



# VISIBILITY AND MARKET RECOGNITION FOR A BIOPHARMA COMPANY Fundraising announcement

After raising **€65M** (\$71M) for its Series A financing round, **Corteria Pharmaceuticals**, a biopharmaceutical company developing first-in-class drugs in heart failure subpopulations, wished to increase its visibility and gain market recognition.

## Objectives:

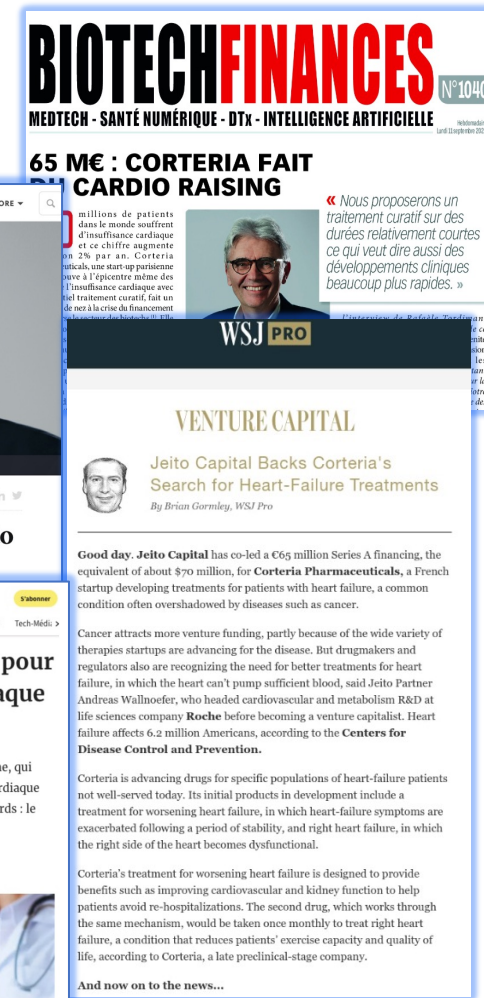
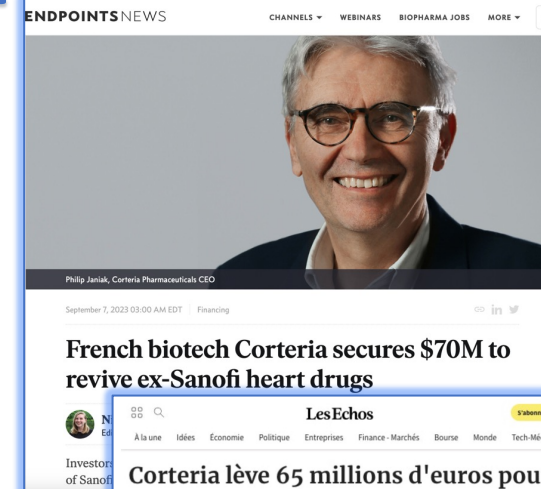
- To use the funding news to gain brand recognition and increase visibility in national, international and specialized media
- To present the company's corporate and scientific developments to the international life sciences and investment ecosystem

## 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 generating **48** articles, with coverage in leading French and international publications, including **Les Echos, Biotech Finances, BFM Business, Endpoints News, Scrip, Fierce Biotech, BioWorld, BioCentury, Sifted and The Wall Street Journal**
- Arranged **7** media briefings
- Audience of **109M** reached from the media coverage
- Positive reception on ALA social media accounts with **5.08%** engagement rate on LinkedIn



*"We have been pleased with ALA's support that helped us craft the right messages and have a strong outreach to specialized and financial media."*

Philip Janiak, CEO of **Corteria Pharmaceuticals**