



VISIBILITY AND MARKET RECOGNITION FOR A HEALTHTECH COMPANY Acquisition announcement

After acquiring Belgian company **Oncomfort**, the inventor of Digital Sedation™, a pharmacological method of relieving patients' pain and anxiety, HypnoVR wished to announce the expansion to its portfolio of digital therapies to manage pain and anxiety.

Objectives:

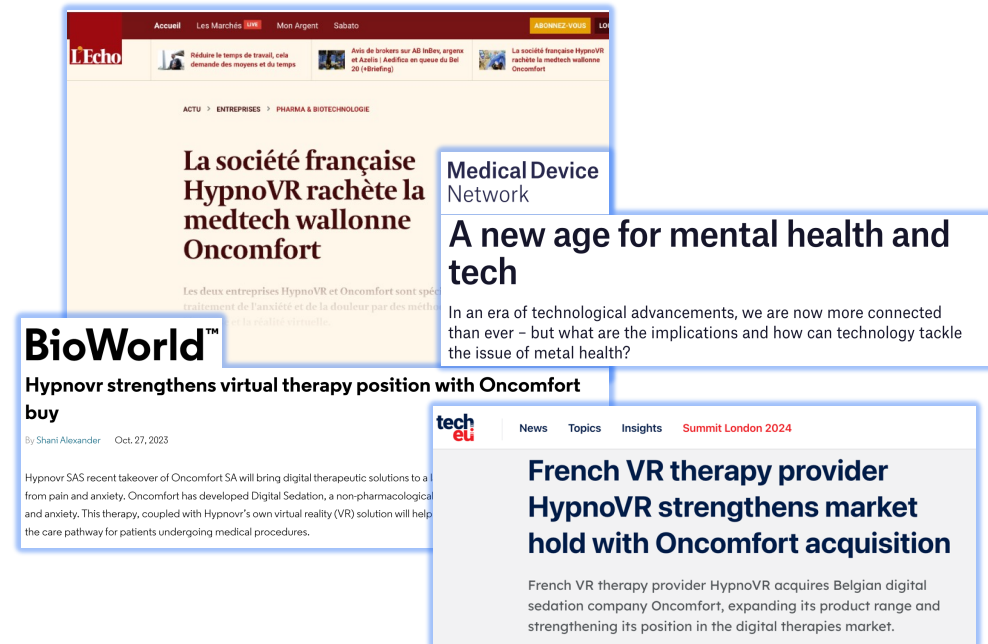
- To use the acquisition news to gain brand recognition and increase visibility in national, international and specialized media
- To present the company's corporate and scientific developments to the international medical device industry and investment ecosystem

Strategy:

- Wrote and issued news announcement in French, English and Dutch
- Liaised with key publications to organize interviews under embargo and after distribution, and generate coverage in top-tier media

Results:

- The announcement generated **40** articles, with coverage in leading French, Belgian and international publications, including **Biotech Finances, L'Echo, De Tijd, DNA, CFNews, L'Usine Digitale, Tech EU and BioWorld**
- Arranged **7** media briefings
- Audience of **34.2M** reached from the media coverage



“We have worked with ALA on several occasions. The team is agile and responsive and has helped us grow HypnoVR’s recognition at a national and international level.”

Nicolas Schaettel, CEO of **HypnoVR**