
CREATOR PARTNERSHIPS AT CES



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As one of the most anticipated marketing events of the year, [the 2025 CES conference](#) will boast attendees from multiple niches in the industry – highlighting technology innovators, brands, creators, and other moguls across the board. Self-proclaimed as the center of the tech ecosystem, the CES conference does much more than indulge attendees on the newest products and tech breakthroughs, but serves as a multidimensional connection-driven atmosphere for everyone involved. With talks that highlight consumer trends, planning opportunities, and emerging market technologies, attendees are encouraged to think innovatively about a multifaceted marketing and advertising approach.

For brands, that means connecting with others in their niche, talking with thought leaders in their fields or breaking down a campaign idea with an expert in a similar field. It can also mean connecting with creators through CES events, expert talks, and tours – finding the perfect collaboration to add value to your next campaign or initiative.

While there's, of course, a lot to see, do, and talk about once you're at the conference, held in Las Vegas, starting on January 7, 2025, there's a great deal of preparation and research that can help you to make the most of your time at the conference – whether you're going as a brand, influencer, or simply an industry attendee hoping to connect and learn.

2024 CES

CONFERENCE FOR BRANDS

For brands, especially those debuting a new product, giving a specialized talk, or setting up a booth at the CES conference, utilizing creators in their strategy to drive reach, engagement, and excitement – within the attendees and beyond – can be near essential to their success.



By taking the time to prepare, research the industry, attendees, and influencers in your specific niche, you can truly make the most of the conference – breaking into new audiences, garnering authentic engagement from interested users, emphasizing the importance of unique storytelling, and even harboring a viral moment or two. While many brands find ways to utilize their pre-existing influencer relationships, bringing them along as attendees, agencies like [NeoReach can bridge the gap](#) – helping influencers to leverage new relationships for content, while promoting and collaborating with a brand in their industry.

With a wide variety of content – from beauty, to media, to AI, and even healthcare technology – there's millions of audiences ready to connect with, similar to other [influencer-anticipated events like The Olympics](#) that bolster a worldly stage. By preparing strategies for CES, connecting with other brands and influencers attending the conference, and leveraging content strategies for your few days on-site, brands can make the most of their time.

LEVERAGING CREATORS FOR ENGAGEMENT AT CES



As previously mentioned, if brands have pre-existing connections with influencers or creators that have driven success for them in the past, it only makes sense that they'd utilize them at the conference – whether to make content or help make connections. However, agencies like NeoReach can also connect influencers to specific brands for the conference, similar to how they were able to cultivate success for household innovator brand “Laifen.”

Using the conference to unveil their new innovative toothbrush, the Wave, Laifen worked with NeoReach and 8 creators to help make, promote, and share content from their brand's booth at the conference. With a strategy goal to drive exposure of their new product and brand, each creator made diverse content, in their own style, and shared across social media platforms for the most reach – ranging from TikTok, to Instagram Reels, and even YouTube.

With a plan for a mix of short-form glimpses and long-form reviews across platforms, genuine connection with attendees, and a more organic approach to content, Laifen's strategy blossomed before creators even showed up on the first day of the conference. Their preparation, content plan, and predetermined choice of influencers – who worked across beauty, tech, and the dental industry – were the perfect blend of collaborators to bolster success.

LAIFEN'S

CES CONTENT ENGAGEMENT



Total Impressions 14.6M

Total Social Posts 43

Total Views 12M

By encouraging creators to be creative, innovative, and most importantly, genuine to their audiences about their booth and the conference at large, Laifen harnessed the power of unique connection and authenticity – a proven strategy in garnering important relationships with consumers and viewers, rather than a rigidly informative one.

SONY

NeoReach also collaborated with Sony at the 2023 CES Conference, helping them to leverage their marketing strategies – for pre- and post-event content, influencer collaborations, and general virality – alongside a host of other digital experiences and product launches. Focusing on genuine connection, clear writing and editing, and influencers that had loyal communities on their platforms, Sony went completely viral from their conference content. With 75M+ views and over 1.4M engagements, Sony’s content reached a great deal of consumers, viewers, and fans. With NeoReach’s “1 minute review” content series idea, posted to Sony’s Facebook and Instagram channels, Sony was able to collaborate both with their influencers and other creators and brands at the conference – building important relationships and connections across industries and niches.

Even when they’re not actively making content, having creators and influencers at brand booths can help to leverage in-person connections and relationship building. Fostering a more engaging experience for attendees, creators become “brand ambassadors” of a sort during those short few days – serving as the face of the brand, product, and fan base.



