

Over 5 Billion Media Impressions In 3 Months

Location: Los Angeles, CA

Market: B2B / B2C

Industry: Healthcare Technology

Challenge:

Interdependence was approached by a prominent healthcare technology firm shortly before the annual Las Vegas Consumer Electronics Show (CES) in order to help create and launch a targeted brand story and secure high-profile media placements. The company is one of the leading healthcare Internet-of-Things (IoT) innovators in the U.S., providing effective and potentially life-saving technologies that empower patients with the ability to engage with their healthcare processes more efficiently and proactively. Because CES is instrumental in broadcasting the newest technological developments and devices to the broader world and presents an invaluable opportunity for finding investors, it was essential that our client's campaign was managed by a PR firm with in-depth experience in healthcare technology.

Solution:

The Interdependence team offers significant healthcare technology marketing expertise. Our strategies were designed to communicate a targeted, cogent brand message and delineate the value and benefits of the client's newest technology.

Results:

We were able to secure the attention and cooperation of numerous highly respected media outlets including Business Insider, Digital Trends, Wired, and The Verge, among others. The profiles, interviews, live product demonstrations, and aggressive outreach ultimately yielded more than 5 billion impressions, numerous customer meetings, and a massive influx of investment that surpassed client expectations.