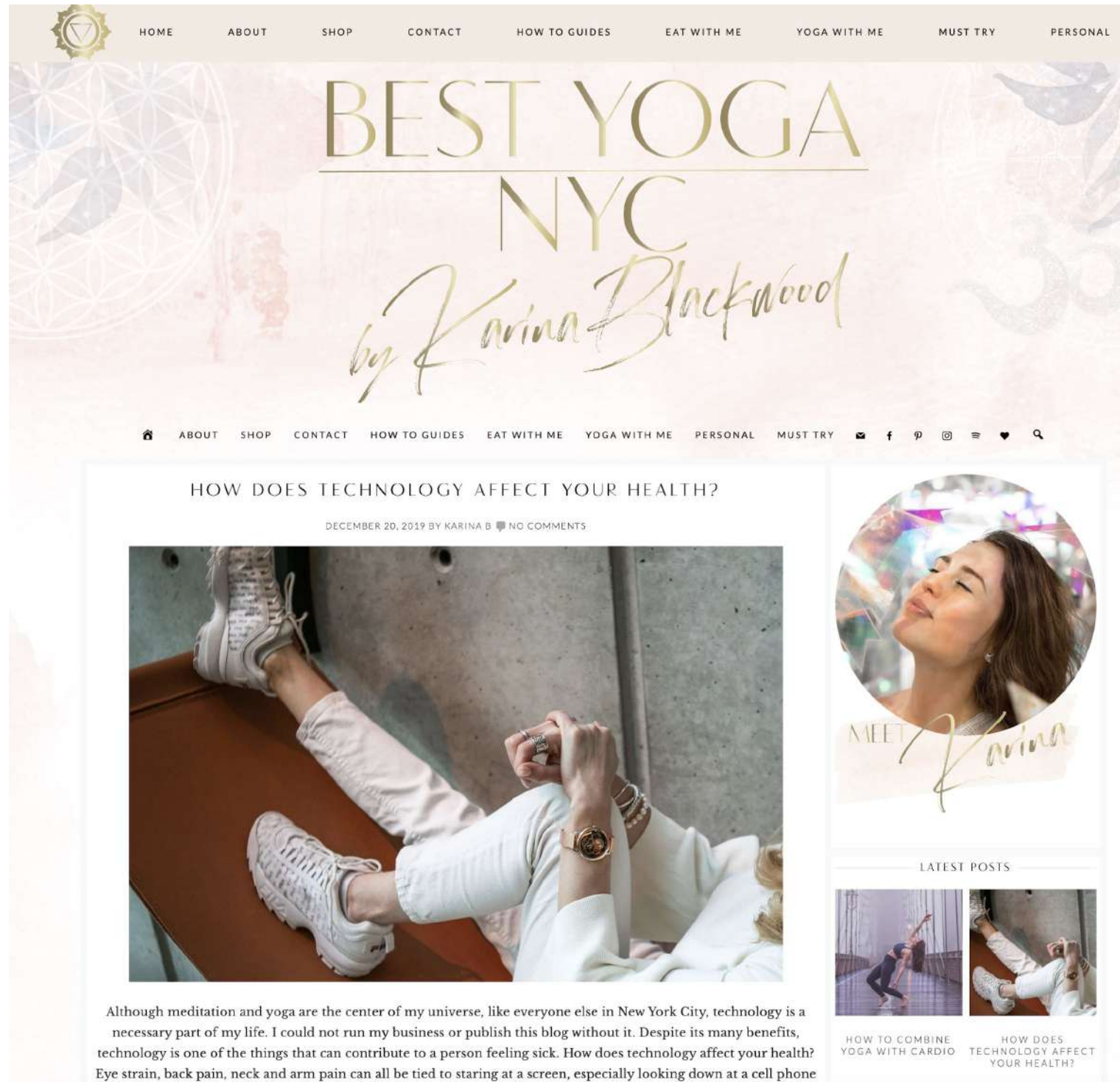


3,226 story views
4 clicks to @teslarwatches

KARINA BLACKWOOD

bestyoganyc.com - [LINK](#)

The blog of Based Karina Blackwood in which she shares her yoga journey and discusses all-encompassing therapeutic experiences.





THANK YOU