

case study: brand-building PR for Toumaz



the client

Toumaz Technology (www.toumaz.com), a spin-out from Imperial College London, is providing a key technology platform for a new generation of low-cost devices for healthcare and lifestyle monitoring.

Toumaz has developed a ground-breaking wireless body monitoring system – Sensium™ – that can be attached to the body in ultra-small disposable and wearable formats. These Sensium-enabled devices continuously monitor multiple vital signs data – such as ECG heart rate, respiration and body temperature – and intelligently report to a base-station Sensium plugged into a standard handheld device, such as a mobile phone. This information can be sent on to healthcare providers, providing the foundation for a complete, end-to-end patient care system.

objectives

EvokedSet's overarching campaign goal for Toumaz is to help build long-term brand value in both the company and Sensium as a technology platform. Our communication objective is to build the "Toumaz story", establish a leadership position for Toumaz in wireless body monitoring, and deliver momentum as key milestones are achieved on the road to the first "Sensium-enabled" devices.

the campaign

As Toumaz's global PR agency, we needed to create a campaign that would deliver effectively against our communication objectives and also maximise Toumaz's budget.

Using our strategic messaging and planning framework, we devised a full media and analyst relations programme to address Toumaz's key markets and audiences. Regular newsflow and industry commentary is complemented by briefings with key analysts, bloggers and influencers, to ensure a high profile and share-of-mind for Toumaz. Strong online coverage is achieved by leveraging our specialist online newswire service, NeonDrum, helping to drive traffic to the Toumaz website (managed by EvokedSet).

High-impact speaker slots and industry platforms are targeted – from investment to key vertical market events – and prestigious award schemes are actively sought out as platforms to showcase the innovation and market significance of the Sensium solution.

results:

national, business, broadcast coverage

- Coverage of Sensium in The Economist, FT, BBC Online, The Times
- Interview and live demonstration of digital plaster on Swedish Radio, BBC Radio 4, and "Digital Planet" (BBC World Service's flagship technology programme)
- Front-page coverage in key trade media and major online visibility (over **500 pieces of online coverage** generated from April 2007 to April 2008)

industry recognition – 2006 to present

- Toumaz named "National Microelectronics Institute (NMI) Start-Up of the Year"
- Awarded first prize at the Fifth Oracle® Partner Network Innovation Award for Europe, Middle East & Africa
- Named winner in the Electronics Category for the IET Innovation in Engineering Awards
- Shortlisted for "Medical Advances" Award in Electronic Product Design magazine e-Legacy Awards and Electronics Weekly Elektra European Electronics Industry Awards

platform for investment and business development

- The expanding recognition of the Toumaz Sensium brand has been cited by Toumaz as a major factor in being able to easily raise funds for the company, as demonstrated by the 2005 reverse merger with parent company Nanoscience and recent fundraising activity.
- EvokedSet's PR campaign has been instrumental in enabling Toumaz to gain market traction with top 3 global businesses in the areas of medical devices and distribution and semiconductors.



for more information on our brand-building PR services, call or email us now:

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EvokedSet provide us with a comprehensive service that's well-tailored to our needs. They're always quick to respond and have a great network to distribute our news. We consider them as very much part of our team.

The PR and brand recognition work carried out by EvokedSet has been a significant factor for Toumaz in our ability to raise on-going investment funds and gain market traction with major global clients.

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Keith Errey, Chief Operating Officer and Co-Founder, Toumaz Technology



EvokedSet
...choose to stand out