



FlyCleaners

Public Relations Case Study



“ Pulp did a fantastic job getting us media attention, even as we were just getting started. They were great to work with and they made the whole thing so easy. ”

- David Salama, CEO of  FlyCleaners

Campaign Overview

FlyCleaners Saves Laundry Day For Busy New Yorkers

- Client: FlyCleaners
- Campaign: Launch Campaign
- Expertise: Media Relations (Consumer)

There's no way around it: Laundry in New York City is a hassle. Between crazy weather, hectic schedules and impossible traffic, sometimes it seems like wearing that shirt for the fourth day in a row is honestly the best option. Enter FlyCleaners, an app promising to simplify laundry day by picking up dirty clothes, sending them to the laundromat, and dropping off clean attire, folded and washed according to your exact specifications. With virtually no customer awareness fresh off its launch, though, the app needed help getting off the ground and into Brooklyn laundry baskets.

The Challenge

PulpPR recognized the need to develop the FlyCleaners narrative, and determined that a consumer-facing press campaign, targeted at young professionals ages 25-34 and people in the fashion industry, was the best way to do so. To jumpstart business and build awareness in its target tech-savvy audience, Pulp executed a high-velocity local New York media relations campaign, going after top-tier local news, fashion and business outlets.

Campaign Results

The Solution

As the app was launched at a time when ridesharing services were overtaking NYC, Pulp likened FlyCleaners to "the Uber for laundry," worked closely with the FlyCleaners team to develop campaign objectives and concrete messaging, and started strategically pitching. The stories we crafted ranged from an introduction to the lazy person's laundry solution to an infographic on the breakdown of a hipster's laundry basket. (Through 10,000 pounds of laundry analysis, we found out it's a lot of socks, in case you were wondering.)

Results

- 200+ million impressions throughout the three-month public relations campaign
- Established FlyCleaners brand and positioned the app as New York's hassle-free way to get laundry done.
- FlyCleaners expansion into Manhattan and other NYC boroughs.
- Notable placements including the New York Daily News, Vogue, Huffington Post, Fast Company, Business Insider, Fox News, Bloomberg.

Coverage Highlights

““ The last great class equalizer in New York faces a tech threat. ””
— THE HUFFINGTON POST

““ FlyCleaners, an on-demand laundry startup, rolls out in Brooklyn. ””
—  **TechCrunch**

““ The next Whatsapp we feel is worth \$19 billion. ””
— **VOGUE**

““ FlyCleaners Is perfect for when you just can't be bothered with doing laundry. ”” —  **BUSINESS INSIDER**

““ Brooklyn's hipster neighborhoods go business casual at the cleaners. ””
—  **DAILY NEWS**