



# VISIBILITY AND MARKET RECOGNITION FOR A MEDTECH COMPANY

## Fundraising announcement

Long-term ALA Client, **Carthera**, a spin-off from Sorbonne University and developer of SonoCloud®, an innovative ultrasound-based medical device to treat a wide range of brain disorders, announced the successful close its Series B funding. We worked to ensure the news hit top publications and managed the social media campaign behind the fundraising for the company.

### Objectives:

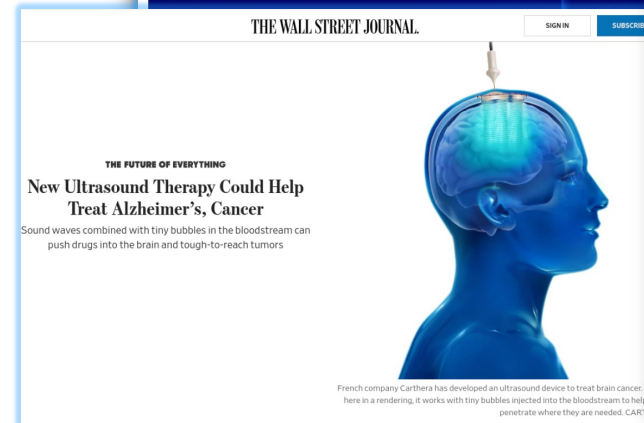
- To use the funding news to gain brand recognition and increase visibility in national, international and specialized media
- To present the company's corporate and scientific developments to the life sciences and investment ecosystem

### Strategy:

- Conducted embargoed interviews to prepare news distribution
- Wrote and issued news announcement in French and English
- Liaised with key publications to organize interviews and generate coverage in top-tier media

### Results:

- The announcements generated a total of **71** articles, with coverage in leading French and international publications, including **BioCentury, BioWorld, The Wall Street Journal, Capital Finance, Biotech Finances** and **BFM Business**
- Arranged **9** media briefings
- Audience of **341 million** reached from the media coverage
- Positive reception on ALA social media accounts with **8.33%** engagement rate on LinkedIn



*"With its excellent media relations and outreach in the life sciences sector, as well as its good digital capabilities, ALA helped us to substantially increase our visibility and market awareness."*

Frédéric Sottolini, CEO of **Carthera**

## SOCIAL MEDIA MANAGEMENT FOR A MEDTECH COMPANY

### Community management and strategy:

- To promote the company's research and medical technology to the medical and investment community online to improve visibility in the market
- To educate followers on the company's technology and research goals in a dynamic and visual way (e.g. production of infographics)
- To be an active participant in the oncology and neurology online community
- To network with colleagues and promote attendance at industry events
- To encourage discussion on hot topics in medtech, oncology and neurology news

### Results for first 6-months of 2023:

