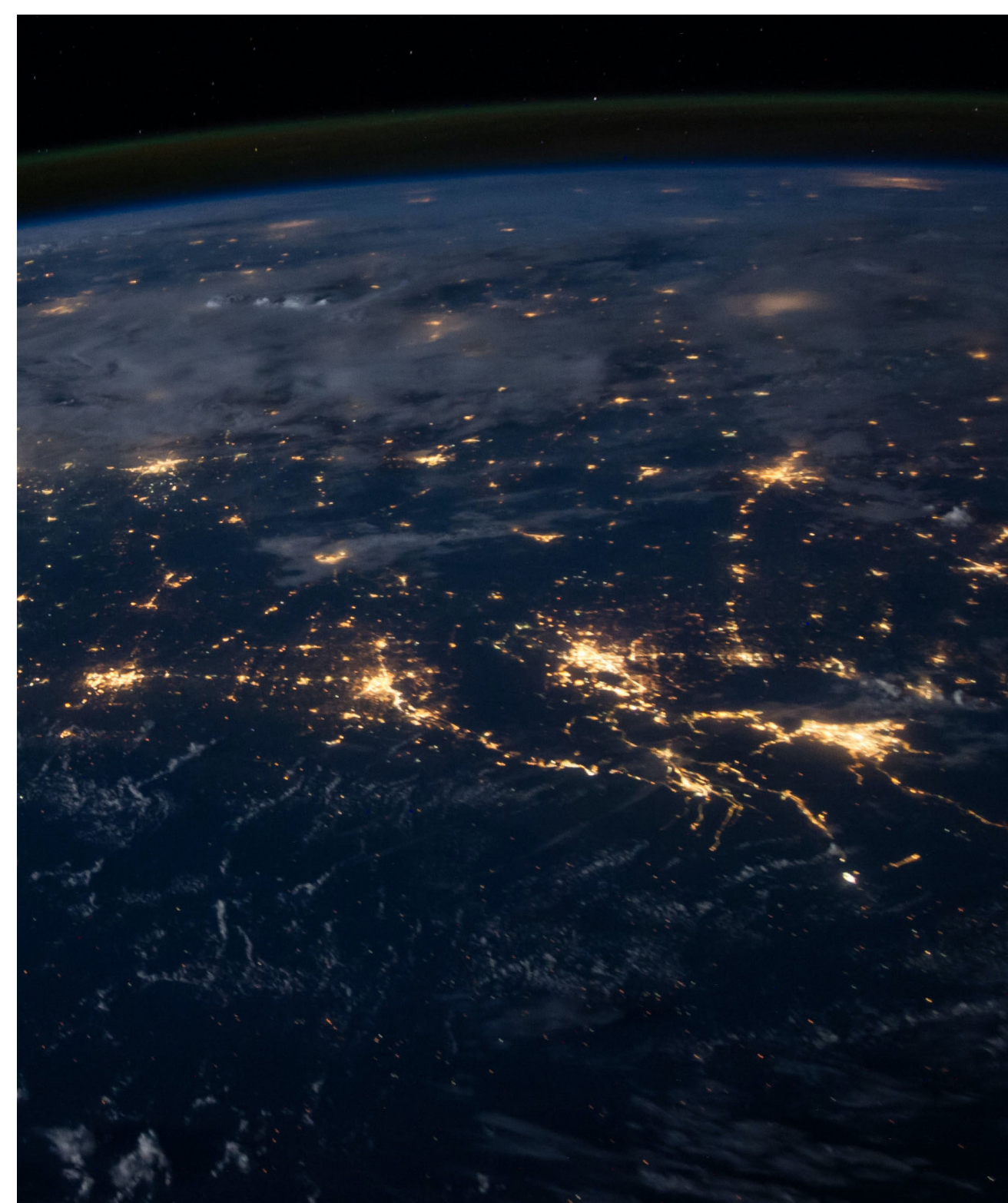


# NRPR Leads US PR Strategy for World's First Artificial Intelligence Exhibition Space



## SYNOPSIS

NRPR Group began working with the Australian Institute for Machine Learning at the University of Adelaide to gain visibility for MURMUR, the world's first artificial intelligence (AI) exhibition space. In a short period of time, NRPR was able to secure more than a dozen hits for Art Intelligence in AITHORITY, MarTechSeries, News Break, Workforce Development Technology News Network and Nikola NEWS. After the news was released, we secured interest from a digital producer at ABC Australia in covering the Art Intelligence program. Gaining coverage was a difficult endeavor because the news was broken prior to the announcement date, causing top-tier outlets to not be interested in covering the news. We pivoted, got creative and still garnered more-than-expected coverage for the project.



## PROCESS // HOW WE DID IT

NRPR began with a messaging meeting with AIML to determine strategy for the press release and outreach. NRPR began pre-pitching this announcement targeting various publications within the art and technology sector. With these publications hesitant to cover, NRPR revised the messaging away from art-focused media and future of art and focused on the AI sector, focusing on how AI can interact with art, which proved to be much a more successful approach. NRPR kept the client updated on progress to manage expectations and sent a round-up of all secured and pending coverage at the end of the announcement day.



## RESULTS

NRPR garnered more than a dozen press hits in AITHORITY, MarTechSeries Podcast, News Break, Workforce Development Technology News Network and Nikola NEWS, and more. NRPR also secured a pre-recorded podcast interview for AIML on the AI Today Podcast. Into Tomorrow, an internationally syndicated radio show, was interested in AIML for a 60-second on-air spot. In addition to the day-of-announcement coverage, AITHORITY also conducted a written interview and requested a guest post for more coverage of this news.



News Break



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