

ONGOING PR TO SUSTAIN MARKET VISIBILITY



Robocath



Meet the Robot That Can Help Perform Angioplasty

R-One is the first European robotic solution to obtain the CE mark in the field of interventional cardiology.



Generate ongoing visibility in key economic and medtech media of **Robocath**, a company that develops and commercializes cardiovascular robotic systems for treating vascular diseases.

- Defined key messages for French and international markets, advised on PR strategy
- Wrote and distributed news releases announcing company developments and activities for French and English-speaking EMEA markets
- Conducted targeted media outreach and organized spokesperson briefings

Results

- Increased the company's market exposure and the number of media followers
- Obtained around 660 articles from 2019 to date in French and international digital and print publications, such as **BioWorld Medtech** (US), **MD+DI** (US), **Journal of Invasive Cardiology** (US), **AFP** (FR), **Les Echos** (FR)
- Recent fundraising (€40M) generated almost 70 articles in French and international key publications. It increased visibility for the company: following campaigns did better than the ones before the fundraising announcement