

NRPR Group & Paige

Paige Makes its Mark with Solid PR Push Out the Gate



NRPR Quickly Garners Coverage, Resulting in 141 Pieces of Coverage in First 60 Days

SYNOPSIS

NRPR and Paige, a leader in computational pathology for the diagnosis and treatment of cancer, prove that solid teamwork between the agency and client can lead to big results. In the first two months of working with Paige, NRPR garnered 141 pieces of coverage in top-tier outlets including Cheddar TV, Fortune, Forbes, CNBC, The Financial Times and AlleyWatch. Forty-nine hits resulted from a major board announcement and 64 hits in that batch resulted from Paige's first Series B Funding announcement. The NRPR team is also working with Paige on thought leadership, event management and building visibility through speaking opportunities.

PROCESS // HOW WE DID IT

NRPR welcomed Paige to the NRPR family and immediately began the on-boarding process, which included a messaging session to learn about the company and develop strong storylines for Paige, which is organized into a messaging map as a reference document. While previously, Paige messaging had focused on artificial intelligence and its relationship with Memorial Sloan Kettering Cancer Center, NRPR elevated the conversation to a more sophisticated view of Paige as transforming cancer treatment and care. NRPR developed messaging for, drafted, pitched and distributed two press releases for Paige in the first few months, mindful of the needs of the media. NRPR worked closely with R. Martin Chavez's PR team, the new board member to secure interviews for him with Tier 1 outlets. NRPR also secured media and analyst interviews for Paige's CEO, Leo Grady and conducted media training for both Mr. Chavez and him.



Paige



RESULTS

In the first 60 days of working with Paige, NRPR garnered 141 pieces of coverage in top-tier outlets including Cheddar TV, Fortune, Forbes, CNBC, the Financial Times and AlleyWatch were published. NRPR was onsite with Paige to manage the live interview with Cheddar. Moreover, the TechCrunch, VentureBeat articles were syndicated thereby expanding their reach. Forty-nine hits were for the R. Martin Chavez announcement and 64 hits for Paige's Series B Funding announcement. In addition to the online and print coverage, NRPR also booked interviews on podcasts, including AI Mentor. NRPR was able to garner a higher number and higher quality of coverage in higher tier publications than Paige had received prior to working with the agency.

