

## Case Study

<b>Company</b>	<b>Gyros</b>  Gyros AB is the world leader in utilization of microfluidic technologies to miniaturize and automate immunoassays. The company was founded in 2000 and has around 60 employees, based at its headquarters in Uppsala, Sweden, regional sales and support offices in North America and Europe, and a growing distribution network
<b>Objectives of the project/programme</b>	Achieve coverage in the life science trade press to build awareness of Gyros and the Company's products, to support the sales teams in generating sales leads
<b>Zyme's approach</b>	Our approach has included: <ul style="list-style-type: none"><li>• Developing a media tool kit, including a media fact sheet and rolling PR plan</li><li>• Identifying feature opportunities in the target press</li><li>• Article writing and placement</li><li>• Arranging media interviews at conferences</li><li>• Drafting and distributing media alerts and press releases, and briefing the media to maximise coverage</li></ul>
<b>Achievement highlights</b>	Coverage achieved in Gyros' target publications and online news sites, such as: American Laboratory, Labcompare, Biocompare , Biomarker Breakthroughs , Contract Pharma, Genetic Engineering News, Lab News Network, Life Sciences Lab, Nanotechnology News Today, Nature, Outsourcing Pharma, Process Development.
<b>Client comments</b>	<i>"After a relatively short period, it's been a pleasure to show colleagues the progress made in our PR coverage and to see that our products are getting attention in the trade press. We look forward to a continued collaboration."</i>  Peter Steffner, VP Marketing.