Total Engagements 1.4M

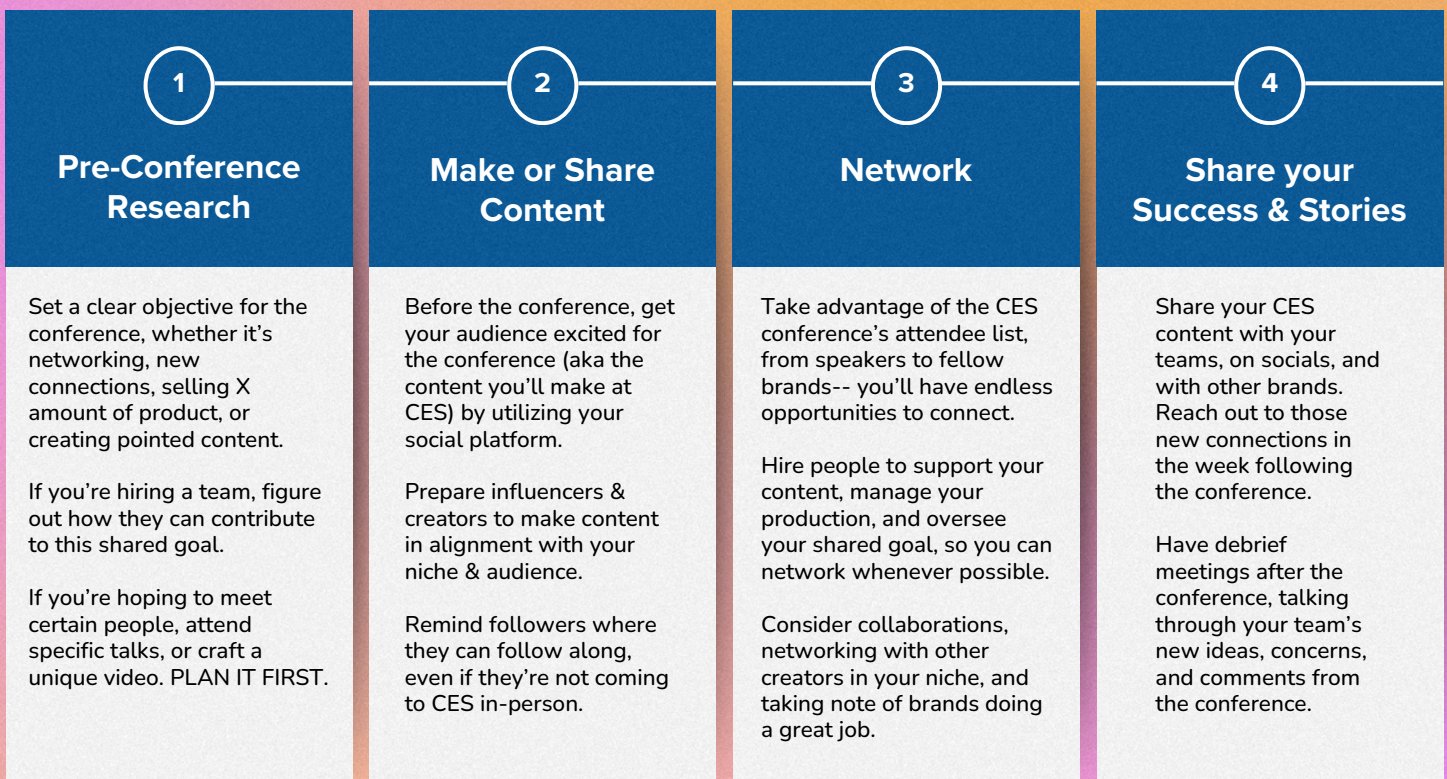
Total Views 75M+

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AT CES

Preparation. Preparation. Preparation. Going into the CES conference without any preparation might work for the average attendee, with goals to simply connect and learn, but for brands looking to make important relationships, bolster their engagement online, and/or promote a new product – there’s more work to be done to ensure successful performance metrics.

CES ROADMAP FOR BRANDS



Before the conference, consider working with influencers or people on your team to prepare “anticipatory content” for the conference. In November and December, utilize the last few months of registration and CES’s inevitable content to get people excited about your brand or creators’ presence at the conference. [NeoReach’s approach](#) to this pre-conference content, for Sony and Laifen, included an Instagram countdown, re-sharing CES content from previous years, and announcing some kind of “reveal” on the days of the conference.

D AT CES



Remind followers and consumers where they can follow along with your content, live streams, and products from the conference, even if they're not attending in-person. Alongside pre-content planning, picking out influencers, and navigating the kinds of people you're looking forward to meeting with, brands should consider the production and management of their presence and booth.

Alongside writing, editing, and general production management, NeoReach helped Sony's brand presence at the 2024 CES conference with project coordination and connection building. With the ability to link partners at two separate brands, they innovatively captured the spirit of the entire conference: community, connection, and the sharing of ideas.

So, whether you're looking for a new innovative perspective on technology, are a brand unveiling a new product, or are an influencer looking to make professional connections in the space – the 2025 CES conference in January can be the perfect venue for you to explore. Working with an agency like NeoReach or unique influencers like the case studies above can not only help you to prepare to leverage your time there, but set you up for long-term success with new audiences, reach, and greater engagement on content.