



VISIBILITY AND MARKET RECOGNITION FOR VETERINARY DIAGNOSTICS COMPANY

6 month coverage

Enalees is a biotech company specializing in the design, production and marketing of state-of-the-art rapid molecular diagnostic tests for the veterinary profession. ALA has issued 4 news releases for the company over 6 months with extensive media outreach, covering topics from grants to subsidiary and appointment announcements.

Objectives:

- To use company's 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 global veterinary and life sciences ecosystem
- To establish a solid recognition base in France and worldwide

Strategy:

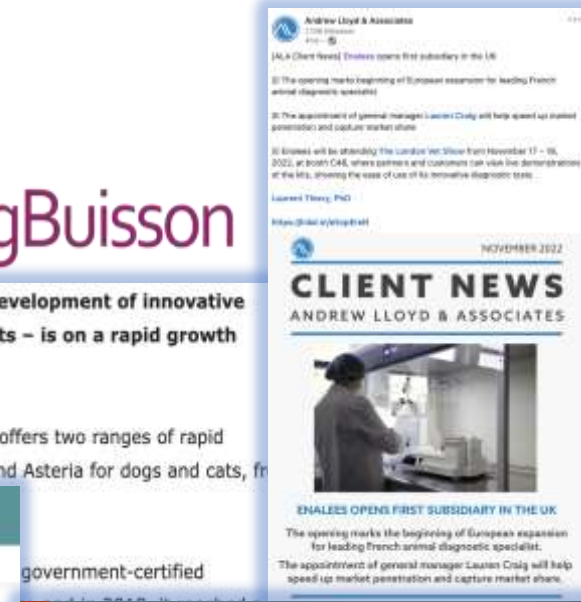
- Wrote and issued news announcements in French and English
- Liaised with key publications to organize interviews and generate coverage in top-tier media
- Prepared the company's PR documents, including corporate profile and messages

Results:

- The announcements gained a total of **60** articles, with coverage in leading publications including **Biotech Finances**, **Veterinary Practice**, **Le Point Vétérinaire**, **La Dépêche Vétérinaire**, **LaingBuisson**, **VetSurgeon**, etc.
- Arranged several media briefings including **IHS Markit**, **Biotech Finances** and **Laing Buisson**
- Total of **65K** estimated views across the four press releases

Enalees, a biotechnology company focused on the development of innovative tests for recreational animals – horses, dogs and cats – is on a rapid growth trajectory.

Established in 2015 in Genopole (Essonne), the company offers two ranges of rapid diagnostic kits for infectious diseases: Epona for horses and Asteria for dogs and cats, fr



“ALA’s team is very professional. It is really a pleasure to work with all of them: they perfectly understand our needs & objectives and we got very good results!”