

Corporate/Product Launch: Molecular Imaging Company

A relatively unknown molecular imaging company never slowed down to tell their story. The Company sells its products to many leading academic and pharmaceutical company researchers.

Despite their success, the company had no prior media coverage and little visibility before coming to us. Now, they are launching the company, new products, and partnerships. LaVoie Group partnered with the company to garner media attention around the launch of a new fluorescence probe line and create momentum for the company.

Corporate/Product Launch

- Developed a public relations plan to include new announcements, corporate materials, appropriate industry and investor conferences and messaging platforms
- Utilized multimedia news releases embedding high resolution photographs with captions into the body of the release to help communicate the story
- Developed target media lists
- Developed talking points for media interviews (because the story had not been told to media previously, talking points needed to be expanded to include corporate identity and core technology, also, it was necessary to explain the new optical imaging line being launched)
- Developed compelling pitch letter for use in outreach activities

Return on Investment

- Feature articles in "A - List" industry-specific media outlets with images, including, Mass High Tech, Drug Discovery & Development, BioPhotonics International and Imaging Technology News
- Numerous articles placed in second-tier publications
- Inbound calls to company expressing interest in the company's product offering
- Increased corporate credibility and profile as evidenced by ability to close transactions

