



Logitech equipped the global TEDx community to empower their speakers to “present like never before” with SPOTLIGHT remotes

TEDx and Logitech’s collaboration during a multi-year, multi-component partnership reflected Logitech’s commitment to support TEDx events worldwide

- Objectives: one component was to highlight product’s ease of use for presenting, another to communicate special offers on Logitech products
- Activation: demonstration space onsite, presenting rights to onstage discussion, SPOTLIGHT remotes for TEDFest attendees, and giveaway for community
- Success: high engagement in demo space, community giveaway claimed in one hour, SPOTLIGHT recommended organically in private TEDx online group

