



CLIENT: PanGo Networks

AGENCY: Corporate Ink

SITUATION

PanGo Networks, which offers an advanced location management platform for tracking high-value assets (primarily in hospitals), is creating an interesting market – extending a technology originally introduced for manufacturing environments (RFID) to the healthcare industry.

The challenge: The company had a very low profile and was up against some noisy competition.

Our goal was two-fold: Significantly raise the company's profile – getting out ahead of the other players in the space, gaining recognition for the impressive technology and solid customer base, and help carve out a new market for location management in healthcare environments by tapping industry analysts to validate the market, and positioning PanGo's experienced executive team as thought leaders.

STRATEGY AND TACTICS

We took an extremely aggressive PR approach from the word "go." With just 6 weeks before the biggest Healthcare IT-related show of the year, we developed a 3-prong approach – with news, bylined articles, and face-to-face briefings – to make more noise than anyone else on the show floor.

Four back-to-back releases with the perfect mix of company, customer and technology news set us out in front – carefully timing each announcement to seed excitement in advance of the show, at the show and immediately following the show to drive immense visibility and momentum.

We tapped well-known partners – like Cisco – to increase PanGo's visibility at the show – placing collateral in Cisco's booth, and arranging a joint presentation on the floor to showcase how the two companies are working together to enable hospitals to better track valuable and expensive equipment.

Other key technology partners were also partnering with PanGo's competition, so we had to be extremely aggressive, getting our press releases announcing the partnerships out first, and quickly calling key reporters, before they heard the same news, from someone else.

RESULTS

A perfectly timed bylined article appeared in the show issue of an important healthcare publication, which was widely-distributed to attendees and drove significant traffic to PanGo's booth.

15 interviews, 12 with top healthcare publications -- pre-show, at-show, and post-show – creating a valuable foundation for relationships that the company continues to benefit from today.

Immediate, high-value visibility, with nearly 30 pieces of coverage; 12 of which were significant feature stories that the sales team continue to leverage in meetings with customers and prospects.

The company fully expects to expand its PR program in 2007.